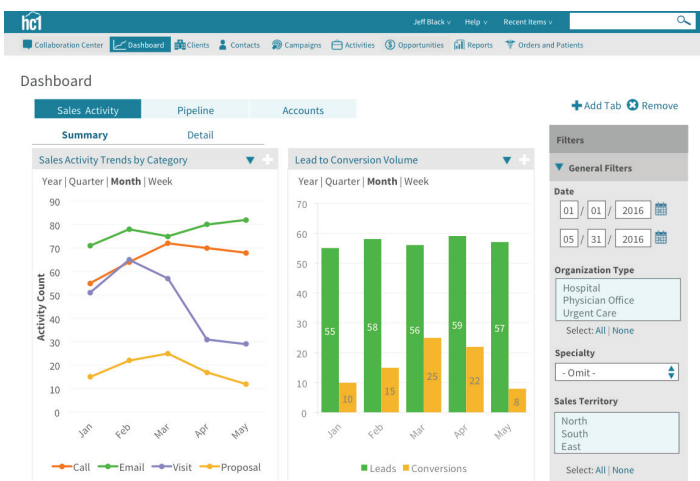




# Sales & Pipeline Management



Effective and prepared sales teams need one source of centralized communication and transparency of sales pipeline across the organization. With Sales & Pipeline Management from hc1, sales reps have the ability to communicate clearly on opportunities and track their progress for clear reports to sales leaders. The visibility into new opportunities, existing business, and upsell activities allows sales teams to effectively move the needle and proactively increase revenue. From gathering leads and managing opportunities to closing business and looking to grow existing business, this solution is designed to support teams throughout all stages of sales relationships.



## Solution Benefits

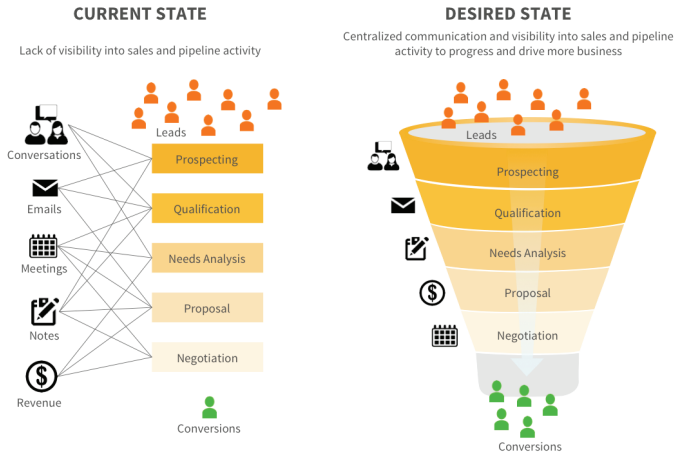
- Track Value-Adding Activities
- Close Deals Faster
- Increase Opportunity Wins
- Decrease Manual Efforts
- Collaborate Across Departments
- Decrease Delayed Communication
- Ensure Management is in the Loop



hc1<sup>®</sup> Laboratory Solutions

# Sales & Pipeline Management

## Business Challenge



With little to no insight into the big-picture opportunity funnel, sales teams are often working in silos, leaving managers and executives with little visibility into their day-to-day activities. Sales & Pipeline Management from hc1 provides a centralized location for collaboration and communication across for key stakeholders, and turns this visibility into actionable workflows to progress and drive new business.

## Workflow

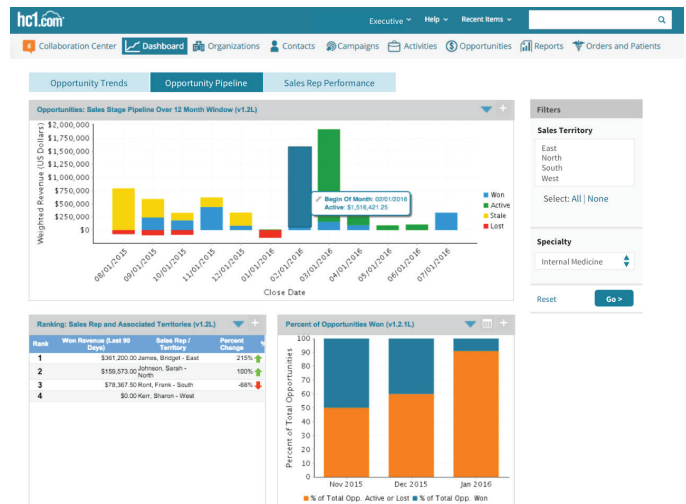
Name	Projected Volume	List Price	Discount	Rate
Cancer Screen	50	\$700	10	\$630
Urinalysis	100	\$20	0	\$20
Genetic Profile	25	\$500	10	\$450

Estimated Monthly Revenue: \$5,229.17  
Estimated Total Revenue: \$62,750.00  
Weighted Total Revenue: \$47,062.50

From gathering leads and managing opportunities to closing business and looking to grow existing business, Sales & Pipeline Management is designed to support teams throughout all stages of sales relationships. Details of the opportunity are stored and easily accessible via a secure, browser-based application that is responsive to the screensize of the user.

hc1<sup>®</sup> solution powered by:  
HRM Enterprise Platform™

## Live Analytics



As opportunities are created and updated, real-time dashboards show details across reps, territories, and fiscal quarters. Managers and executives can use this data to understand where sales initiatives are succeeding and where strategies need to change.

- Revenue Summary
- Opportunities by Age
- Opportunity Funnel, Quart Over Quarter
- Top Opportunities by Revenue
- Top Opportunity Types by Weighted Revenue
- Opportunities: Sales Stage Pipeline Over 12 Month
- Ranking: Sales Rep
- Percent of Opportunities Won
- Opportunities: Top Ranking
- Ordered Panel Volume Over Time: Top 20 Accounts
- Ordered Panel Percent Change: Top 20 Panels