



7 WAYS TO IMPROVE SALES AND MARKETING PERFORMANCE IN HIGH TECH MANUFACTURING

TAKE THE FIRST STEP: ALIGN YOUR STRATEGIES AND ACTIONS

Getting started on a new initiative is never easy. Unseen obstacles, unanticipated delays, and unexpected surprises can greet you at every step of the way, making your goals seem further away with each passing day.

This brief guide is designed to make that process easier. It presents a number of practical ways to overcome the sales and marketing challenges you face in the high tech manufacturing industry. And it provides you with a variety of potential starting points on the road to corporate performance management (CPM).

Whether you're trying to track and analyze revenue, identify top performers, or measure the effectiveness of marketing campaigns, you must first strengthen the link between boardroom strategy and frontline execution to drive better decision-making across your organization.

Cognos software gives you the power to do just that. Enterprise Planning drives sales and marketing performance, Enterprise Scorecarding monitors progress against your plan, and Enterprise Business Intelligence lets you report, analyze, and understand your performance.

With performance management software from Cognos, you can build on the planning, budgeting, scorecarding, and reporting activities you already have in place. And you can integrate new capabilities when you're ready.

THINK BIG. START SMALL. BE STRATEGIC.

There's no better place to begin than in marketing—where aligning people's day-to-day actions with your corporate strategy can have a major impact on your business.

Discover ways to drive best-in-class performance in marketing and sales. Take the first step.

1. IDENTIFY YOUR MOST VALUABLE CUSTOMERS.

Who are your best customers? Those who buy the most products? Those who spend the most money? Or those who cost the least to support and nurture?

Cognos performance management solutions can help you identify your most and least profitable customers and their buying patterns. This enables you to focus your time and efforts on the deals and promotions most likely to yield immediate and long-term returns, increase customer loyalty, and reduce the cost of sales. Cognos solutions deliver a detailed, 360-degree view of customer profitability, purchase patterns, revenue, growth, lifetime value, satisfaction, and more. Better yet, this information is available to everyone in your organization who needs it.

Cognos unites data from multiple sources including CRM, ERP, SFA and order entry, and presents it in a format that's meaningful and useful to everyone. A national sales manager might receive an in-depth look at the best-performing products in each region, while a sales rep might view a list of the customers most likely to buy in the next quarter.

2. ALIGN RESOURCES TO OPPORTUNITIES.

With so many potential opportunities and so little time, how do you make the most of your resources to take advantage of every possible opportunity?

Cognos gives you the information and knowledge you need to pinpoint the strengths and weaknesses in your sales force and channels, manage sales territories, lower costs, and streamline your entire sales process. So you can better allocate resources to maximize opportunities.

You can identify your top sales reps. Determine which reps and regions aren't performing up to par. Understand where resources such as engineering design, samples and marketing collateral are being put to best use. Track your distribution network to improve channel effectiveness. Compare the cost of sales to revenues—by customer, channel, sales rep, product, and region. And decide whether you have the right resources in the right places.



THE NEXT LEVEL OF PERFORMANCE™

3. TRACK TRAINING AND DEVELOPMENT.

What's your company's largest investment? A look at your annual payroll expenses says it's your people. You probably spend more money paying, rewarding, training, and developing your people than on any other line item.

But is it money well spent? You need to know that the dollars you pour into training sales and marketing professionals will result in increased sales, higher productivity, and improved ROI. You also need to know that your people have the skills and knowledge to embrace the sales and marketing challenges your company faces, so that everyone in your department remains as productive as possible.

With Cognos solutions, you can track the training and development courses your sales and marketing people take, and then link them directly to improvements in productivity and performance. You can also correlate the training investment with the number of people who meet sales quotas and marketing goals. Identify the skills that contribute to high performance to develop a profile of exceptional employees. Then use this information to set benchmarks and raise the bar—to the next level of performance.

4. ANALYZE THE SUCCESS OF MARKETING CAMPAIGNS.

Which marketing promotions are paying dividends? And which are costing you money? Why do some promotions work better with one group of customers than another? Cognos performance management software can deliver the answers. It tracks and presents key performance indicators such as campaign ROI, response rates, cost of sale, number of leads, percentage close ratio, and more. With Cognos, you can quickly analyze each and every campaign to eliminate low-impact promotions and concentrate on the marketing efforts most likely to succeed. You can also monitor marketing program execution in the field and link each initiative to actual sales. Reduce the cost of sale by targeting customers who are ready to buy. Increase the return on your promotion investment by offering your best promotions to your best customers. And identify your best lead generation activities based on facts, not feelings.

5. USE SCORECARDING TO SET GOALS AND PRIORITIES.

How can you set and communicate a common set of priorities and expectations for your sales and marketing organizations? With Cognos enterprise scorecarding—a proven way to make sure everyone is on the same page. Cognos scorecards present metrics that quickly communicate what's expected and how your performance measures up. Use this information to identify the issues that are holding

you back and make the decisions that are most important to success. Every employee can view and understand performance indicators such as sales, growth, and market share and compare them to call activity, reach, frequency, and sales expense. They can clearly see how their decisions and actions impact the overall strategy.

6. MANAGE YOUR BUDGETS.

The cost of sales is soaring. Budgets are shrinking. And the demand for accountability is rising. Top managers want more detailed financial information, more complete information, and more consolidated information. Cognos solutions can deliver it by automating all of your core financial processes—budgeting, planning, consolidation, forecasting and reporting. Cognos presents a unified view of your sales and marketing budget by department, project, or territorial expense level. That way you always know where you stand against plan. And you have the clear, concise, accurate information you must have to analyze your current business performance and confidently predict your future.

7. SHARE THE WEALTH.

Sales and marketing is a team sport. And that means you have to be able to share your ideas, knowledge, and insight with every member. Cognos performance management solutions integrate information about sales volume, customer profiles, market share, sales activity, ongoing promotions and marketing programs into a single source of data that's instantly available to anyone and everyone who needs it. The bottom line: you can share your organization's most valuable assets—your knowledge and your people.

ABOUT COGNOS

Cognos is the world leader in corporate performance management solutions for the enterprise. Our solutions let companies drive performance with enterprise planning and budgeting, monitor performance with enterprise scorecarding, and understand performance with the reporting and analysis of enterprise business intelligence. Cognos is the only company to support all these key management activities as a complete solution from one vendor.

Founded in 1969, Cognos today serves more than 22,000 customers in over 135 countries around the world. Cognos performance management solutions and services are also available from more than 3,000 partners and resellers worldwide.

NEED TO KNOW MORE?

For more information about Cognos solutions for the high tech industry, please visit us at www.cognos.com/solutions/manufacturing



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