CALLIDUS SOFTWARE®

SALES TALENT DRIVES BUSINESS.

Callidus Sales Coaching

Driving Sales Performance through Metrics-Driven Coaching Programs

Callidus Sales Coaching, powered by ForceLogix, is designed to measure the sales behaviors and competencies that can predict results, help manage programs to coach sales talent to higher performance, and optimize the efforts of the entire sales force. With today's increased emphasis on driving sales effectiveness, companies are looking for additional ways to achieve higher returns on their sales investment. By investing in new hire ramp-up and on-going sales coaching programs, sales leaders can drive significant gains in overall attainment and increase revenue by up to 20%[1]. When these programs are based on data-driven, standardized sales performance indexes that tie back to incentives, the programs are highly effective.

Get the full picture on your sales team's performance

Using Callidus Sales Coaching, sales leaders can:

- Benchmark results and monitor individual and team performance from one location
- Correlate sales performance with key behaviors, including deal profile, sales methodology, skills and competencies, and education and training
- Set up metrics-driven coaching programs for the entire sales force and drive consistent evaluations against these programs
- Set priorities and coaching suggestions for team members and follow through on them
- Spot performance trends across teams and take timely corrective actions

"The imperative to manage sales performance requires methods like sales coaching that can help drive optimal behavior and results. With Callidus integrating sales coaching into their suite they are advancing sales performance management to its full potential."

Mark Smith,
CEO & EVP Research at Ventana Research

[1] BusinessWeek, The Staff of the Corporate Executive Board: http://www.businessweek.com/managing/content/may2009/ca2009051_731268.htm

Callidus Sales Coaching addresses the most common challenges faced by sales leaders, including:

- Bringing new hires up to speed quickly and contributing to overall quota attainment.
- Defining the key leading and lagging sales performance indicators that contribute to actual sales results.
- Ensuring consistent execution on coaching methodology and frequency across managers.
- Consolidating data from multiple sources that indicate, or influence, sales performance.

The Value of Sales Coaching

Callidus Sales Coaching delivers a rapid return on investment through:

- **Improved Sales Performance**
  Boosts top-line revenue by helping ramp up new hires quickly and driving improvement in individual performance across the sales force.
- **Better Decision Making**
  Accelerates decision making for new hires through comprehensive analytics on the right sales behaviors and competencies.
- **Increased Productivity**
  Makes sales leadership more productive by reducing time spent on non-selling tasks.
- **Improved Employee Retention and Morale**
  Improves trust in the organization through increased training investments and consistent measurement of performance across the team.

Key Features

- **Best Practice Library,** with hundreds of leading and lagging Sales Performance Indicators (SPI), business and sales competencies, and skills assessments, enables easy setup of consistent, comprehensive and industry standard performance program.
- **Coaching Suggestion Engine** simplifies setting up coaching programs that include suggestions and recommended objectives, and lets sales leaders leverage industry best practices to make these programs more effective.
- **Self-Service Platform** with integrated workflow lets managers, sales reps and agents to review, modify, and add objectives, and track compliance with coaching programs.
- **Role-based dashboards** provide real-time, visual feedback, allowing sales leaders and reps alike to see where they stand and take timely corrective action to fix emerging issues.
- **Intuitive Analytics,** such as performance bell curves, trending and sales quadrant views, provide a holistic view of every aspect of team performance, enabling sales leaders and executives to identify performance segments and conduct targeted coaching campaigns.
- **Offline access** enables "on the spot" information retrieval and coaching actions.
- **Multiple language support,** available in 12 languages including a language library for localization capabilities.
- **Out-of-the-Box Integration** with Salesforce.com and Microsoft Dynamics CRM allows for data mastered in other systems to be easily brought in for performance evaluation and coaching purposes.

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