salesmatrix
business intelligence made simple

There is so much information in your sales data....

But finding the information you want buried in the mass of paperwork is time consuming at best, impossible at worst.

So much information with so little trouble

Salesmatrix shows you the answers you want dynamically on screen in only seconds and with just a few keystrokes.

Within minutes you will be exploring the multiple aspects of the relationship between your sales resources, customers, products and periods of time.

You can **instantly see an on-screen analysis** of sales. This can be by customer, by product, by salesperson, within periods to your specification and for your selected values of pricing, margin, volume and many more. An infinite variety of questions can be answered by mining the data. This might be discovering your top 20% of customers or analysing your margin per unit.

Uncover the truth

You can see **where your sales channels are succeeding**-or under-performing. Sales figures can be ranked from high to low, with Traffic Light analysis showing above average figures in green, average in orange and below average in red, giving an instantly understood demonstration on screen. In finding out what products were not sold, you can find the scope for future improvement.

**Salesmatrix will show you golden sales opportunities there for the taking.**

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Experience the Business Intelligence difference.

Forget time-consuming report writing and complex data mining tools.
Salesmatrix provides a huge array of intelligent tools right at your fingertips.

80/20 ANALYSIS

Understand what the 80/20 rule really means for your business. Adjust the sliders to narrow your focus to your key customers and products. The salesmatrix focus feature gives you all the flexibility lacking in written reports.

The top 20% of Customers Plus The top 30% of Products Equals 79% of Revenue
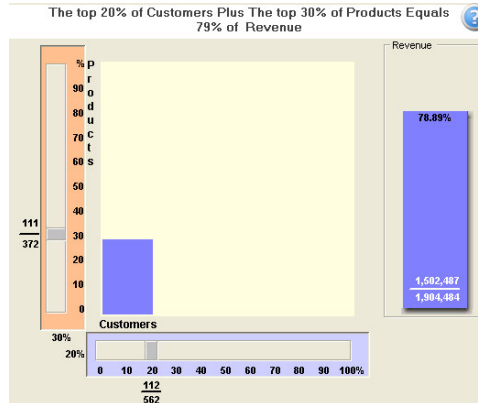
ARM YOUR SALES TEAM

Salesmatrix is priced to enable cost effective deployment to 'on the road' sales force, telesales and distributors. Where ever they do business your sales team will know everything they need to maximise opportunities and revenues from each individual client.

TRAFFIC LIGHT MONITORING

View all sales data (products, customers and sales people) on one screen. Use 'traffic lights' to highlight sales trends in an instant.

Identify issues for further interrogation, click on any cell to drill down and view more specific transaction detail.

Analyse your customers, products and sales people like never before.

ANSWER THE DIFFICULT QUESTIONS

- Which of my Sales Channels are losing customers?

- Which Customers are not buying products they should be?

- What Customers have recently stopped buying from us?

- Which Products have un-exploited Cross-Sell opportunities?

- Where are we missing opportunities within retail chains?

- Which Customers should we target a loyalty program at?

- What Customer groups do we make the highest margins with?

- What products should I place together to maximise Market Basket Sales?

- If we set a goal of a 10% volume growth how many additional customers will we need to target and sales staff to cope with the growth?

BUSINESS INTELLIGENCE MADE SIMPLE

www.salesmatrix.com.au