

CASE – CustomAbility Sales Evaluator



Prospect provides BANT information (Budget, Authority, Need, Timeframe) via online Web survey, paper copy or optionally by telephone.



Options

Experienced telephone interviewers can obtain BANT information from the prospect.



Information is aggregated, analyzed and evaluated by the CASE application engine.



Prospect-supplied information can be augmented with customer file data, as well as, other internal and external databases.



A personalized Peer Comparison Report is produced for the prospect.

The analytical report suggests viable offers based on prospect-specific information and BANT criteria. The proposed solutions align precisely with the needs expressed by the prospect.



The Peer Comparison Report is delivered to the prospect.



A CASE RoadMap is produced along with the personalized Peer Comparison Report.

This client-only internal document provides the sales team with an objective view of the prospect's needs, wants, capabilities and likelihood of purchase.



Each sales lead is rated according to pre-defined metrics to identify high probability prospects.

With representatives focused on the expressed needs of these prospects, they can more effectively manage the sale and accelerate revenue generation.



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Profit through Personalization