Tecknoworks
making IT happen

Microsoft Partner
Gold Data Analytics
Gold Application Development
Gold Cloud Platform
Microsoft

Skyline

Sales Intelligence that drives competitive advantage

Solution designed within our larger
Innovation Lifeguard Program

THE PROBLEM:

How can businesses create a sales and marketing strategy for exponential growth, while minimizing guesswork and maximizing competitive edge?

TOP SALES AND MARKETING CHALLENGES:

1. Discovering which prospects to target, and how
2. Understanding how customers make decisions
3. Predicting demand and setting the right price
4. Balancing new leads with customer retention
5. Determining marketing strategies for different customer segments
6. Resolving organizational silos that restrict big-picture understanding

Sources: HubSpot, Forbes, Harvard Business Review

What is Skyline?

Skyline is a big-picture, data-driven solution for any company collecting transactional data and seeking a competitive edge.

It is especially suited for medium-sized businesses that:

- Earn at least $10M annual revenue and are looking for major growth

- Need to edge out 2 or 3 competitors to hit the #1 spot in their market

- Do not currently leverage the full power of their data

- Lack insight into their sales targets and lack a clear strategy for their sales team

- Want an evidence-based marketing strategy for customer acquisition and retention

According to Gartner:

"More than 87% of organizations are classified as having low business intelligence and analytics maturity...

This creates a big obstacle for organizations wanting to increase the value of their data assets and exploit emerging technologies."

How does Skyline help?

Skyline uncovers and leverages an organization's most valuable and most neglected asset:

DATA

To develop a customized growth strategy guided by verified, un-siloed insights into:

- New lead generation
- Customer retention
- Pricing tactics
- Cross-selling, up-selling, and deep-selling
- Customer lifecycle marketing
- Demand forecasting
- Retail display optimization

So a company knows exactly what to do for every lead, customer, product, and location

to achieve measurable, impactful results

How does it work?

Skyline has 3 major components:

1. Sales Fundamentals

2. Sales Transformation

3. Sales Multiplier

1. Sales Fundamentals

PROCESS

- Standardize all data (digital and physical)

- Apply customized algorithms to uncover targeted insights

- Analyze data to create the company's growth plan

OUTCOMES

- Management makes fully-informed decisions quickly and accurately

- Previously time-consuming activities (such as report analysis) are automated and instant

- Customized dashboard provides at-a-glance view of real-time data and KPIs

2. Sales Transformation

PROCESS

- Refine growth plan based on validated insights and results from Fundamentals

- Create additional intelligent solutions derived from data to further company's goals

- Monitor market conditions and instantly adapt

OUTCOME

Targeted, actionable evidence for next steps to continued growth

EXAMPLES

Use data insights to:

- Optimize category pricing

- Know how much to increase prices and still retain customers

- Manage stock levels accurately (no dead stock)

- Predict sales across products, locations, and time of year

- Optimize retail product placement for maximum sales

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3. Sales Multiplier

PROCESS

- Use machine learning to analyze sales team activity, CRM tools, market trends, customer behavior, and lead generation

- Create complex and customized algorithms to monitor and coordinate all sales activities to meet specified targets

- Monitor customer activity to identify loyalty and churn risk

- Automate marketing and retention activities across customer segments

OUTCOMES

- Identify and act on best new-lead opportunities

- Know exactly what to offer specific customers for cross-sells, up-sells, and deep-sells, across locations

- Automated alerts of customer behavior to identify and prevent churn

- Complete view of customer lifecycle

- Greater customer retention; increased purchases by existing customers

- Automated lead-assigning to sales team

- Instant view of individual and whole-team sales metrics; complete KPI reporting

- Daily/weekly customized lead list for sales team members, including best method of outreach

- Create tailored marketing strategy based on in-depth, automated customer analysis