

# Manage Your Opportunities & Business Process

Ledgeview partners : CRM FOR OIL & GAS

NATIONWIDE-  
PREFERRED  
SOLUTION

## Do you and your team struggle to see all of your Open Opportunities in your sales pipeline?

Opportunity Management in Ledgeview's CRM for Oil & Gas solution helps you prioritize the right deals (often the big ones). You can also more easily identify deals that are stuck, ensuring all steps in the sales process are followed.

### CRM FOR OIL & GAS:

#### • IMPROVE SALES PIPELINE VISIBILITY

With Open Opportunity dashboards, Sales Managers and Owners can see their sales pipeline instead of asking sales reps what's in it day in and day out. All the information they need is on one screen that they can access anytime themselves.

#### • KEEP PROCESSES FLOWING SMOOTHLY

Opportunity Management can also ensure all of the steps in your sales process go through and none are missed, preventing a lack of follow-through and creating accountability.

#### • PRIORITIZE YOUR BIG OPPORTUNITIES

The Open Opportunities in CRM for Oil & Gas help Lubricant Marketers identify where big opportunities are so they can prioritize. Once you take care of the initial data integration and migration during your CRM implementation, Open Opportunity dashboards and reports are easily updated.

#### • MANAGE OPPORTUNITY HISTORY

In CRM for Oil & Gas, you can see Opportunity history, such as Won and Lost Opportunities. Won Opportunities will help you see what you're doing right, whereas Lost Opportunities will help you see where you can improve.

#### • DASHBOARDS IMPROVE EFFICIENCIES

Lubricant Marketers that are using CRM love the reports and dashboards that come with Opportunities. As most Lubricant Marketers know, having the right data in front of you with just a few clicks is like a breath of fresh air every time you work in CRM.

CONTACT US TO

**GET A  
DEMO**

"The closing ratio in our industry is, on average, a little under 20%. Since implementing Ledgeview's CRM, we're tracking double that. In fact, we're close to 50%."

**KELLERSTRASS OIL**