

Model N Sales Conductor

Model N Sales Conductor extends Salesforce Sales Cloud with purpose-built capabilities for Semiconductor and Electronic Component Manufacturers

Slow Growth and the Decline of Sales Effectiveness

Faced with the realities of slow global growth and fierce competition, semiconductor and component manufacturers have an uphill battle. This is compounded by complex networks of multi-tiered ODM relationships, manufacturing reps, distributors, contract manufacturers, and a dynamic end customer landscape within different target markets. To thrive in this world, sales organizations must become better at capturing every possible socket with solution selling, while identifying similar opportunities/registrations, associating to programs, and forecasting along the right timeframes. Sales teams that execute these activities win more designs, have superior visibility into the channel, and spend more time selling by wasting far less time on administrative tasks.



As opportunities move through the stages of the sales process, they often transfer around the globe. This makes global and collaborative account management critical. Transferred opportunities, if not properly managed, also tend to pollute the design funnel with incomplete and sometimes duplicate information, making it impossible for sales leadership to get a timely and reliable view of their direct and channel business in a single system.

For semiconductor and component manufacturers, CRM solutions that are not verticalized for their industry simply cannot support their business model, leading to poor user adoption and to sales efforts that are not optimized. Instead of helping manage customer relationships and automate various sales force processes, vanilla CRM solutions often increase the amount of data entry needed, generate duplication in the opportunity funnel, render reports useless, and increase customization and implementation costs.

The Solution – Model N Sales Conductor

Model N and Salesforce have partnered to deliver a vertical sales solution built specifically for semiconductor and component manufacturers. Sales Conductor is provided by Model N to extend Salesforce's Sales Cloud. Together with Sales Cloud, Sales Conductor maximizes the value of your CRM solution.

Key Features

- **Global Account Management**
Align sales with sales management to manage target growth and design funnel
- **Extended Account View**
Increase productivity with complete revenue and POS data, account plans and customer roadmap alignment
- **Opportunity Management**
Manage all steps of the design stages; identify similar opportunities across regions and channels; create links to reference designs
- **Solution Selling**
Systematically provide sales with real-time guidance on capturing more sockets to increase up-sell opportunities
- **Global Transfer Business**
Automate workflows to manage transfer business, linking demand and fulfillment opportunities around the globe
- **Registrations**
Create and track design registrations or upload them via RosettaNet. Workflow driven notification for review and approval of registrations
- **Funnel Reports**
Generate timely, accurate and reliable funnel reports by consolidating direct and channel funnels
- **Lead and Sample Management**
Streamline lead qualification into opportunities and easily manage sample requests
- **Integration with Model N Revenue Management**
Quoting, pricing, contracts, POS, and inventory

Model N Sales Conductor

Sales Conductor is a Salesforce1-native solution, purpose-built for semiconductor and electronic component manufacturing (ECM) companies. It leverages all of the functionality of Sales Cloud while providing sorely needed industry-specific capabilities. These capabilities allow semiconductor companies and ECMs to strategically manage both their entire direct opportunity pipeline and their channel design registrations. Model N Sales Conductor is an end-to-end solution that helps organizations increase design wins, improve sales efficiency, and increase channel business visibility by allowing the entire sales channel ecosystem to effectively collaborate. All of this serves to enable sales teams to close more business more quickly.

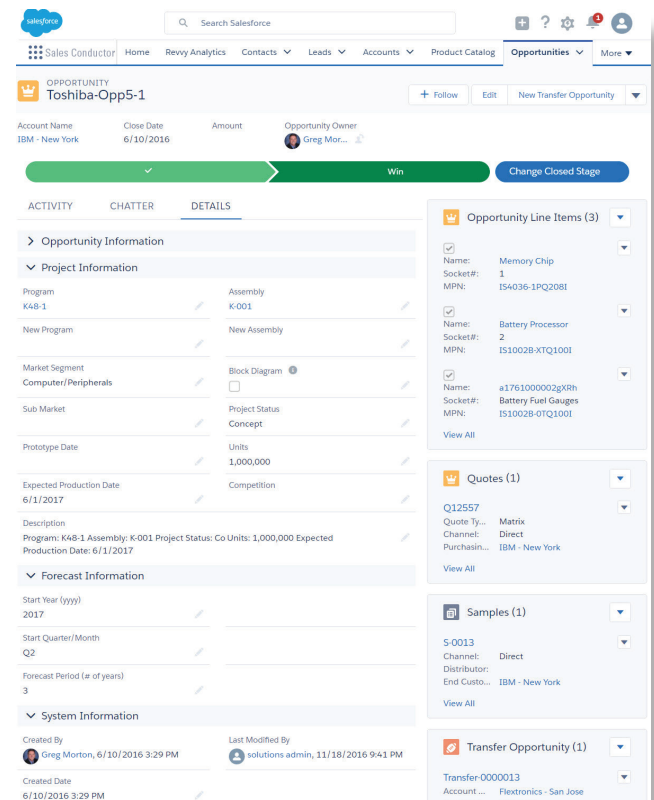
Empower your Extended Sales Force

Model N Sales Conductor empowers sales organizations to increase top line revenue by capturing every socket through solution selling, improve sales effectiveness, and reduce the cost of sales. The integrated solution helps companies improve global price management and enables sales reps to manage quotes from within a single application. This results in better management of volume compliance and channel assets.

The Model N Sales Conductor Partner Community empowers channel partners to submit and manage design registrations, manufacturers to measure channel partner performance, and offers a single view of the direct and channel driven funnel. Sales Conductor is seamlessly integrated with Model N Revenue Management solutions including Deal Management and Channel Management.

“With more team members actively using Model N Sales Conductor, we experienced significant increase in sales productivity and documented metrics in CRM: 20% increase in accounts, 15% increase in opportunities, and 30% increase in activities.”

– Director of Sales Operations and Pricing, a leading designer and manufacturer of micro controllers and touch-sensor solutions.



Sales Conductor extends Salesforce opportunities with sales effectiveness that help semiconductor companies manage their sales funnel; project (program/assembly), forecast, sockets, sample, and business transfer.

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