

# GoldMine Premium Edition

## Sales Management

Sales organizations are continuously looking for ways to drive more revenue while reducing internal costs. In today's fast paced economy, sales managers must rely on technology to better manage complex business processes and multifaceted forecast methods. Companies can no longer afford to have opportunity management and sales methodologies be inefficient.

Sales Management functionality in GoldMine® Premium Edition provides this much needed technology to help drive revenue, not just in terms of numbers, but in terms of streamlining sales processes and forecast methodologies. Once sales teams receive lead information from the marketing divisions, the sales process is initiated and deal information can be captured. GoldMine provides sales users and managers consistent opportunity and project tracking functionality so all teams are on the same page.

GoldMine Premium Edition users can leverage powerful forecast management features for a complete view into each opportunity stage, helping them focus on which deals have a better propensity to close. GoldMine Premium Edition's Sales Management features help streamline opportunity and forecast processes for greater revenue generation and more focused sales efforts.

Sales Management allows for detailed tracking of deal status, forecast numbers and close by information

### Opportunity and Project Management

GoldMine Premium Edition Opportunity Management offers you a view into your open, closed, won and lost opportunities. Each sales agent can maintain their pipeline in real time, as well as, leverage team selling efforts since any opportunity can be assigned to multiple sales representatives with specific roles to help close deals faster. GoldMine software's Opportunity Management enables sales users to follow a consistent selling practice to help improve chances of closing the deal.

#### Sales Management includes:

- Opportunity and project creation wizards
- Attach source information for closed sales loop reporting
- Quickly create and clone new deals via opportunity templates
- Assign status, stage and win probability for every opportunity
- Attach products, services and pricing information details to each opportunity
- Track activities needed to help close each deal
- View opportunity details such as influencers, issues and competitor information
- Allows for Team selling efforts with role assignment
- Create Projects directly from Opportunities
- Associated contacts, influencers, and internal team members to help manage all projects
- Attach item and document details to each project

GoldMine Premium Edition helps companies manage the opportunity process. Once opportunities reach a certain stage, users have the ability to create projects converted from opportunity information. Projects can be created and tracked from any opportunity, won or open. Projects enable organizations to better maintain their clients business for increased revenue and better customer satisfaction.

GoldMine Premium Edition Sales Management features help you achieve the greatest sales impact in the most efficient manner.

The screenshot shows the 'Opportunity Properties' dialog box. It has an 'Info' tab selected. The main text reads: 'GoldMine allows you to track detailed information about the account manager(s), status, source, forecast and timeframe of any opportunity. Please enter the summary below.' Below this are several input fields:

- Opportunity: License Opportunity for Velocity
- Company: Velocity Group
- Manager: STEVE (Steve Johnson)
- Code: H
- Status: Open
- Stage: 60 - Evaluation Passed
- Source: Phone Directory
- Units: 15
- Price: 1,500.00
- Probability: 60 %
- Forecast: 22,500
- Closed Amt: 0.00
- Start Date: 2/26/2007
- Close By: 3/30/2007
- Actual Close: 3/30/2007

At the bottom are 'OK' and 'Cancel' buttons.

Opportunity Management allows for detailed tracking of deal status, forecast numbers and close by information

**Forecasting**

GoldMine Premium Edition Forecast Management functionality helps you manage your pipeline in real time. GoldMine software’s powerful pipeline analysis features visibly show sales users the stage of each selling process, the money associated with each stage, and the potential your company has of winning each deal. GoldMine tracks your sales potential by comparing completed sales and forecasted sales to a users quota. Now your sales agents can perform quota analysis in real time.

Analyze Users	Period	# of Sales	Forecasted	% Prob.	Potential
STEVE (Steve Johnson)	Mar 12 - Mar 18:	0	0.00	0	0.00
	Mar 19 - Mar 25:	2	44,000.00	40	17,600.00
	Mar 26 - Apr 1:	8	184,700.00	66	120,990.00
	Apr 2 - Apr 8:	1	2,280.00	80	1,824.00
	Next 4 Weeks:	11	230,980.00	61	140,414.00
	March, 2007:	12	258,700.00	54	138,590.00
	April, 2007:	4	259,280.00	26	67,624.00
	May, 2007:	1	18,200.00	20	3,640.00
	June, 2007:	0	0.00	0	0.00
	Beyond:	0	0.00	0	0.00
	<b>Total Forecast:</b>	<b>17</b>	<b>536,180.00</b>	<b>39%</b>	<b>209,854.00</b>

Forecast sales analysis enable views into all aspects of your opportunity pipeline

**Forecast Management includes:**

- Real time analysis of all opportunities
- Compare forecast information over time
- View forecasted sales dollar amounts by win probability and potential sales
- Analyze sales to compare quotas vs. forecasted sales figures and view differentials
- Display pipeline information funnel per opportunity stage

Forecast Sales Analysis enables views into all aspects of your opportunity pipeline.

GoldMine tracks completed sales, forecasted sales and quota information allowing your sales team to gain useful insight into the performance of your organization.

GoldMine Premium Edition Opportunity, Project and Forecast Management features enable sales organizations of any size to clearly examine the health of their business in real-time in order to drive more revenue while reducing costs.

FrontRange Solutions, a provider of CRM and service management applications for over 16 years, with more than 130,000 customers worldwide – is your source for integrated applications that allow you to drive customer loyalty, increase productivity and sales effectiveness, and build exceptional relationships across your entire value chain.

**Integration with additional GoldMine Premium Edition functionality:**

Sales Management is just one aspect of the GoldMine Premium Edition solution. Other functionality includes:

- Marketing Automation
  - Provides marketing capabilities to target campaigns and gather leads to create new relationships
- Relationship and Daily Activity Management
  - Enables any sales, service or marketing user to maintain customer relationships and day-to-day business activities
- Customer Service and Support
  - Provides support management capabilities for customers with a complete view of all customer interactions
- Analytics, Reporting and Knowledge Base
  - Provides reporting and analysis functions for users and managers to understand business progress and customer interactions

**Call 1.800.443.5457 to speak to a FrontRange representative today, and discover the benefits of GoldMine.**

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