



SalesScape SOFTWARE SUITE

Core Areas of Functionality:

- Deal Management
- Broker Management
- Activity Management
- Pricing Tools
- Document Generation
- Sales Commission Management
- Contract Management
- Reporting and Analytics

Component Modules:

- DealFlow (Deal capture)
- SCM (Sales Commissions)
- Pricing Engine
- CCM (Contract Management)
- BizFlow (Workflow Framework)
- DocFlow (Document Generation)
- HUMR (Historical usage retrieval)

SalesScape Software Suite

Sales automation systems have been around for a while, but haven't proven themselves truly useful until recently. Cogent Technology Group now offers the **SalesScape Software Suite**, a browser-based sales automation system that streamlines the administrative and organizational elements of the entire sales process in the retail electricity industry, from lead to sell to management of the contract. With SalesScape, you and your team will be freed up to focus on actual salesmanship - the part of the process that only humans can do.

Central Control and Monitoring

SalesScape organizes all entered deal data into one central location, easily accessed by any team member from any computer. Your system automatically prices deals and distributes deal documents according to your defined rules and, when deals evolve into contracts, keeps track of their terms for compliance purposes.

Back Office Integration

We integrate our SalesScape system seamlessly with your existing back-office systems, providing easy, centralized access to your data and tracking of your contracts. Everything is consistent and enterprise-wide, from your deals under consideration to your completed contracts. Furthermore, this consistent and centralized data can easily be exported and imported, and can be accessed by any authorized user from any location with internet access.

Third Party Integrations

As an added feature, SalesScape includes optional modules that allow for integrations with third-party service providers offering services ranging from on-demand credit authorizations to electronic customer signatures. These providers offer access to subscription data and paid services that can be utilized by SalesScape to render a more complete sales solution. Examples of such services are Dunn and Bradstreet Credit Reporting and DocuSign eSignatures.

Return on Investment

The best online sales automation solution in the retail energy industry, SalesScape enables tightly-coupled marketing initiatives, product sales and customer retention. Because the success of your company depends on more than just increasing the efficiency of your sales team, with SalesScape you can also go beyond simply managing more leads and actually increase the close rate and overall value of all of your deals.

“A Sales Automation system allows a business to serve its customers with expertise and diligence.”

Reduced Operating Costs

Many businesses are realizing the significant benefits of leveraging a sales automation tool. Through our SalesScape sales management software, a business can subscribe to customized, on-demand services without itself incurring the high development costs involved.

Minimum Hardware Requirements:

- Single processor
- 1 GByte RAM
- 100 GByte hard drive
- 100 Mbps Network Interface Card (NIC)
- Broadband internet connection

System Software Requirements:

- MS Windows Server, Unix or Linux O/S
- Java J2EE servlet container
- SQL database with JDBC driver
- Separate schemas for product modules

About Cogent

Cogent Technology Group is a provider of customizable, web-enabled, B2B software. Cogent offers specialty software solutions that focus on transaction management and data integrity to various industries.

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SalesScape's customizable dashboards offer an attractive display that provides feedback to the user on the KPI of sales activity.

Enhanced Usability

- No extensive end-user training needed
- No installation of third-party software on user machines

Increased Efficiency

- Sales and contract-approval cycles dramatically reduced
- Renew contracts faster while reducing administrative costs

Increased Productivity

- Automation increases response time and decreases errors
- Productivity tracked by a variety of performance measures

Increased Revenue

- Increase in effectiveness increases sales
- Decrease in human activity reduces operational costs

Improved Customer Satisfaction

- Better case management brings customer satisfaction
- Technology to properly address customer and broker needs

Increased Broker Loyalty

- Brokers get complete end-to-end sales solution
- Can drive broker adoption of a marketer's products

Cogent's next-generation sales automation capability in the **SalesScape Software Suite** gives marketers and their brokers a complete end-to-end solution for the lead-to-sale-to-service-management process.