



TACTICS FOR SMART BUSINESSES

to increase
REVENUES
and
decrease
EXPENSES



...in any
economy





EVERY ORGANIZATION

faces its own unique challenges in getting the job done. But at the end of the day, it all comes down to increasing revenue while decreasing expenses. When that happens, profitable organizations keep stakeholders and customers happy.

That's not necessarily an easy task! Businesses need clear insight into the trends of the marketplace, and they need to sell aggressively to the demands of today while responding with agility to the demands of tomorrow.

Business Objects allows them to do just that. With crystalreports.com and Information OnDemand, businesses gain the insight and understanding they need from trusted, up-to-the-minute information to make effective decisions and execute business-growing strategies. This is more than just business data; this is powerful reporting that becomes an asset to be leveraged.

DOES YOUR ORGANIZATION

want to increase revenues and decrease expenses? To reach that state of “business health”, your organization will want to integrate these seven effective, recession-busting ideas into all levels and departments.

1. Position your organization right on the money
2. Enable more sales calls
3. Enable more effective sales calls
4. Perform deeper, broader research and make better decisions faster
5. Leverage existing resources
6. Revisit expenditures
7. Turn your vendors into partners



1. POSITION YOUR ORGANIZATION RIGHT ON THE MONEY

CASE STUDY

Amanda Baker sat at her desk, looking at the reports in front of her. The company's revenues had been sinking and as CEO she wanted to explore the problem and perhaps spearhead a new decision for the organization. But the reports weren't that helpful: Some reports gave conflicting information about their target market and the customer opportunity that was present. Other reports couldn't zoom to the level of detail she needed to make her decision.

Organizations don't sell to "everyone". That's simply

impossible. Successful organizations focus on where the money is coming from and they put their efforts and resources into tapping that revenue source as effectively as possible.

Uncovering market data can be time consuming and costly, sometimes taking hours or even days to generate the information needed. Organizations need fast, accurate, up-to-the-minute insight into the ever-evolving marketplace so they can spot trends early and react appropriately.

SOLUTION

Businesses need instant access to up-to-date market research by leading firms, not conjecture by staff who have career-saving agendas. And, organizations need to be able to drill down to various levels and metrics to view their market in ways that make sense for them.

This level of access allows companies to know their market thoroughly and intimately, and position their business in a way that makes sense to that market.

2. ENABLE MORE SALES CALLS

CASE STUDY Jim Clark paused briefly at the door of his office and looked back, surveying the outer office. Some people might like that the office was “abuzz”, but he did not. Jim was the sales manager and he preferred a quiet office because that would mean every salesperson was on the road: doing sales calls and closing deals. But instead, many of them were in the office doing administrative work, researching information on prospects and developing presentations. It was important work, but time consuming, and Jim wished that there was a way to get the team onto the road faster so they could make more calls.

Ask any sales person and they’ll tell you the same thing: administrative work is a “necessary evil”. It takes time away from revenue-generating selling activities, and yet it must be done to stay on top of the deal. And in uncertain economic conditions, more sales need to happen but there is often less administrative support. So, how do organizations make the administrative work easier and faster for the sales team? And, how do organizations solve similar problems in other departments?

SOLUTION Web-based access to reporting on crystalreports.com allows organizations to generate and share reports from anywhere. The interface is familiar for Crystal Reports users, which means that user-adoption is fast, and crystalreports.com integrates with other familiar sales tools like salesforce.com.

This robust web-based access to information can help every department that needs to disseminate trustworthy insight quickly and collaborate on that insight between team members.

3. ENABLE MORE EFFECTIVE SALES CALLS

CASE STUDY Tara White knocked on Jim Clark's door. She had just returned from a sales call that did not go as planned. She was hoping to build rapport with a prospect whose buying cycle seemed to be very long. But instead, it became a defensive call as the once-warm prospect acted very distant. Tara was able to pry out of the prospect that the company had accelerated their buying cycle – but excluded Tara and her offering from the shortlist. Tara was discouraged because of the effort she had invested. She sat down with her mentor and looked over a report of last month's numbers. Jim used specific examples of sales successes from Tara's high-performing sales peers to show her how to go back in and win the deal.

When economic times are good, salespeople must work hard to close each and every deal. But when the economy tightens up, the sales-defeating “no” is a common word heard during the sales process! Salespeople must double and triple their efforts to earn the same revenue. And sales managers need to find new ways to coach their staff.



SOLUTION Resilience, relationship-building and coaching are the all-important answers. Sales people need to bounce back quickly from increased objections; they need to build more relationships deeper into the prospect's organization; and they need coaching from sales leaders. This takes a commitment of time and optimism to push through “no” to uncover the “yes” responses that still exist.

This may mean more visits to a prospect, more presentations to decision-makers, more value embedded within each product and more objections overcome. Every dollar of revenue generated by a sale will be hard-earned, but those dollars are out there in every economy and it will be the resilient salesperson who wins them. Powerful reporting with crystalreports.com enables high-performers to be quickly identified and act as coaches to the middle-performers who need that extra edge to generate more sales.

4. PERFORM DEEPER, BROADER RESEARCH AND MAKE BETTER DECISIONS FASTER



CASE STUDY Maria Brunner was working late again. As the director of marketing, she had to deliver a report to the VPs the next morning and she was behind. Her report was about the company's competitors. That wasn't a big deal; the competitors were well known and the information she wanted was widely available. Maria paused for a moment and considered maybe that was the problem: She had spent the bulk of the project scouring the internet for competitor data and then collating the information into one presentation. The result? She had precious little time to formulate a marketing strategy to bypass their competitors.

The problem is not with a lack of information but a lack of easy-to-find, accessible, usable information. Too much time is wasted searching, organizing and trying to understand the information — and it steals time away from the more important task: drawing insight and action steps.

SOLUTION Business Objects Information OnDemand offers fast access to information in easy-to-understand views, like dashboards, tables and maps. The information is always up-to-date, so there's never difficult to find the latest numbers. It also enables powerful reporting so that clear insight and good decision-making can result.

With crystalreports.com, everyone can collaborate on reports from anywhere without the fear of overwriting. In addition to becoming accessible to everyone, it's trusted information and is easily turned into the right reports for decision-making. And crystalreports.com extends the value of salesforce.com by enabling reports on more than two objects.

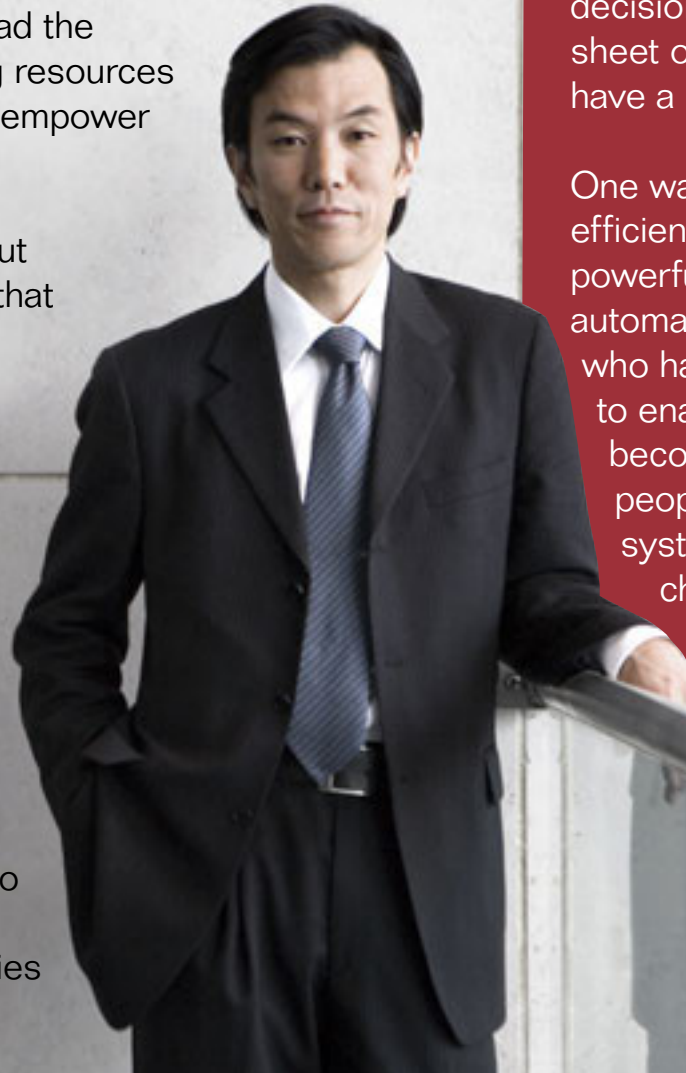
5. LEVERAGE EXISTING RESOURCES

CASE STUDY Richard Tanaka walked out of the HR manager's office and down the long hallway toward the CEO's office. As the COO, Richard had the difficult task of reviewing the company's existing resources and making the necessary decisions that would empower operations while creating a leaner business.

His meeting with the HR manager had been about identifying a handful of roles in the organization that would need to be reduced. His meeting with the CEO was to discuss how the company could continue to move forward effectively.

An organization doesn't have to be facing workforce reductions to want to run more efficiently, although that is often the impetus. Current economic conditions are driving the desire for efficiency as businesses face situations that are similar to the one you've just read above.

But every organization – from a sole proprietor to a multi-national company – can benefit from operating more efficiently. But how can companies become more efficient?



SOLUTION One way to create efficiency in an organization is to leverage existing resources more effectively. Resources that might have once been discarded after a single use are being reviewed to see if there are opportunities for reuse. Even small decisions, like using both sides of a sheet of paper before recycling it, can have a large impact on the bottom line.

One way to use your resources more efficiently is through the use of powerful, easy-to-use software that automates many steps. For companies who have less administrative support to enable the sales staff, this process becomes critical because sales people still need to use CRM systems to close deals. The challenge of more deals with less support is solved by implementing a system that salespeople can use on-the go.

CASE STUDY

Anna Dirkson was working late, processing a pile of invoices on her desk. As a payables clerk, she knew that the company was watching its expenses closely and yet, she processed invoice after invoice after invoice. Certainly, the company had been good about eliminating frivolous spending. But what about the essentials? Even some of those expenses seemed high to her. She wondered if there were better ways to spend the money.

The adage “you have to spend money to make money” is true. But how much is the right amount to spend? Businesses rightly watch their spending in all economies but in financially challenging times, this becomes even more important. It’s almost as if the adage should be “you have to spend money in the right way to make money”.



6. REVISIT EXPENDITURES

SOLUTION

Software as a Service (SaaS) is gaining importance as a high-value opportunity for organizations to manage expenditures. In conventional software purchases, a business might spend a large amount up-front on the software, plus user licenses, plus maintenance. Any change in the business would impact the value they got out of the investment. But with SaaS, there is no high up-front cost.

For example, businesses can invest in crystalreports.com on a month-by-month basis, without a contract. Companies enjoy a lower, on-going payment instead of one large payment, and at the same time they get scalability they didn't have before.

7. TURN YOUR VENDORS INTO PARTNERS

CASE STUDY Chris McDonald hung up the phone after talking to a vendor. As the manager in charge of procurement, Chris' job was to work with vendors to make sure that the company had the right amount of raw materials, shipped to the right places, at the appropriate time, and within budget. Any error could reduce or eliminate the company's profitability for the month. Chris had a good relationship with his vendors but he wondered if there would be a benefit in giving them more visibility into his company's needs.

Businesses rely on their vendors to help them deliver value to the end customer. A small change downstream in the value chain will have a profound impact on the other side. So, in a sense, businesses are at the mercy of their suppliers. Sure, a company can switch from one vendor to another, but the change isn't always easy or quick.

SOLUTION

Organizations can add more value to their customers when they make their vendors partners. Making them partners means giving them greater visibility into the value chain so that suppliers understand the organization better and can even anticipate changes. crystalreports.com allows organizations to share multiple data points with vendors so they know what is going on (but there is enough control to ensure that only the right data is shared).

So vendors can add more value to a business (who can then add more value to their customers) when they gain new insight with reports that allow them to see who is buying, when they are buying, and where they are buying.



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There is a new paradigm in sales. We can't do what we did before and expect a different result. Deciding what not to do is as important, PERHAPS MORE IMPORTANT than deciding what to do. It's especially important when times are tough for sales and sales managers to focus where they can close the most business with the least amount of resources.

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– Jeff Koser, best-selling author of **SELLING TO ZEBRAS**

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