

Public Safety & Government Sectors



An Industry Focused Solution

Selltis is a software solution built from the ground up specifically for technical and industrial organizations that sell into complex environments. Selltis brings together the islands of data that exist in organizations into one database including:

- Internal and external communications
- Lead management
- Opportunity management
- Project management
- Quote management
- Pipeline loading
- Forecasting
- Integrated expense tracking
- Budget tracking

A Complex Business Process

Manufacturers, distributors, software firms, system integrators and consultants who sell into the public safety, transportation, public health, government and defense sectors often operate in complex sales environments that require stringent regulations and many levels of approval within the buying organization. Keeping pace with client needs and meeting customer expectations is only part of the challenge—in today's competitive market, companies must find ways to differentiate themselves from the competition in order to secure key customers and maintain relationships.

Companies selling into complex sales environments need a specialized solution to give their sales and project management teams a way to deliver on intricate customer requirements by keeping the entire team informed of critical customer data with anytime anywhere access to key client and project information. Selltis provides the right tools to accomplish just that in an intuitive, easy to use system.

Selltis is a complex technical and industrial selling solution designed specifically for sales teams to successfully manage customer relationships with organizations that require the involvement of multiple individuals across many organizations to secure sales. The result is effective selling with complete management of the sales process at all levels, including marketing, sales, project management and customer service after the sale.

Maximize Market Penetration

With Selltis, companies can:

- Organize and launch marketing campaigns to all state governments and municipalities who are eligible for federal grants that support the purchase of their products.
- Track each area's procurement cycle and budgetary range.
- Tailor sales processes to specific groups of prospects with similar requirements.
- Drive each sales cycle with the instant ability to cross-reference other opportunities of a similar nature.

Custom Engineer the Sale

Companies that are engineer-to-order manufacturers of apparatus, equipment or screening systems or software, or who sell directly to end user agencies, need to capture application specifications at the beginning of the sales process to estimate and develop a custom solution for each client. Selltis allows companies to manage a sales and post-sales process that includes subcontractors and coordination between production and sales.

Complex Industrial Sales Solutions

“ We had used solutions from ACT! and Goldmine in the past, but needed a more integrated solution that could centrally consolidate our sales information and integrate with our own CRM software. This makes it easier for our global sales force to collaborate across the sales process, while addressing our management reporting needs. Selltis provides us with the tools we need to effectively track and report on sales, leads and contacts throughout our extensive sales cycle.”

Craig Hansen,
Vice President,
Hansen Information
Technologies

Selltis helps companies that manufacture components, sell in the COTS marketplace or that sell into OEMs, ensure that they are specified as frequently and broadly as possible. By supporting multiple channel environments and sales processes simultaneously, companies can act on strategies for aftermarket and MRO sales, developing OEM-exclusive relationships and marketing to end-users as a specified solution during the purchase of OEM equipment.

Going Beyond the Sale

Companies selling into public safety and national security markets must follow a careful and deliberate post-sale process. Whether it's production and fabrication to spec or onsite delivery and subsequent field servicing, Selltis supports post-sale customer service and project management.

- Schedule site installations or deliveries.
- Drive follow-up service activities.
- Track and bill time and expenses on service calls.
- Build a knowledgebase for automatic review and analysis by product or by site application.

Direct Sales & Channel Sales

Selltis offers both direct and channel sales solutions. For direct sales organizations, Selltis allows companies to drive key account activity through the sales team and develop competitive knowledge across territories and sales opportunities. In a channel sales or mixed sales organization, Selltis captures leads instantly and passes them directly to the appropriate rep or distributor over the Web. This allows channel partners to provide immediate feedback on the individual leads or sales cycles and gives companies a means of automatically matching direct sales to opportunities in coordination with channel partners.

Selltis Experience

Selltis customers include companies in and around the government and public safety marketplace, selling everything from off-the-shelf and OEM components to complex instrumentation and engineer-to-order products. Selltis customers in this area include Det-tronics, a manufacturer of optical flame and gas detection products and Hansen Information Technologies, a leading provider of application solutions for government operations.

For more information, contact Selltis at 985-727-3455, or visit the company's Web site at www.selltis.com.



THE WAY YOU SEE SALES