Traxor™

What do you know about your Relationship Capital?

You measure sales, revenues, profits and assets like inventories and cash; but how about your Relationship Capital? Traxor is Software as a Service that enables you to track and measure the strength, security and value of your business relationships.

Manage Relationships. Manage Accounts.

Measure the strength and quality of your relationships person-to-person, by organisation, by department, market sector etc.

Use focused charts to confirm your relationships are with the right people in the right organizations and highlight relationship strengths, weaknesses, opportunities and threats.

Track every relationship - the people you know and the full history of your interaction with them as they change roles or organizations.

Relate (link) people in meaningful contexts (e.g. as influencers, referrers, buyers in organizations or opportunities). Easily identify and focus on your most critical relationships.

Relate actions, notes and documents to organizations, people, opportunities and projects in meaningful contexts.

Create Relationship (e.g. Account) Management plans based on objective performance measures.

Have meaningful counselling sessions with relationship managers (e.g. salespeople) based on objective performance data.

Coordinate account management, sales and support activity across large and distributed Accounts.

Use network maps to 'see' your relationships (due late 2010).

Manage Opportunities.

Manage complex (many influencers/buyers) sales opportunities from prospecting to close.

Manage multiple products/service types, sales stages, % probability, irregular revenue events etc.

Relate (link) organizations and people to opportunities in contexts meaningful to you (e.g. as influencers, buyers, resellers etc).

Produce revenue/pipeline forecasts by product, demographic or relationship criteria (e.g. 'referred by John Smith') for any period.

Plan and document sales strategies including situation appraisals, strategic options, tactics, buyer analysis, value sheets etc.

Be Flexible. Be Accurate.

Customise **Traxor** (no programming necessary) to work the way you want, then change it as you change.

Define the relationships you want to manage (e.g. customers, suppliers, partners, inter-department).

'Relating' information (linking it in context) eliminates duplication, double-entry of data and the risk of referring to wrong information.

Get Things Done.

Traxor's 'closed -loop' action management confirms what does/doesn't get done and eliminates internal email bloat.

Note/Action linking enables conversation threads.

Manage Projects, Events, Campaigns.

Manage sales and marketing campaigns, product installations and development.

Track who owns/uses which products or services, where purchased, ownership and service histories.

Full Range of Functionality-

- CRM.
- Organizations (Customers, Suppliers, Partners etc) .
- Positions (roles people play).
- People.
- Sales Opportunities.
- Products, and Services.
- Projects, Campaigns.
- Assets.
- Support Incidents (Cases).
- Documents.
- Email; diary and actions .
- MS Outlook Synchronization.

RelatedVision™
Build Relationships. Get Results.