

Pulp and Paper Industry



An Industry Focused Solution

Selltis team members have direct experience in the Pulp and Paper industry. From corrugators to mills, commercial printers to folding carton facilities, we understand your unique problems because we have experienced them from your point of view. We understand the need to drive and manage innovation and the need to segment and track your distinct markets. Selltis brings together the islands of data that exist in your organization into one database:

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

A Complex Business Process

Selling paper, converted paper, or paperboard products is a complex process that involves multiple departments and individuals within the selling and the buying organizations. Manufacturers and converters also face the challenge of differentiating themselves from a large field of competitors.

The Selltis sales force automation software is a unique solution designed specifically for those who must manage long sales cycles, sell complex products to multiple individuals across multiple organizations and secure, maintain, and improve sales while building lasting customer relationships.

Process Management

Paper industry companies have many and varied processes throughout their operations. Software products are often employed to manage raw materials, order processing, production, shipping, labor scheduling, accounting and more. The 'front end' of the sales cycle, from the initial contact with a client or prospect up to the point of order entry, is arguably the most important business process but is often neglected.

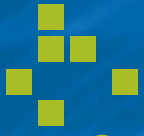
Organizations that communicate seamlessly, understand their customers' on-going needs and work together as a team are best positioned for success. They typically have higher margins, higher customer satisfaction, and most importantly, a higher rate of leads transitioned to booked business.

Effective selling in a complex environment requires careful and complete management of the sales process at all levels, including inside sales, outside sales, service, design/engineering, production and management. Selltis provides the necessary tools to accomplish just that in an intuitive, easy to use system.

Multi-Divisional Selling and Remote Team Members

One of the greatest challenges facing sales teams that have remote members, or larger organizations that have multiple people calling on the same customer, is effective collaboration through information sharing. Every day crucial information is lost that may help achieve business goals or reduce sales cycle duration. The ability to manage critical information so that it is meaningful to each member of the team is essential to more completely understanding customer needs. Selltis gives sales teams relevant, timely information in a contextual form, readily accessible, anytime, anywhere.

In companies that have consistent turnover of personnel, Selltis provides the ability to get new sales or customer service team members up to speed quickly. Selltis' customers have stated that they average 1-2 fewer months to transition new team members in a given territory. The net revenue impact of effectively transitioning a territory can be substantial, and the positive customer perception can be an important competitive differentiator.



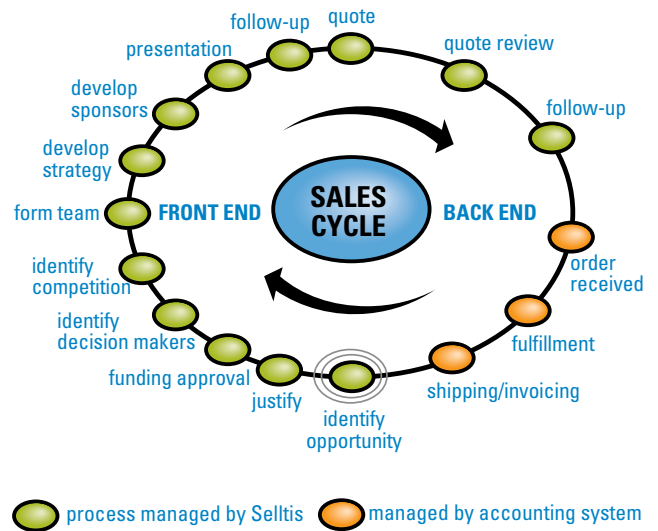
Selltis was designed as a solution for complex industrial sales, not as a generic solution attempting to be all things to all types of companies. Selltis requires little, if any, customization resulting in a low total cost of ownership.

Team Selling Solutions for the Pulp and Paper Industry

Managing the Front End of the Sales Cycle

At what point in the sales cycle does your company manage an opportunity? If you begin managing an opportunity at the quote stage your ability to influence price is greatly diminished. You run the risk of having your products effectively become commodities.

Selltis gives you the tools, imbedded with sales cycle methodology, to track leads from the first point of contact allowing you to influence the buying process instead of being exploited by it.



Direct Sales and Channel Sales

Selltis offers a direct sales solution and a channel sales solution. For direct sales, Selltis facilitates management of key account activity, information sharing, and development of competitive knowledge across all departments within an organization with the specific goal of driving sales.

The Selltis WebPARTNER™ module captures leads instantly and passes them

directly and securely to the appropriate rep, distributor, or agent over the web. Channel partners can provide immediate and ongoing feedback on individual leads or projects giving regional managers and field sales personnel insight into opportunities being handled by them, providing seamless collaboration.

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