Emergency Revenue Reset

Transforming March's Downturn into a Successful 2024

Are you hitting your numbers?

(Or are they hitting you?)

Performance. A word so common in the workplace, it can feel like it's losing its meaning. But keeping track of **sales performance couldn't be more meaningful.** When numbers are soaring, you're on top of the world. When they start heading in the wrong direction, it can feel like you're running up Mt. Everest with the weight of the whole business resting on your back.

LET'S CUT TO THE CHASE:

- How accurate is your sales forecast? Are you hitting the bullseye every time?

- Is your team drowning in spreadsheets & manual reporting, leaving less time to drive impact?

- Are you 100% confident your team is identifying every potential opportunity?

- Are your competitors leveraging data secrets that you're missing out on? (We call it FOMD – Fear Of Missing Data)

Feeling seen? Keep reading.

In our experience leading manufacturing sales teams, we've discovered three pivotal gaps that, once addressed, consistently deliver significant impact.

Here's what can be yours in just days – no kidding:

A forecast built using ALL customer data in your organization (regardless of where it lives) **PLUS** AI to predict orders, remove salesperson forecast biases, and other insight-boosting goodies.

Get added agility, more time to react to market conditions, and higher forecast accuracy, all with less effort.
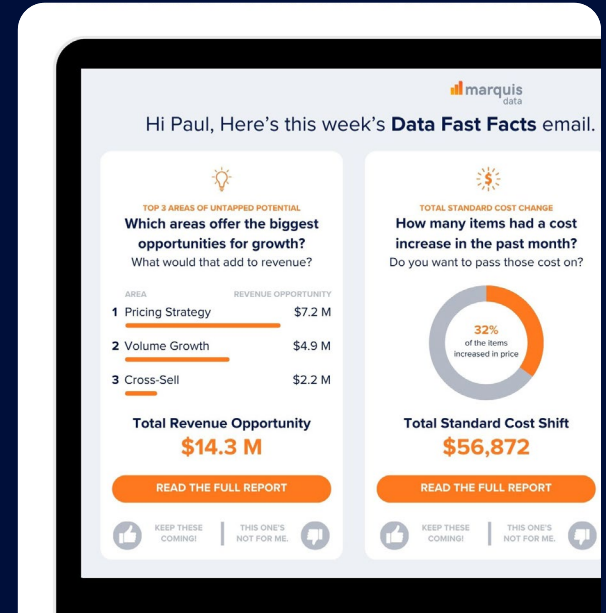
More About Failproof Forecasting →

A customized, automatically curated list of which customers you should be following up with each day delivered to your inbox.

Who are your New Top 10 At-Risk Customers? Personalized Go-Get Sales lists empower teams to be one step ahead, reduce manual work, and allow leaders to visibility into what's working and what's not – *fast*.

More About Focusing Effort →

Automated performance reports, delivered to your inbox, easily customizable to your business. Get a scorecard of the most important things you're measuring as a Sales Leader, effortlessly.
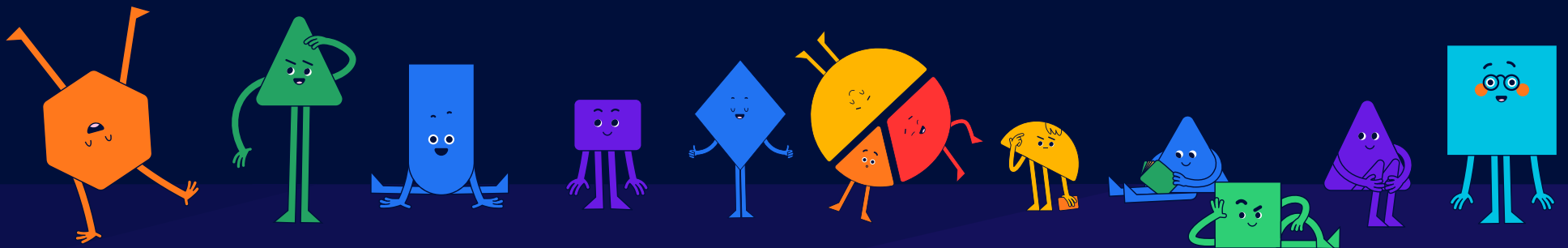
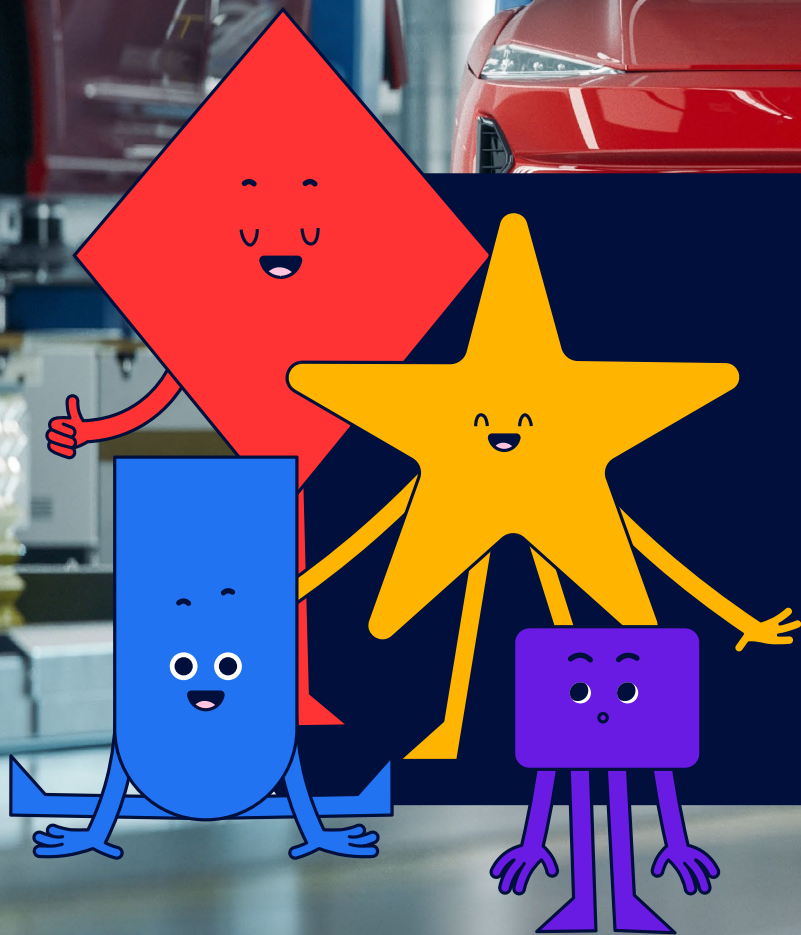Easy to consume, **easy to share** with leadership.

More About Performance Management →

If you haven't changed your sales reporting in the last 5 years, **what have you been doing**? The landscape has changed; it's time to play in the same field as the pros.

You have the choice to change your future.
Don't get left behind: tap into the true potential of your performance numbers and hit your goals – every time.

Buckle up - we're about to get candid about how you can **make real impact**, in just a few weeks. **Data is a force multiplier** for your team, here's how.

① Failproof Forecasting.

Forecasting is difficult, and its importance is critical. Getting it right is hard, **and you can't afford to get it wrong.**

Is there such a thing as **failproof forecasting**? We all wish we had the holy grail of answers here. But, with Machine Learning and the delivery of easy to consume, smart data, your job of delivering accurate forecasting gets significantly easier.

Things like managing the inherent forecast biases of your sales team and real-time business seasonality, while automatically considering Macro Market Indicators can get you closer than ever to knowing where your business is going.
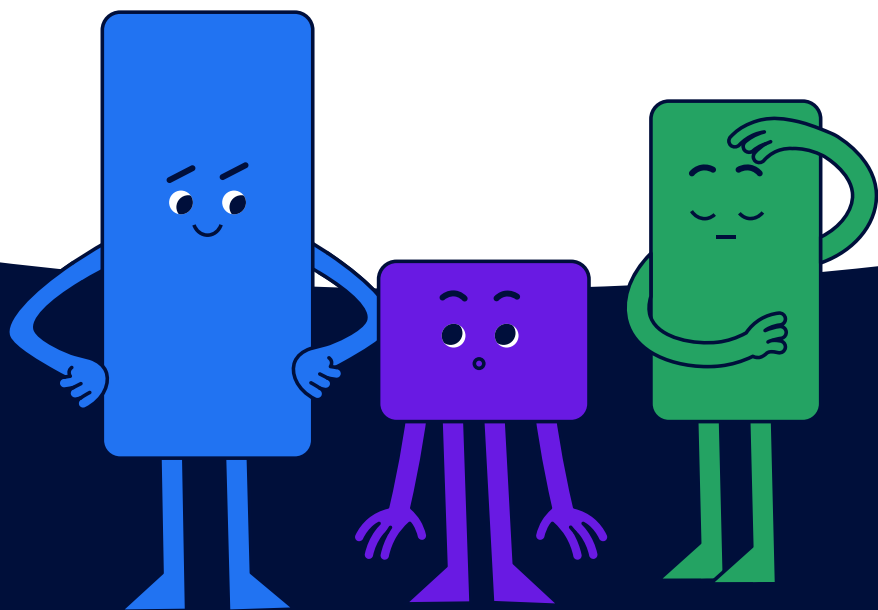
marquis IQ

Here's the kicker, you don't have to DO anything to get it, with Marquis IQ *we do it automatically for you.*

Ignore the volatile differences between the sandbagger holding on to quarter end wins, the overly enthusiastic leader who might accidentally let you down.

At Marquis Data, we build **smart weighted forecasts** that course-correct to reduce forecast biases, provide **seasonality predictions** beyond just using a moving monthly average, and adding in **Macro Market Indicators** (like Purchasing Managers Index – PMI) to create a truly accurate forecasts.
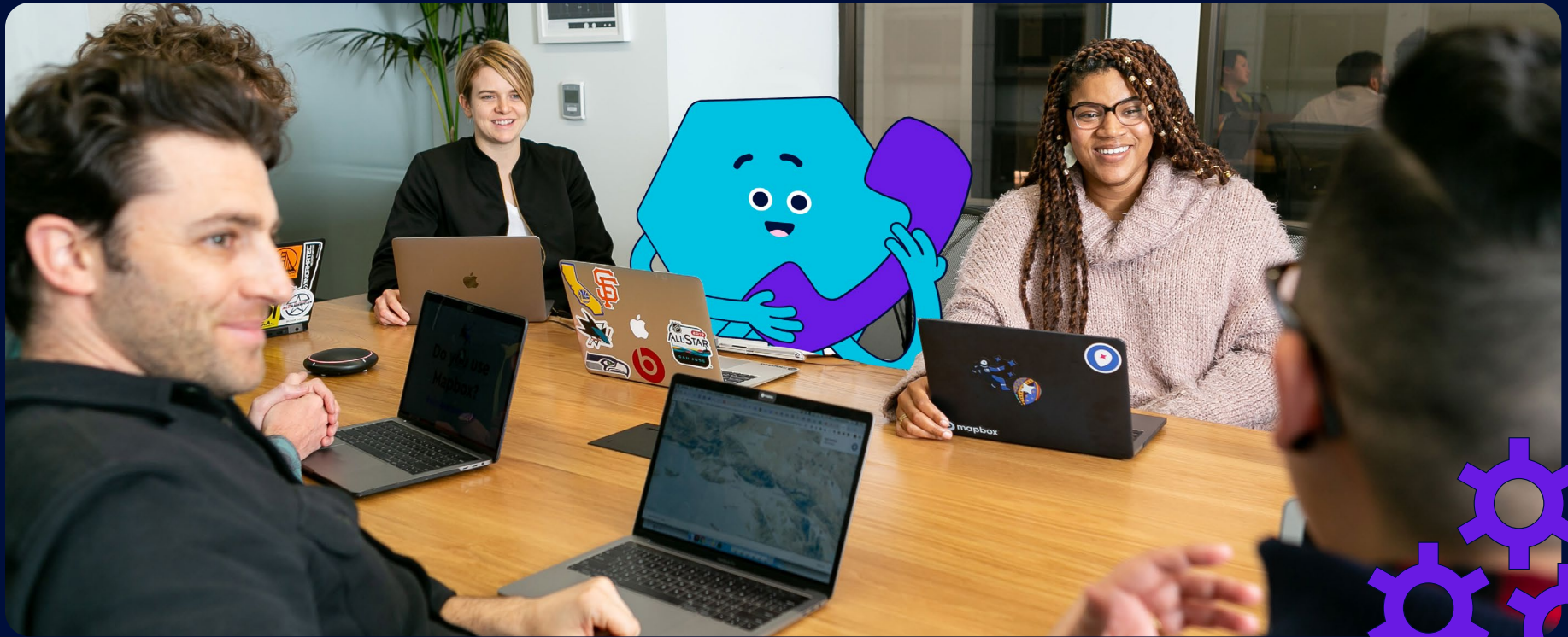
Forecasting has never been so effortless or precise.

These days, it's table stakes: if you're not using Marquis IQ, you're being left behind.

2 Spend Time Where It Matters.

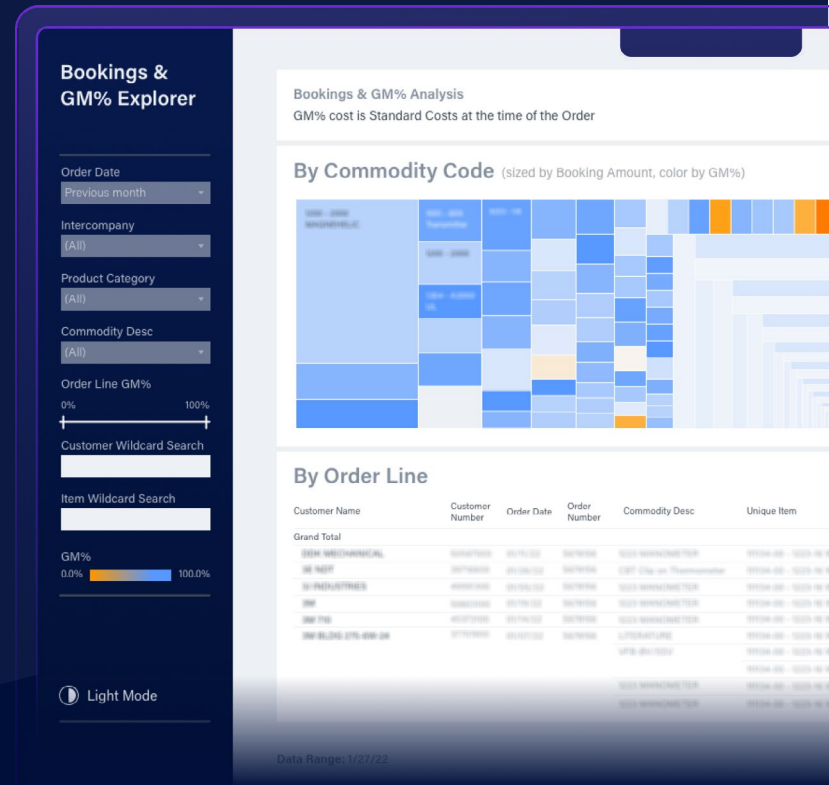Reduce manual work & get out of the minutia, with auto-delivered, AI driven recommendations.

Get data driven, prioritized recommendations that lead your team to more wins, higher revenue, and **better overall performance** – it's like your own personal Co-Pilot for every member of your sales team (yep, you can have one, too!).

With all of the competing priorities, to dos, and new asks, it can be hard to sift through your list to understand where to focus your time to undeniably deliver the most value.

And though we may try, we all know that working harder and longer is not a sustainable solution.

Sales "Go Gets" is a proprietary, cutting-edge Sales driven co-pilot from Marquis Data that uses AI and built-for-you business algorithms (based on your most important metrics) to generate daily, customized lists of **who your team should be talking to** today, and more.

World renowned sales teams have their favorite data points delivered to their inboxes daily with Marquis IQ.

Bookings & GM% Explorer

Bookings & GM% Analysis
GM% cost is Standard Costs at the time of the Order

By Commodity Code (sized by Booking Amount, color by GM%)

By Order Line

Here are some chart-toppers:

New Sales Opportunities: automatically identified so you can assign them right away.

Purchasing Trend Changes: Are you in danger of losing a customer? Spot changes in purchasing behavior with enough time to act.

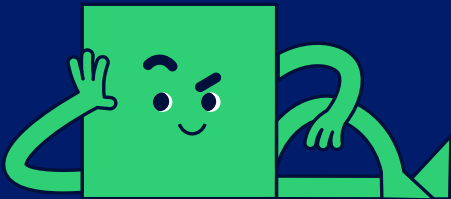**Cross-Sell & Upsell Opportunities:** Discover untapped avenues triggered by data, not interpretation.

Machine Utilization: See who might be ready for an upgrade based on increased usage.

Go get 'em!

What We Offer:

We offer pretty amazing out-of-the-box reporting designed specifically for sales leaders in industrial manufacturing (engineered from years of experience and best practices), and we'll also create custom reports just for you – custom reports you'll have up and running in just weeks.

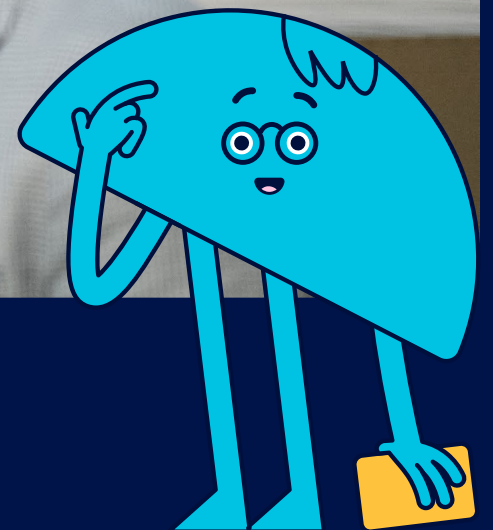**So:** what do you and your team want to know?

3 Proactive Performance Management Using AI

As a Sales leader, leading and motivating your team is **JOB #1**.

Knowing what everyone is working on, how effective they are, and if they're selling to all available prospects is crucial if you want to grow your team and your business in the right direction.
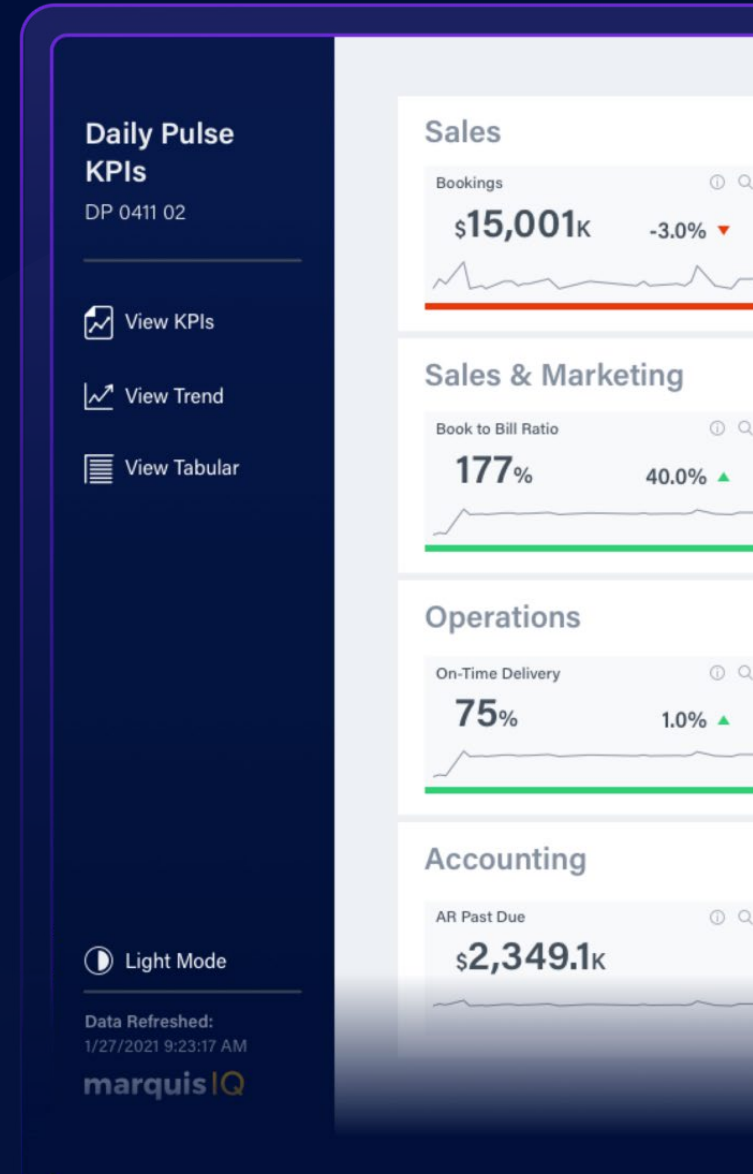
Get **performance management visibility** delivered to your inbox every day. You determine the metrics that matter most, and we'll create an auto-generated visual performance scorecard that uses AI to plumb the depths of your data, across all platforms, and connect the dots for you.

Visual dashboards, clear charts, and concise reports turn complex metrics into easy-to-digest info. From top brass to frontline workers, everyone can grasp key insights and engage in smarter, more collaborative strategic planning.
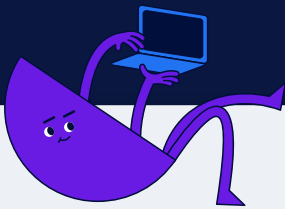
Here are some Marquis IQ favorites:

- **The Daily Digest –** Your daily "morning report" if you will, highlighting key performance across your team.

- **Marquis IQ:** Did You Know Report – A curated set of interpretive analytics detected in your data and delivered to you each day, built from AI learnings to call attention to potentially unnoticed anomalies.

Through automated reporting that tells your Sales story quickly, easily, and in real-time, you'll spend less time compiling data and more time setting strategy.

Daily Pulse KPIs
DP 0411 02

◹ View KPIs

◿ View Trend

▤ View Tabular

Sales

Bookings
$15,001ĸ   -3.0% ▾

Sales & Marketing

Book to Bill Ratio
177%   40.0% ▴

Operations

On-Time Delivery
75%   1.0% ▴

Accounting

AR Past Due
$2,349.1ĸ

◑ Light Mode

Data Refreshed:
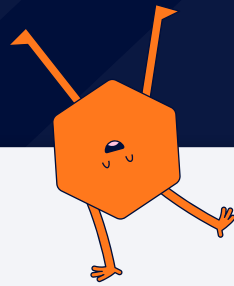1/27/2021 9:23:17 AM

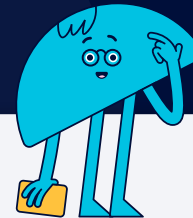marquis**IQ**

Now what? Let's put it the magic in motion.

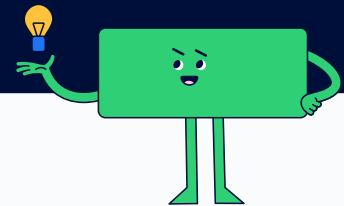It couldn't be easier, just connect to Marquis IQ and get started today.

Get accurate, **AI-driven forecasting** where you reliably hit the bullseye, every time.

Remove manual reporting and let your team **focus on what matters most** with confidence.

Know the performance of your team, with **real-time metrics**, regardless of where you are.

Skate **ahead of your competitors** and leave them wondering how you're taking all of the business they wanted.

It doesn't take months or data scientists to implement. It simply takes our team to do the work for you **in literal days.**

marquis IQ

Sure, you've seen dashboards before. But we've got the secret sauce that makes Marquis Data uniquely qualified to deliver better visualizations, faster. Our industry is your industry: **we specialize in industrial manufacturing**.

Our team has decades of experience in providing the most valuable data assets to some of the world's biggest manufacturing companies. We're in your niche, and we couldn't be prouder.

![marquis data logo]

Let's talk about how you can make **2024 a record year**, with less manual work, better insights, and a motivated, effective team.

Get Started Today

Signia's Journey to Success with Marquis Data – A Customer Testimonial

Not ready to talk, no worries. Check out how Signia Aerospace made a difference with Marquis Data here.

Read About How We Made It Happen