



# CRM for Semiconductors

Five Ways to Drive More Revenue  
from Your Salesforce Platform

Model **N**  
Sales Conductor

salesforce

platinum ISV  
partner

# CRM Solutions Empower Your Business

CRM solutions empower your business with indispensable tools for consolidating customer data, managing opportunity funnels, providing mobile access to sales data, and connecting to marketing automation and other sales resources.

So why would more than 70% of semiconductor companies be unhappy with their CRM tools? Or worse, what would make 50% of them report a decline in sales effectiveness after their CRM implementations?\*

You might say it's the difference between a light socket and an IC socket. A horizontal CRM solution simply cannot address all of the unique needs of every industry. From nomenclature to workflows, best practices, data models, and channel relationships, your CRM solution should speak your business language and processes. If it doesn't, you could be weakening your sales team, overspending on customization, and missing opportunities for revenue growth.

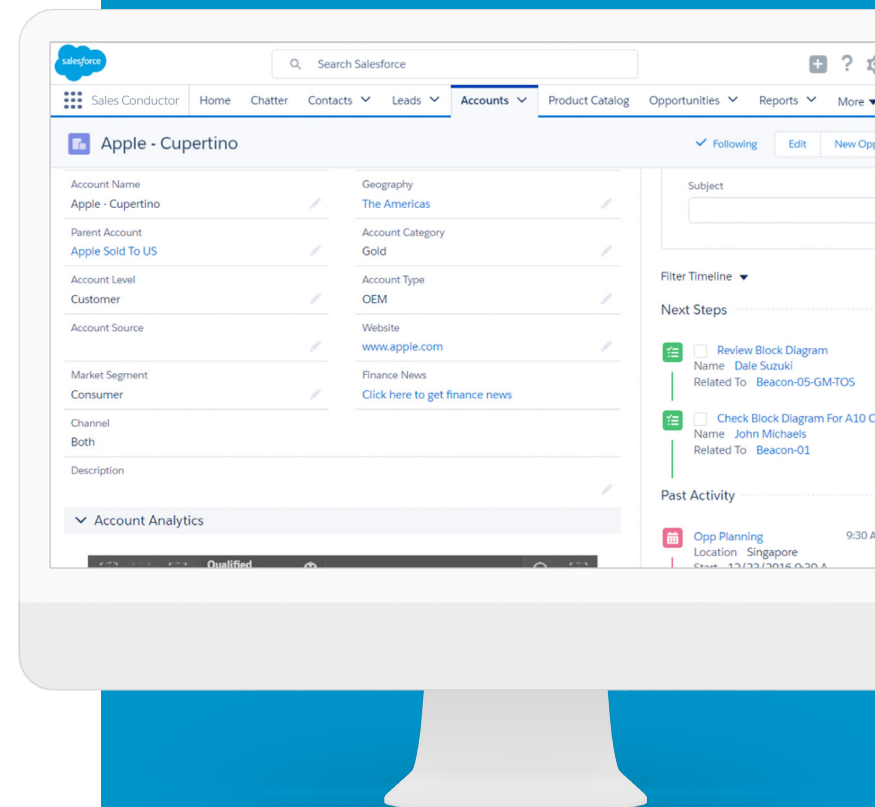
The Model N Sales Conductor solution leverages all of the functionality of the Salesforce Sales Cloud CRM platform, while providing much-needed, purpose-built capabilities for semiconductor and electronic components manufacturers—so you can take full advantage of your CRM to manage more, sell more, and add more top-line revenue.

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\* Source: Absolute Data Semiconductor CRM Study

## THIS EBOOK WILL COVER:

Five of the ways Model N Sales Conductor, a solution built on the Salesforce Platform, can help you extend the value of your Sales Cloud CRM.



# NUMBER 1

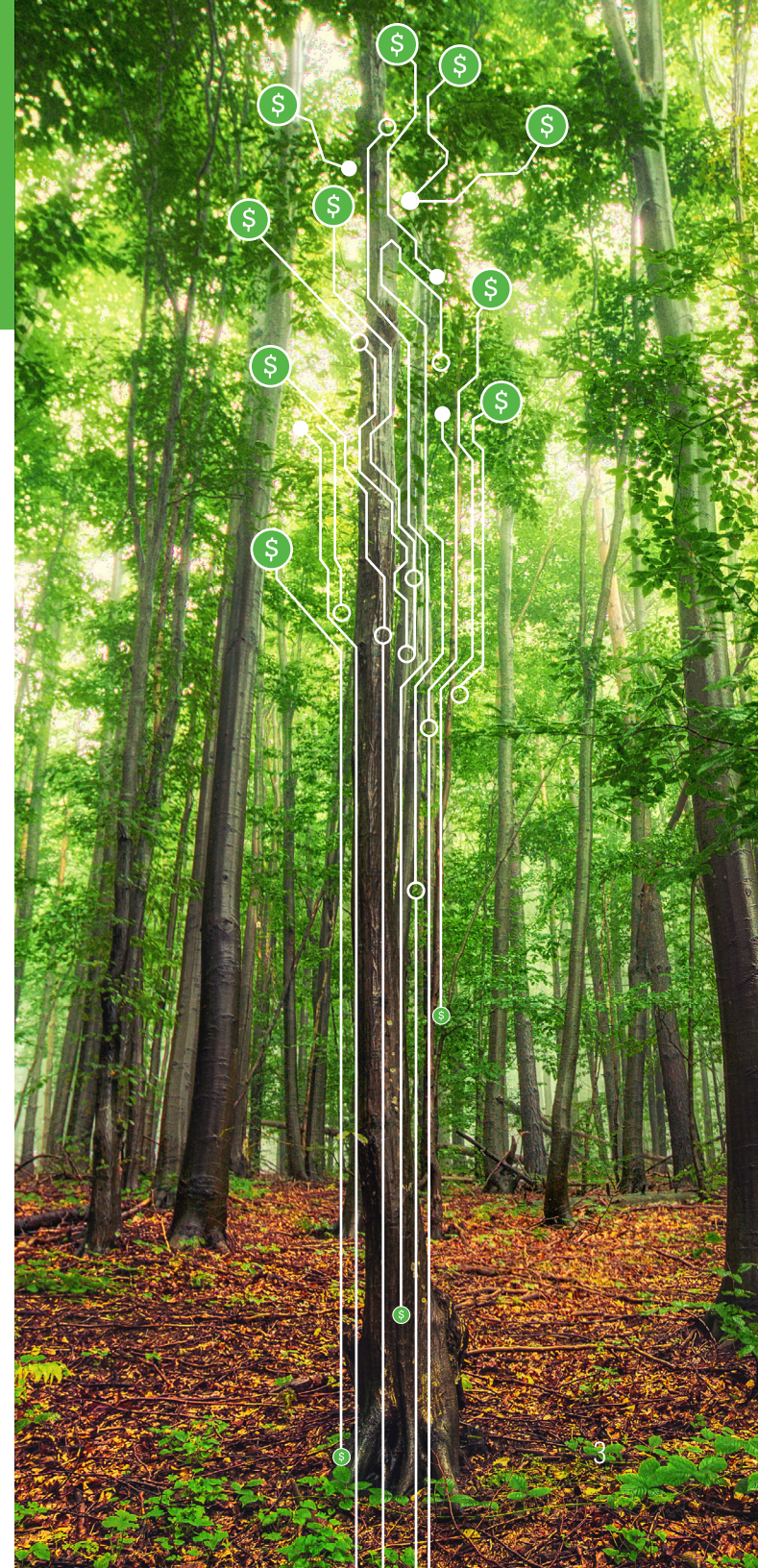
Use solution selling to win more designs.

Large product portfolios can present a wealth of opportunities for sales reps in semiconductor and electronic components businesses. But a robust product catalog—particularly one that results from mergers and acquisitions—can also be complex, confusing, and constantly changing, making it nearly impossible for sales staff to stay current or to represent your complete portfolio to prospects. And of course, every missed sales opportunity is a missed opportunity for revenue.

The Model N Sales Conductor solution equips sales staff to represent large product catalogs and stay current with expanding portfolios. Guided cross- and up-selling can help your team capitalize on more opportunities, capture more sockets, and drive more revenue. With immediate access to recommended designs, they'll be able to work directly and in real time with their customers to design relevant, high-value solutions.

Using Sales Conductor, your business will also be able to more quickly onboard new reps and integrate teams after a merger or acquisition. You'll be empowering the entire sales force to win more designs and ultimately boost top-line revenue through solution selling.

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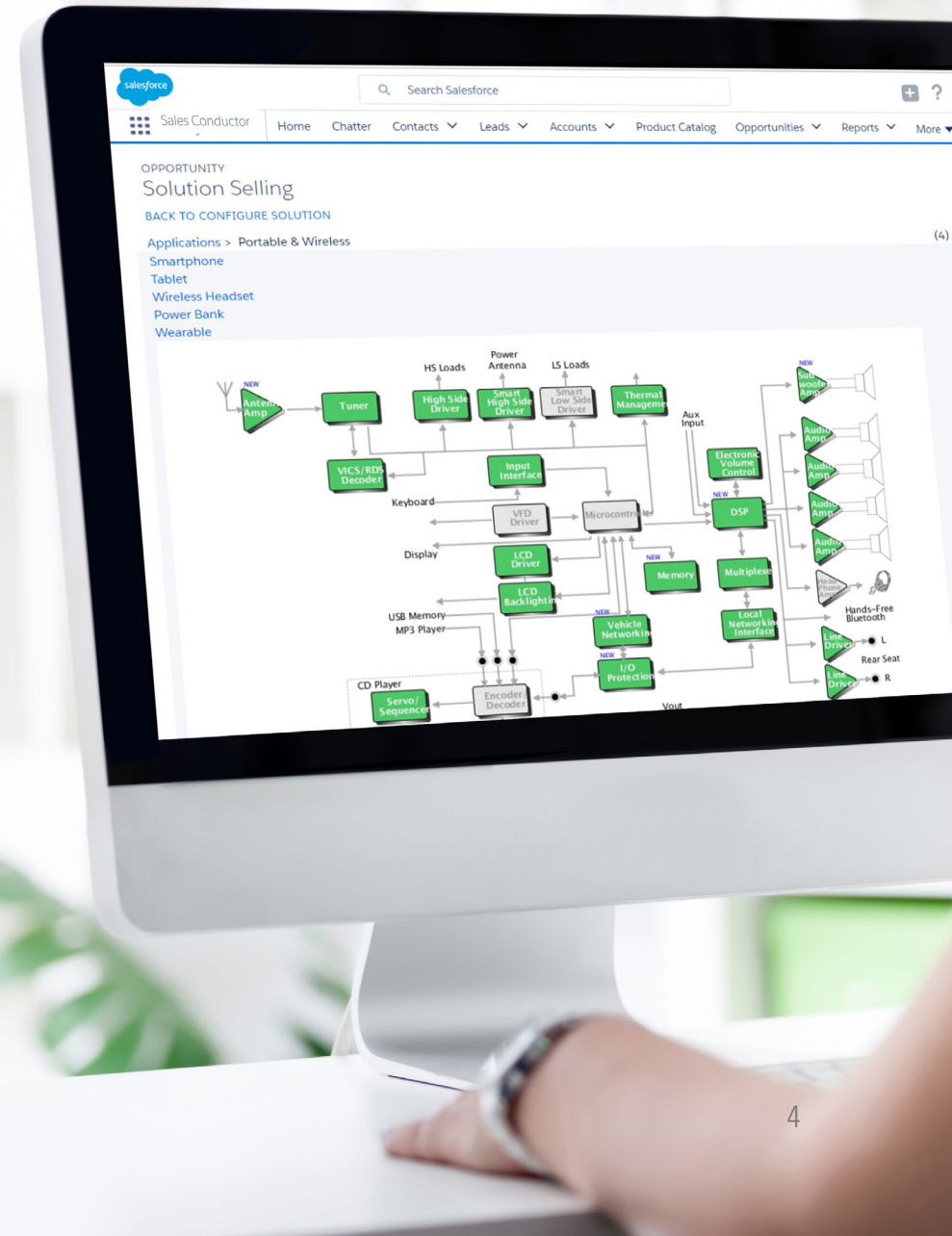


# The Salesforce Sales Cloud CRM Platform

- Centralized client information
- Task automation
- Easy customization
- Real-time visibility

The Salesforce Sales Cloud empowers salespeople to sell faster, smarter, and the way they want. For eleven consecutive years, Salesforce has been positioned by Gartner, Inc. as a leader in its Magic Quadrant for Sales Force Automation.

The Sales Cloud application centralizes customer information, logs client interactions, and automates common sales tasks to give account teams more time to develop and close deals. Sales Cloud is easy to use and customizable to your sales reps' work methods. Real-time visibility into sales team activity also helps managers forecast sales with confidence.



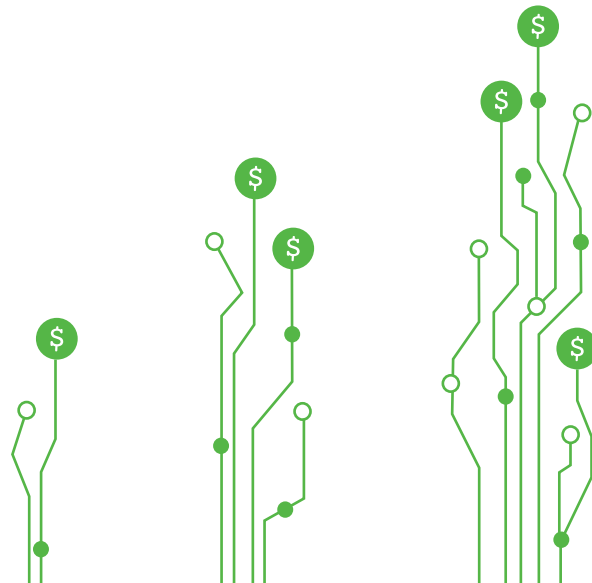
# NUMBER 2

Mitigate pricing challenges through differentiation.

Declining prices in the semiconductor and electronic components business keep the competitive environment fierce. Unless your sales reps can quickly and clearly articulate the value add of your designs, they could be at serious disadvantage in highly competitive sales situations. The time they spend tracking down needed information is time not spent selling and can ultimately mean losing a deal to a more nimble competitor.

Using Model N Sales Conductor, you can provide immediate, consolidated access to product-differentiation content to make sure your reps always have the sales advantage. With vital worldwide pricing and product data accessible at the time of sale from their mobile devices, your teams can be more responsive, well-informed to mitigate pricing challenges, and better positioned to win high-value deals.

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# Pricing and Opportunity: Together in Less Than 6 Months

*Multibillion-dollar, US-based semiconductor design and manufacturing company*

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It's a story of how two groups—one focused on pricing, one on sales opportunities—came together for business success. Both teams utilized established, mature processes and systems. But they were disconnected, lacking visibility across systems and unable, for example, to easily prioritize opportunities for maximum revenue potential or validate pricing strategies by tracking opportunities from price quote to revenue conversion.

One option was to develop a custom connector to integrate existing pricing and sales tools. But even with the company's strong IT team, a likely protracted development cycle combined with prohibitive development, support, and maintenance costs dissuaded business managers and analysts from pursuing in-house customization.

Exercising due diligence, the company evaluated alternative off-the-shelf solutions, ultimately selecting a Model N solution with the Sales Conductor built on the Salesforce Platform. The closed-loop system connects opportunity and registration information to pricing rules, margin agreements, quotes, and contracts, debits, and POS records.

Solution benefits include greater revenue accuracy and visibility across mixed-product solution sales. Sales Conductor on the Salesforce Platform provides ready access to a wealth of qualitative and quantitative data that can be used in evaluating new revenue models, assessing success in particular markets or regions, and developing opportunity intelligence that helps sales teams anticipate and better satisfy customer needs.

The company's project team initially estimated a six-month implementation process. "By focusing on standardized processes, we were able to actually complete the implementation in just three months," notes a Senior Corporate Manager. "Based on our experience with the Sales Conductor application, a six-month rollout would not be an unreasonable expectation for other billion-dollar semiconductor businesses like ours."

# Pricing and Opportunity: Together in Less Than 6 Months

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“The goal of connecting pricing and opportunity data was to improve conversion rate by 20%. We also wanted to improve collaboration between sales and marketing. Although teamwork is not a readily quantifiable KPI, we observed a marked transition from passive to active involvement of our marketing team. With dramatically improved visibility into opportunities, product

managers and other key staff can more readily provide the resources and support that sales teams need to compete for and win high-value deals. Both marketing and sales staff appreciate the productivity improvements and success that comes from collaborating as one team.”



# NUMBER 3

Accelerate the sales cycle.

Sales reps rightly balk at the heavy data-entry burden they associate with CRM systems. Studies indeed suggest they can spend as much as one third of their time administering opportunities. That time drain impacts productivity, prolongs the sales cycle, and can ultimately cost revenue.

Sales Conductor shifts the paradigm from 'put data in' to 'get information out.' The application helps minimize data entry while giving salespeople more information faster. Your reps will be able to work more independently and propose and win more designs in less time.

## MODEL N MEANS...

- More revenue
- Faster revenue
- More revenue visibility for better business planning

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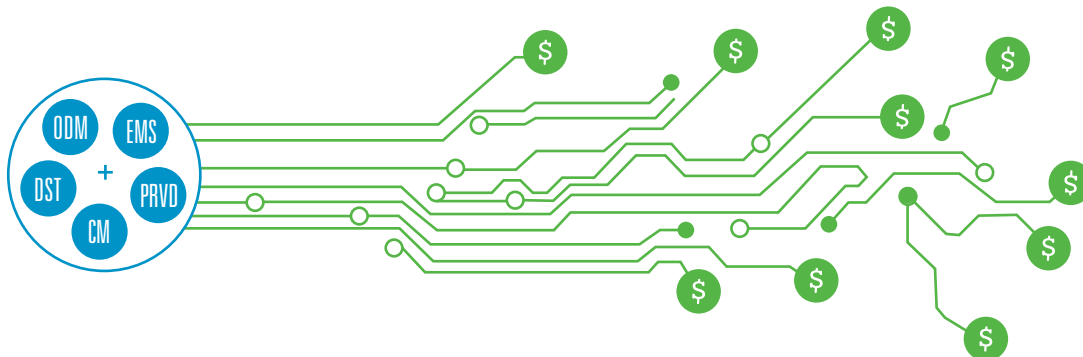


# NUMBER 4

Model your entire customer value chain.

Generic CRM is not designed to support a multi-tiered channel partner and fulfillment chain that routinely includes ODMs, EMS providers, CMs, and distributors. As a result, your sales and marketing teams likely have no single view of the funnel and derive little value from standard reports.

Model N Sales Conductor offers semiconductor and electronic component manufacturers an industry-specific CRM enhancement for the Salesforce Sales Cloud to enable management of the opportunity pipeline across the extended organization, including the full channel partner ecosystem. Your teams will gain a single view of the entire direct and indirect channel funnel with the ability to transfer business and reference designs. They'll be able to generate more accurate, timely, and reliable funnel reports with an improved visibility that lets them focus on key design opportunities.



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# “Using the power of Sales Conductor helps the company convert more opportunities to business.” – Director of Sales Operations and Pricing

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One large microcontroller manufacturer implemented a Model N Sales Conductor solution to improve opportunity-conversion rates and pipeline visibility. Among the tangible benefits realized were a:

**5%** increase in visibility into opportunities

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**15%** increase in contracts documented in CRM

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**20%** increase in accounts documented in CRM

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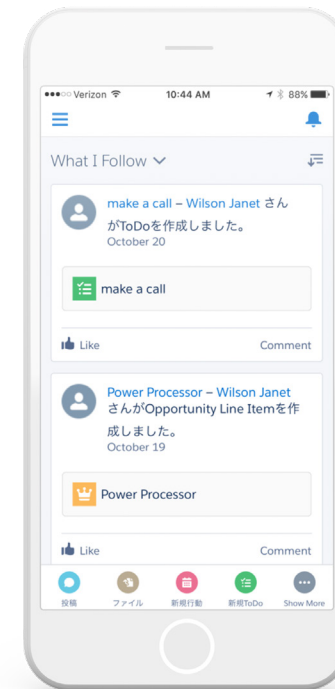
**15%** increase in opportunities documented in CRM

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**300%** increase in activities documented in CRM

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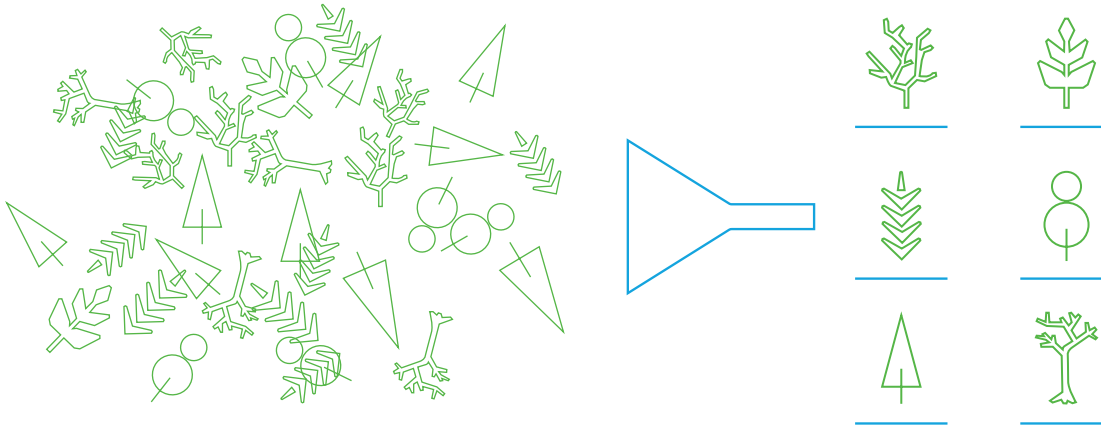
The sales operations project team also emphasizes the rapid and enthusiastic adoption of the program. Based on the familiar Salesforce Platform, the application allowed reps to almost immediately take advantage of enhanced functionality, including real-time quoting and approvals. Sales reps did not have to learn a new system and are now empowered to enter data from around the world in real time via their mobile devices.



# NUMBER 5

Gain visibility across the entire sales process.

If your funnel data for direct and distribution channels resides in different systems, you're likely spending an inordinate amount of time looking for information and yet still missing opportunities. Model N Sales Conductor lets you model both the direct and distribution channels in a single system. A partner portal even allows distributors to directly create design registrations in the system. With consolidated funnel data, you'll be able to more quickly identify and discover new prospects, accelerate the review and approval of registrations, eliminate overlapping sales efforts, and reduce opportunity duplication.



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## Just think of all the things you could do with Model N Sales Conductor. You could...

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- ✓ Manage all different kinds of designs, including new, existing, and reference designs. Just imagine how much easier it would be to measure the effectiveness of design activities, including evaluating revenue for reference designs.
- ✓ Include multiple items in a single opportunity, while still managing the status of individual items. Think about how much more efficiently you could manage opportunities and registration.
- ✓ Link to customers' projects and assemblies. You'd be able to improve opportunity productivity and registration effectiveness.
- ✓ Manage transfers across the value chain. Imagine the many ways that better collaboration would help your team improve efficiency and increase revenue.
- ✓ Administer sample requests, including the linkage to fulfillment. Finally, you'd be able to measure the effectiveness of sample activities.

# Model N Sales Conductor: The Powerful Enhancement for Your Sales Cloud Platform

Developed specifically for the semiconductor and electronic components industry, Model N Sales Conductor supports your unique sales process needs, including the design-win cycle, multi-tiered distribution, global business transfer, and more. By providing unique solution-selling functionality, Sales Conductor can help your sales teams capture more sockets on each customer board, boost selling effectiveness, reduce the cost of sales, and improve revenue predictability. By implementing a Model N Sales Conductor solution that speaks your business language and processes, you can be one of those companies touting the efficacy of its CRM tools.

In addition to Sales Conductor for the Salesforce platform, Model N offers complementary products for other semiconductor-industry processes, including pricing management. Model N has a proven track record serving some of the world's largest high-tech companies with revenue management solutions supporting more than 50,000 users in 100 countries.



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## RESOURCES AND MORE INFORMATION

### Model N Sales Conductor

[www.modeln.com/products/revenue-cloud-for-high-tech/sales-conductor/](http://www.modeln.com/products/revenue-cloud-for-high-tech/sales-conductor/)

### Model N Sales Conductor Solution Brief

[www.modeln.com/resources/sales-conductor-solution-brief/](http://www.modeln.com/resources/sales-conductor-solution-brief/)

### Maximize Sales Effectiveness with Sales Conductor Webinar

[pages.modeln.com/revvy-sales-webinar-unleash-the-power.html?source=website](http://pages.modeln.com/revvy-sales-webinar-unleash-the-power.html?source=website)

### Gartner Magic Quadrant for SFA 2017 Report

<https://www.salesforce.com/form/pdf/gartner-sfa-magic-quadrant-2017.jsp>