



For Managers

Charting a strategic course in the ever-changing world of advertising has never been more difficult. But adSails makes the creation and implementation of standard sales practices easy, so you can focus on the big picture with more clarity. With adSails, you'll be able to see exactly what's happening with your sales force, from cold calls to closed contracts. Our advanced, easy-to-use reporting tools mean you'll be able to measure efficiency more accurately, set and meet goals, and adapt as the marketplace changes.

Account List Management

Order Management

Electronic Traffic Interface (EDI)

Group Contact Management

Sales Reporting

Rate Management

Inventory Control

Standardization

Best Practices

Compliance

- Manager has the ability to approve, reject, and manage the status of AE accounts
- Maintain and publish masterlist electronically
- Accounts and their histories may be consolidated or redistributed as needed
- Eliminate emotional tension amongst colleagues and managers through documented account ownership

- Approve and reject orders online; exercise real control of the process
- Instant, paperless access to all proposal and contract information
- Unique accountability for entire operation through original, bullet-proof process
- Cut costs in support personnel
- Transparency between AEs, managers, business departments, and traffic

- Eliminate data entry errors
- Reduce costs by eliminating double entry
- Frees traffic department from data entry so it can focus on managing inventory

- Find accounts that haven't been called on
- Track cold calls
- Arbitrate account disputes with call logs

- Billing projections
- Sales and Pending reports
- Productivity reports
- Weekly and monthly activity reports
- By AE, Sales Group, and Region

- Allows easy rate card maintenance to control inventory and buying behavior
- 20 different rate qualifiers plus inventory-based Yield Management
- Reward lucrative buying behavior; penalize negative buying behavior
- Enforce rate card integrity

- Import avails information from traffic software
- Yield-based pricing system
- AEs have access to inventory avails while they are selling

- Standard reporting and forecasting protocols
- Standardize image, proposals, and product
- Project one central message rather than many individual ideas of that message

- Functionality built through analysis of the sales process
- Total integration of features forces compliance with best practices
- Improve sales staff training and retention

- AE acceptance means exceptional compliance rates
- User-driven functionality means you don't have to work to enforce acceptance