CDM Sales Management
Places the focus on value-creating activities

CDM Flexible Sales Management optimises the work in your company's sales function so that resources can be freed up for upselling and new sales. The system controls and automates the processes involved in every sale. This will always be done on the basis of your company's methods and principles for sales, forecasting and budgeting.

Management overview
The system is a reliable co-player when it comes to making important decisions in relation to sales and marketing initiatives. Graphs and figures show the overall sales result, sales prognoses and budgets for the entire company and for every single sales representative. This way, you can focus your sales effort where the return is greatest.

Automatic categorisation of customers
The entire sales process is supported by automatic ABC categorisation which provides a quick overview of which customers and prospects have the greatest sales potential.

The categorisation is based on the premise that 20 per cent of customers generate 80 per cent of the turnover. We refer to that 20 per cent of the customer mass as A-customers, while the remaining 80 per cent is split between B, C and D categories.

It's all about sharing and registering knowledge
CDM Flexible ensures that important knowledge remains within your company. A new sales representative therefore has a perfect point of departure for taking over his or her predecessor's insight into customers and other conditions. This happens because all actions relating to the customer are registered in the system as an activity. It is also in the activity that consultants and other users register contracts, sales forecasts, campaigns, projects, reports and other relevant information.

Production and extraction of data
The system's structure makes it easy to manage all information and search for it. The system's search tool can be adapted quickly to your company and find the precise data that is needed.

As standard, the system includes a number of search screen images that can be changed and expanded as required. More structured productions of data can be extracted by means of reports. Reports are always prepared in partnership with our customers.

Features

- Customer and prospect management
- Key account management
- Prospect generation
- Sales information
- Customer book
- Contact history
- Automatic and manual ABC categorisation of customers and prospects
- Activity-managed calendar and to-do list
- Gannt chart
- E-mail and letter merging
- Journalising
- Optional sales processes with regard to managing Pipeline and forecasting
- Budgeting and sales statistics
- Customer satisfaction analysis and loyalty accounts
- Quote management
- Configuration and price notice
- Project and time/case management
- Report generator
- Segmentation
- Retention analysis
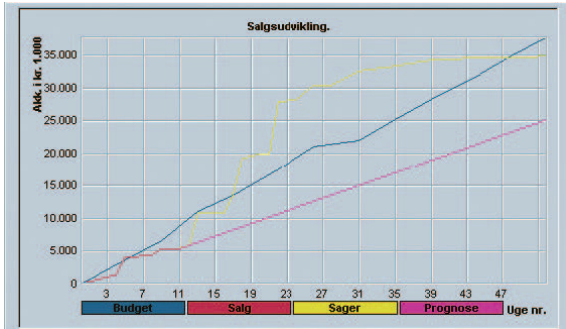- Customer value share
- Duplicate consolidation

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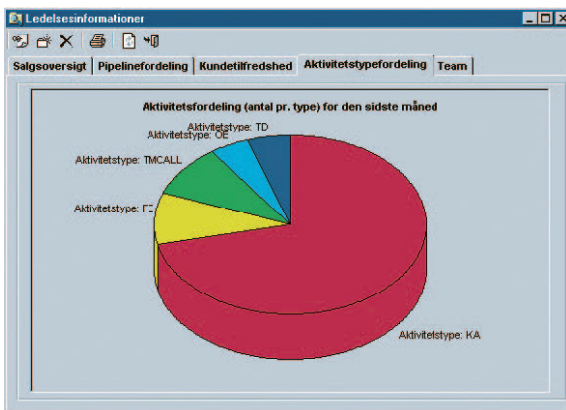
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Examples of screen images

The sales graph provides the full overview of the historical and anticipated development in sales compared against the budgeted sales.
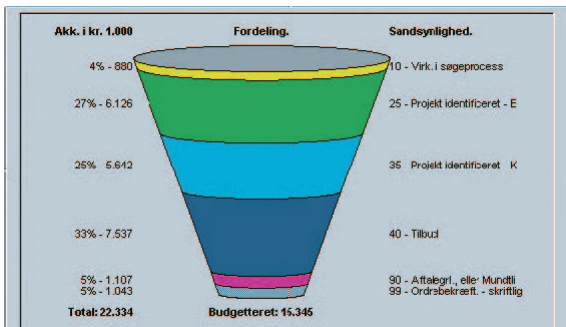
Pipeline shows the anticipated development in sales for your company. The different phases show how far you have come in the sales process.

The activity type distribution shows what employees are spending their time on. You can see whether sufficient time is being spent on sales-generating activities.

About CDM A/S

CDM A/S is an international, strategic Microsoft Gold Partner with more than 20 years' CRM experience. Our solutions strengthen relations between your company and your customers, suppliers and collaborative partners and is thus a contributing factor in the success of many Danish and international companies.