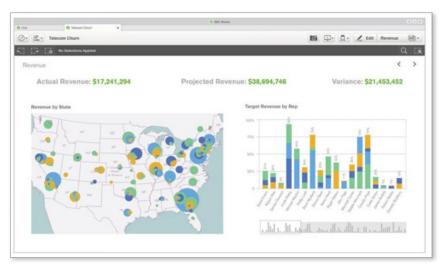# Qlik® for sales representatives

Qlik sales solutions are used across industries to help organizations improve the quantity and quality of their customer interactions. Traditional tools can produce pre-defined reports centrally, but allowing sales representatives to gain their own insights based on individual criteria is not possible. With Qlik, all this changes. Salespeople can now freely explore customer and sales data to better pinpoint prospects for cross-sell and up-sell opportunities, promotions, and new products. Personalized target lists can be created and analyzed on-the-fly, while still improving the preparation for, and effectiveness, of customer interactions.

The result is a highly tuned outbound sales effort with increased call volume, call quality, conversion rates, and revenue.

Key product features:

Qlik offers business capabilities that unlock the power of information for sales targeting and increased performance

Associative data indexing
Dynamically calculates and exposes data relationships in complex, multi-source data sets. Users can instantly view relationships between regions, customers, products, costs, margins, and more.

Smart Search
Sales representatives can identify customers that match unique sales criteria across the entire data set—even when they don't know where to look.

Anywhere, anytime mobility
Explore, analyze, create, and collaborate, on any device, anytime there is a question. This empowers representatives to work in any sales environment.

Collaboration
Working together from a common governed data set facilitates the conversation between sales managers and sales representatives. They can try out new analysis without going back to IT, and tell sales data stories to communicate insights and different points of view.

Improved customer targeting

Sales users are often challenged to identify the right customer targets with the highest propensity to buy. When new products or promotions are available, individual reps or local sales departments often lack the ability to fully take advantage. With Qlik, users can quickly assess their customer and prospect base to find the right 'fits' for cross-sell and up-sell opportunities, based on customer demographics, buying histories, and company strategy.

Higher quality customer interactions

Whether in the home office or on a mobile device, Qlik helps users better prepare for customer interactions. Users gain critical insights about customer needs and potential product offers, leading to higher quality meetings and improved conversion rates. And with Qlik's extranet capability, customer information and insight can be made available to users outside the organization, such as third-party agents and distributors.

More value from Salesforce.com and CRM

CRM platforms such as Salesforce.com are central to the selling efforts of most organizations. But as strong as these systems are in enabling sales processes, they often don't provide the same level of capability when it comes to data analysis and exploration. Qlik is the perfect companion to Salesforce.com, unlocking the power of CRM information for better decisions. Qlik connects to Salesforce.com through an optimized connector, allows for CRM data to be combined with additional data sources, and provides data discovery apps that can be embedded directly in the Salesforce.com user interface.

For more information, visit qlik.com

qlik.com