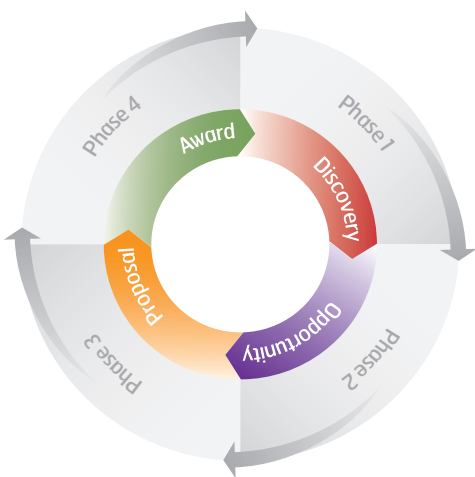


Some of the current issues facing Marketing Managers

- ∅ How do we implement the Marketing Strategy?
- ∅ How can we integrate with the Sales Team?
- ∅ How do we influence the revenue results?
- ∅ How do we measure the quality of marketing leads?

Key Features

- ∅ **RadianScore** will let you see the implementation of your Defensive and Creative Strategies through the Business Winners activities, objectives and results
- ∅ The Sales and Marketing Teams can work together to get the essential messages out to your existing, lapsed and target customers by developing agreed and shared objectives on the **RadianScore** framework
- ∅ **RadianScore** clearly shows where and how revenue is created and lost. The Marketing Team can help reinforce success and provide support to overcome barriers to revenue growth
- ∅ The management and conversion of leads to opportunities, projects, bids, orders and contracts is clearly visible across the 4 Phases of the **RadianScore** unique graphical framework.



RadianScore®

Business Winning Performance Management

for **the AppExchange**

salesforce.com
AppExchange Partner

the AppExchange
CERTIFIED

RadianScore Ltd
Morley, Norfolk, NR18 9DF
United Kingdom

M: +44 (0) 7768 083831
T: +44 (0) 1953 601515
F: +44 (0) 1953 601319

E: info@radianscore.com

www.radianscore.com