



INTRODUCCIÓN



REQUISITOS

- Gestión de leads – 25%
- Seguimiento de estudiantes – 20%
- Seguimiento de interacciones - 20%
- Integración con Moodle – 25%
- Analíticas - 10%



EXPLORACIÓN DE SISTEMAS CRM



Sales

Home

Accounts ▾

Opportunities ▾

Cases ▾

Wave for Sales Rep

Wave for Sales Mgr

Wave For Sales Ops

Wave For Sales Exec

Dashboards ▾

More ▾

Closed this Quarter

18K

Average Deal Age

267

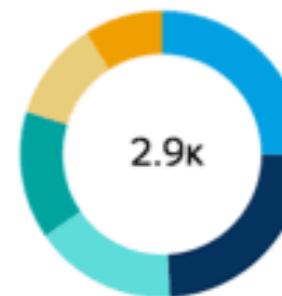
Closed this Month

7.8K

Completed Activities

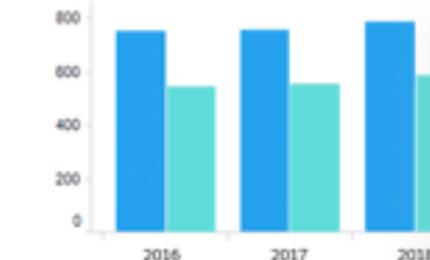
1.5K

Deals by Segment



Segment
SMB
MM
ESMB
COMM
GB
ENT

Monthly sales comparison

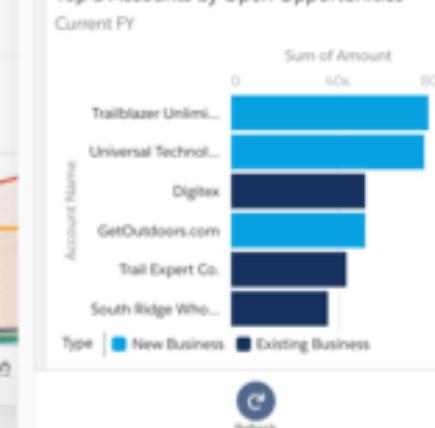


Sales Pipeline
Nov 9, 2019 2:44 PM · As Adam Burns

Opportunity Pipeline Set to Close This Q...

448,400

Top 5 Accounts by Open Opportunities

*SALESFORCE*



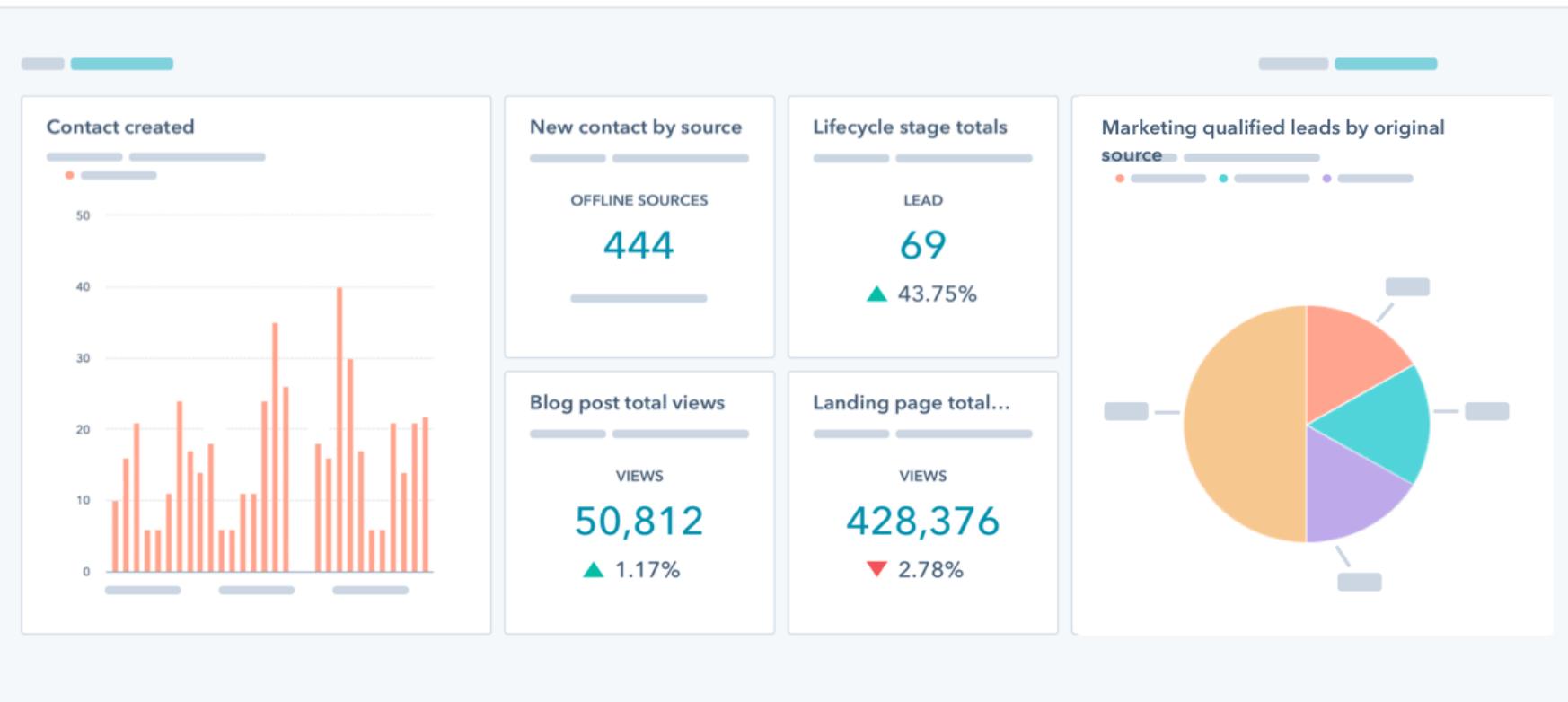
Contacts ▾ Conversations ▾ Marketing ▾ Sales ▾ Service ▾ Automation ▾ Reports ▾



▼

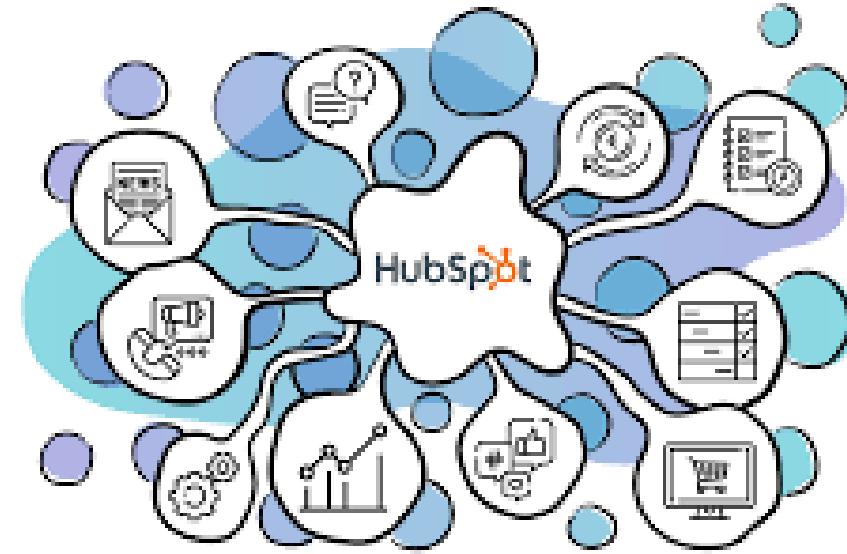
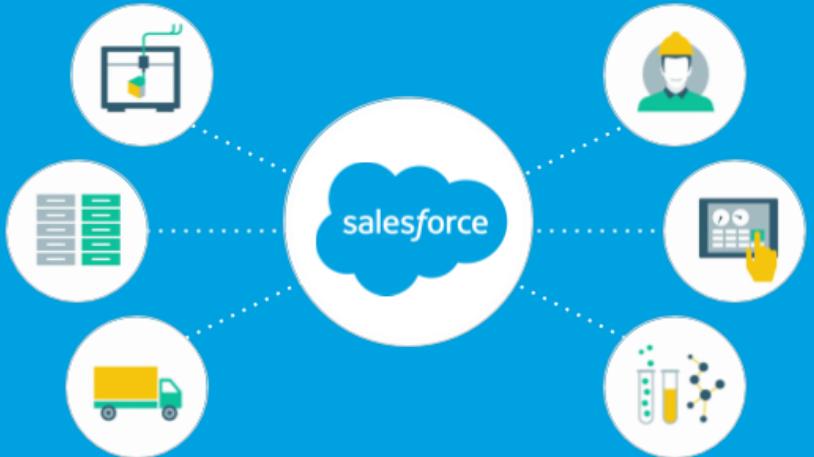
Lead Generation ▾

Add report



HUBSPOT

SALESFORCE:
Customer Success Platform
beyond CRM



COMPARATIVA

PROUESTA DE ADOPCIÓN





CONCLUSIONES