

Sales Software Takes a Giant Leap Forward

San Diego, CA, October 30, 2009 – o2 Interactive is pleased to announce the addition of **Sales Decision Process (SDP)** capabilities to award winning OnSite Clarity. OnSite Clarity is revolutionary on demand Sales Management Software, designed to give sales representatives a competitive edge in the technology era.

For decades sales professionals have been improving success rates by using Customer Relationship Management software (CRM) to manage everything from customer contact information and analyzing data for marketing campaigns, to calendaring and customer service. OnSite Clarity does all of this...and takes a giant leap forward by incorporating the Sales Decision Process (SDP).

OnSite Clarity's SDP takes the concept of customer driven sales automation and turns it on its head. It recognizes that business can't control individuals or teams but can control the company's sales process. SDP allows customers and vendors to work collaboratively throughout the sales cycle. This collaboration drives the sales toward a final decision.

With SDP you can benefit from:

1. **Faster Close Rates and Lower Cost of Sale:** Instead of dealing with the laborious process of constantly filling-in, filing, and sending Excel or Word based Close Plans you can simply update the SDP on-line. SDP can *generate milestones, assign tasks, send reminders, and track completion dates*. A tighter sales cycle equals faster close rates and lowers the costs of sale.
2. **A Competitive Advantage:** SDP drives *teamwork, greater efficiencies, and clearer communication* during every step of the sales cycle giving you a dramatic edge over your competition.
3. **Reliable Close Dates:** SDP provides *effective collaboration* between customer and vendor on every step in the sales cycle to create *on-going check-points and a mutually agreed upon close date*.
4. **One Source of Truth:** Instead of passing Word or Excel based close plans back-and-forth that suffer from version control and scattered islands of information – SDP provides secure web-based access from any browser to instantly view up-to-the-second consolidated information (including GANTT charts) on the status of the sale. Timely updates accurately set expectations for the customer, sales management, and the entire extended sales team.
5. **Security:** SDP offers secure and customized access. You control which individuals have access to your SDP, as well as their ability to view, modify and delete content. Each individual will have a User ID and Password so you know who is logging-in; when they are logging-in; and what parts of the SDP they are accessing. This eliminates the risks associated with passing sensitive sales cycle information back-and-forth through documents or e-Mails where it could be lost or fall into the wrong hands.

CRM was a great start, but the technology hasn't progressed much in 20 years. Onsite Clarity integrates old school CRM with cutting edge SDP to give businesses the next generation of software at a fraction of the cost.

OnSite Clarity is fast, effective, and makes your job easier, at a price point everyone can appreciate.

To learn more about OnSite Clarity visit www.onsiteclarity.com or call 800-706-2904.

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