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Forecast accurately! Increase sales!

Challenges

In today's World markets, companies are constantly looking to gain an edge, sustain long-term growth and continue to adapt to change.

You may face several sales related challenges including: -

- How to continually exceed sales targets?
- Successfully closing sales opportunities
- Focusing time in the right areas

Updating and developing your internal sales process is a vital part of this. It will help you to gain an edge over your competitors.

Why is accurate forecasting so important?

Accurate forecasting can help companies to manage their sales well and plan with confidence. It will give Account Managers a better understanding of what steps are needed to close a sale successfully.

This can be done with an easy to use software programme, ***4CAST***. It asks for a user's perception in ten key areas of the sales cycle. Then it predicts the outcome, with an 80%+ degree of accuracy.

It also tracks individual sales opportunities and gives advice in the form of reports, to ensure users follow the right development path in order to close a sale successfully.

4CAST will help you to: -

- Shorten the sales cycle
- Manage the stages of the sales cycle effectively
- Increase your sales!

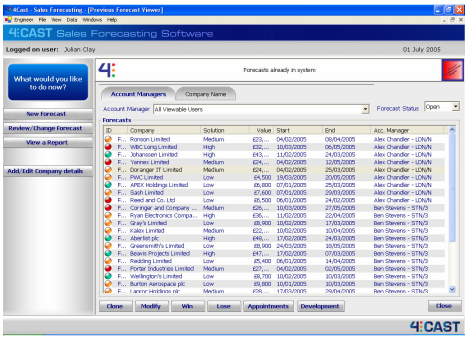
This will help the continued growth of your business.

The software is easy to use and succeeds because it identifies the sales issues involved in managing a sale well and tracks them! It encourages 'best practice' sales behaviour by giving focus. It is easy to use and gives clarity to any sales pipeline.

It compromises of FOUR key areas: -

1. **New Forecast -** Answering ten sales issue questions in order to qualify a prospect.

2. **Review/Change Forecast -** A summary of your target accounts status.



3. **View a Report** - To help you track and manage your sales pipeline and maintain forecast accuracy.

4. **Add/Edit Company Details** – Company, Location and Contact details.

You can set up user rights to allow the breakdown of summary information by individual, branch, region and at national level. ***4CAST*** allows visibility and encourages good sales communication.

You can use its own database, import/export data to and from ***4CAST*** or it can be tailored to align to the database of your CRM system.

4CAST can be developed to have a Pocket PC version, with cut-down reports. Updates are easy to download, making it an essential accessory for external business use. Forecasts can also be transferred to and from a laptop PC.

Reinforce successful behaviour!

If you want to improve your selling process, skills and effectiveness, let ***4CAST*** work for you!

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