

WAVE SALES
TRACK OPPORTUNITIES
TO DRIVE MORE SALES
THROUGH YOUR PIPELINE



Our powerful sales tracking solution includes everything your sales team needs to keep your pipeline full and functional.

Available on demand or behind your firewall, the Wave Sales Module™ benefits sales by allowing a real-time view into forecasts.

Sales reps can integrate with Microsoft Outlook so they can easily create leads and opportunities without ever leaving their email program.

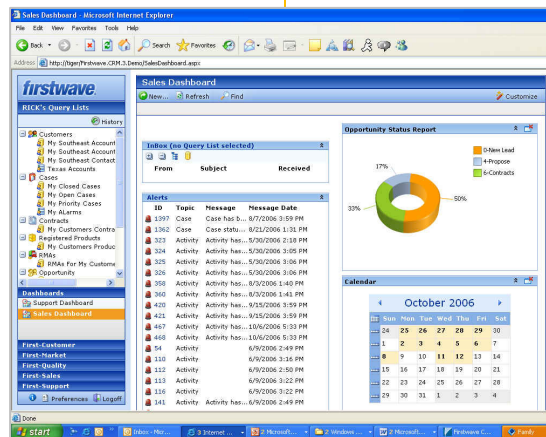
And with FirstWave, your marketing team can easily track lead activity and nurturing efforts.

You get visibility into the sales pipeline via easy-to-view graphical dashboards so you can:

- ▶ **Quickly click** through to details and respond to every opportunity
- ▶ **Stop lead loss** by identifying those not quite ready to buy and prime prospects
- ▶ **Segment leads** automatically based on any criteria you

choose

- ▶ **Use segmented lists** for targeted nurturing and follow-up
- ▶ **Forecast revenues** accurately using real-time information, performance data and confidence factors.
- ▶ **Sell more, faster** by guiding reps through each step of the sales cycle and the related activities they need to perform
- ▶ **See performance results** via real-time reports, including win-loss analysis, pipeline movement, lead incubation/leakage, activity by salesperson and many more
- ▶ **Tie activities to results** by integrating with your email application to track emails sent and received by the sales team.
- ▶ **Close the loop** on previously disconnected activities



For detailed information on any of our solutions, contact us at 1-800-540-6061 or info@firstwave.net

www.firstwave.net