CallidusCloud Lead to Money
Generate more deals, for more money, in record time

With the CallidusCloud Lead to Money suite, your sales and marketing teams will have a connected platform to close more deals faster.

The lead to money process occurs in every organization, but it’s often disjointed. By streamlining and connecting processes from the moment a sales rep is hired all the way to when that rep brings in revenue, you can transform your sales results. Whether you’re a small business or a large enterprise, ensuring your sales and marketing teams are as efficient and effective as possible is critical to your success. Take advantage of our offerings to get from lead to money faster.

**KEY BENEFITS:**
- Align to your customers’ journeys
- Drive demand in a digital world
- Incentivize the right behaviors
- Accelerate training and onboarding
- Spend more time selling
- Enable sales to win
- Improve margin health
- Close bigger deals
- Predict the future
- Automate processes and strategic growth

**Clicktools** powers your feedback program with surveys, call scripts, and forms across the entire customer journey. Increase customer satisfaction, retention, and advocacy by collecting and acting on feedback across the organization and making the voice of the customer accessible to everyone.

**Commissions** is a complete out-of-the-box solution that delivers incentives in an agile manner and gives you the power to change sales behaviors. The solution delivers complete transparency and control over past, present, and future compensation payments. It will enable you to make the right business decisions with powerful dashboards, modeling, and forecasting.
**Configure, Price, Quote (CPQ)** guides your quote and proposal process to increase margins and speed time to revenue. React faster to market changes with a unified system that supports your global sales team, partner, channel, eCommerce, and Internet of Things transactions.

**Contract Lifecycle Management (CLM)** streamlines the creation, negotiating, and storing of contracts to close deals faster. Automate approvals and reduce your risk with alerts to upcoming contract renewals, milestones, and expiration dates.

**Datahug** provides powerful insights into sales forecasts and predicts the likelihood of success in a sales cycle. Rich visualizations empower managers to coach your teams on the best next steps in a deal to increase close rates and speed up sales cycles.

**Insurance Incentive Compensation Management (ICM)** simplifies producer onboarding, compliance, and hierarchy management so you can spend more time planning for growth and less time on administration. We empower you to deliver incentives with complete transparency and control over past, present, and future compensation payments.

**LeadRocket** is a marketing automation platform that drives demand in a digital world. Automate key processes and align your entire organization around the customer journey. Accelerate deals by engaging earlier and executing cadences faster with personalized messaging.

**Litmos** is a cloud-based learning automation solution that unifies learning management, the extended enterprise, and prepackaged content to meet your organization’s internal and external training needs. Designed with mobility in mind, the platform allows content to be consumed on any device and within the applications your users already access for a true embedded learning experience.

“CallidusCloud is helping us to transform the technology that allows us to reward our sales people.”

Rich Libby, CIO, Shaklee
Producer Pro simplifies producer lifecycle management and serves as your single source of truth about your producers, contracts, hierarchies, credentials, their book of business, and more. Use turnkey data synchronization with NIPR, DTCC, FINRA, and other regulators to keep producers loyal, compliant, and selling.

RevSym is a complete cloud solution for ASC 606 compliance that enables accurate, timely, and automated rule-based revenue recognition management—all while increasing your finance organization’s productivity and reducing cost.

Sales Enablement gives your sales reps and channels the right content, training, and coaching to win every time. Track the effectiveness of your marketing-approved content and how it is used to beat the competition. Guide sales through the sales cycle with playbooks that align content and messaging to each stage of your customer’s buying process.

SalesMotivate supercharges your sales team with digital motivation to reward and reinforce behaviors proven to close more deals, faster. Amplify your incentives with the psychology of competition, recognition, and mastery to accelerate onboarding, increase productivity, and maximize performance.

Sales Performance Manager identifies the successful selling behaviors of your top performers. Sales managers can coach these behaviors to the rest of the team to lift overall quota attainment throughout your organization.

SalesSelector combines online hiring assessments with video interviews to rapidly screen and interview candidates anywhere, anytime, on a moment’s notice. Benchmark your team and use 360-degree feedback to hire the most suitable candidate for the job.

“We were in dire need of a single tool rather than having multiple tools to do different things.”

Rachel Simon, Senior Program Manager, Field Operations, Pivotal
About CallidusCloud
Callidus Software Inc. (NASDAQ: CALD), doing business as CallidusCloud®, is the global leader in cloud-based sales, marketing, learning, and customer experience solutions. CallidusCloud enables organizations to accelerate and maximize their lead to money processes with a complete suite of solutions that identify the right leads, ensure proper territory and quota distribution, enable sales forces, automate configure price quote, speed up contract negotiations, and streamline sales compensation—driving bigger deals, faster. Over 5,400 leading organizations, across all industries, rely on the CallidusCloud Lead to Money suite to close more deals and make more money faster.

ServiceMotivate rewards customer service agents to be more productive in resolving customer issues and more effective in satisfying customers with transparent performance management. Increase job satisfaction and lower churn while maximizing the lifetime value of your customers.

Territory and Quota offers the simplest way to plan territories and quotas, reducing costs and maximizing revenue. The cloud-based solution is easy to implement and simple to use. With this solution, sales operations gets a scientific and collaborative way to align territories and distribute quotas, which delivers returns. Territory and Quota cuts commissions costs, increases sales productivity, and significantly speeds up the sales planning process.

Telco Dealer Pro is an end-to-end dealer-management solution for telecom carriers. Carriers can efficiently onboard dealers, manage complex hierarchies, and uncover untapped business opportunities by analyzing performance and taking action.

Thunderbridge Analytics uncovers lost dollars, boosts sales performance, and predicts future outcomes by unleashing the power of your data. Discover insights buried in your potent sales performance data with simple drag and drop, powerful filters, and interactive visualizations to reach decisions that make more money, faster.

Workflow includes everything you need to organize, execute, and analyze business processes that connect people, data, and daily activities. Automate your sales onboarding, quote approval, compensation disputes, and more, so you can spend more time planning for growth and less time on administration.