



**KEY FEATURES**

- » Proven sales methodology
- » Complete sales activity tracking
- » Guided sales activities
- » Sales activity goals tracking
- » My Sales Dashboard for sales activity scheduling and follow up
- » Complete management performance reporting
- » Contact relationship tracking and management
- » Flexible search criteria
- » Bid pipeline management and reporting
- » Prospect success management
- » Historical account activity
- » Contacts to bid and contacts to win ratio management
- » Contact goals to actual reporting
- » Global capability
- » Account assignment by division and sales executive
- » Quote generation management

## DEX SELLING APPLICATION

*DEX Selling is a sales contact management and reporting solution that drives successful customer sales. DEX Selling provides sales activity tracking, reminders, reporting and analytics to maximize the effectiveness of all sales related customer interactions.*

### DEX Selling Overview

DEX Selling is a Customer Relationship Management (CRM) module developed by DEX Systems, the IT solutions division of DEX. DEX Selling is a robust, straightforward and easy to use front-end extension to Oracle®, specifically designed to track all customer sales activities. DEX Selling is a powerful aid in managing individual or team sales pipelines. It also assists in managing bid, RFP, and RFQ response processes, and tracks proposal development and delivery activities through to completion.

The DEX Selling solution incorporates the proven sales methodology developed by Lieberman Research Worldwide, an international market research firm with more than three decades of marketing and sales analytics experience. This successful process-driven sales approach guides sales personnel through each step in the selling cycle, ensuring that sales activities are flawlessly executed. This results in a larger pipeline, more accurate forecasts, excited sales people, and greater revenues.

### Improved Visibility

DEX Selling tracks each detailed sales activity for every prospective client, including e-mails, phone calls, in-person office visits, or other face-to-face activities such as entertainment. Moreover, based on the Liebermann Research sales methodology, DEX Selling actually suggests the mix of these activities, which will lead to a successful close. The solution presents all of these statistics to the appropriate sales personnel and sales manager for analysis and appropriate action. The same report tracks the bids and wins developed with targeted prospects, allowing sales professionals to measure their success rate.

	New	Existing	Total	Goal	% Goal
<b>Attempted Contacts</b>	13	3	16	150	11%
<b>Total Contacts</b>	13	3	16	150	11%
<b>Phone</b>	13	3	16	93	17%
<b>Email</b>	0	0	0	20	0%
<b>In Person</b>	0	0	0	38	0%
<b>Office Visits</b>	0	0	0	23	0%
<b>Entertainment</b>	0	0	0	15	0%
<b>Bids (Hyperlink)</b>	3	0	3	16	19%
<b>Number (Count)</b>	3	0	3	16	19%
<b>Volume \$ (Sum)</b>	\$2,950	\$0	\$2,950	\$1,107,450	0%
<b>Wins (Hyperlink)</b>	0	0	0	5	0%
<b>Number (Count)</b>	0	0	0	5	0%
<b>Volume \$ (Sum)</b>	\$0	\$0	\$0	\$372,600	0%
<b>Avg Contacts / Day</b>	0.87	0.20	1.07	10.00	11%

Figure 1: Sales activity tracking

DEX Selling proactively measures the contact targets that are being met and missed at both an individual target customer level and at a global level. Sales personnel or contact activity types that seem to always lag can be highlighted for potential additional training or other measures as needed.

DEX Selling enables the capture of all customer interactions. Detailed notes and documents can also be attached.

The “My Sales Dashboard” allows sales personnel to manage their contacts and sales activities on a daily basis.

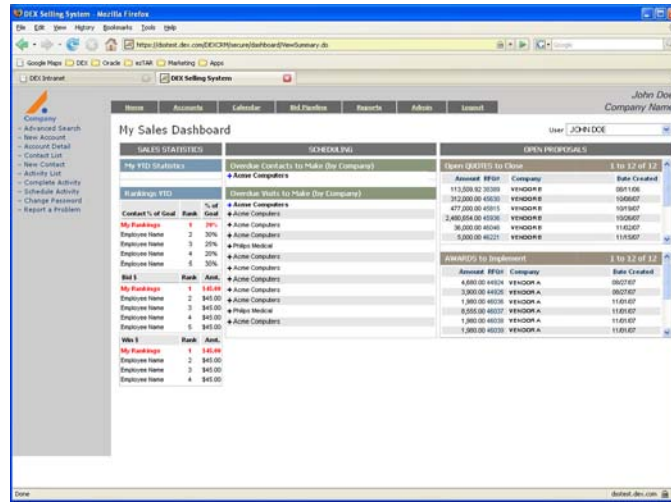


Figure 2: My sales dashboard

Bids, RFP’s, and RFQ’s can be received and routed to the appropriate department for pricing and response. DEX Selling tracks all such requests from the time the request is received, through pricing, proposal generation, contract negotiation, award and final win/loss status.

DEX Selling provides full management performance reporting throughout every stage of the sales, bid response, proposal generation, and contract won/lost cycles.

**Consistent Process**

Process consistency is a hallmark of good process controls. DEX Selling follows a consistent, proven sales methodology, assuring more successful sales results, higher revenues, and a boost to the bottom line.

**DEX Systems – Your Complete Solution**

DEX Systems, the IT solutions division of DEX, was created to respond to real world problems in business processes. To address those issues, DEX Systems developed application solutions that specifically address areas not handled by Oracle applications. As a result, DEX Systems is now able to provide complete software solutions that have been developed, tested, and used in support of hundreds of clients worldwide. Our clients have the ability to select one or multiple modules based on their unique needs, enjoying “best in class” software solutions for all of their business requirements.

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