



# 7 Sneaky Ways Your Sales Tech is Costing You

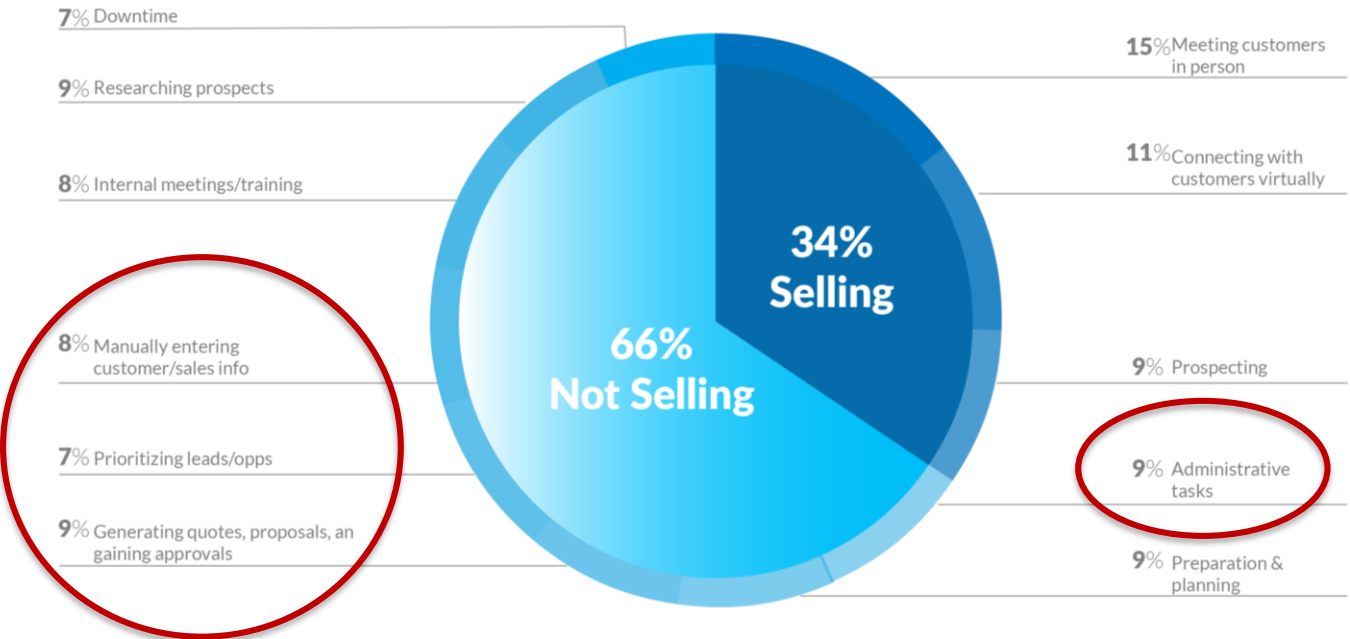
Mega Conference 2019

Hi, I'm Shawn...

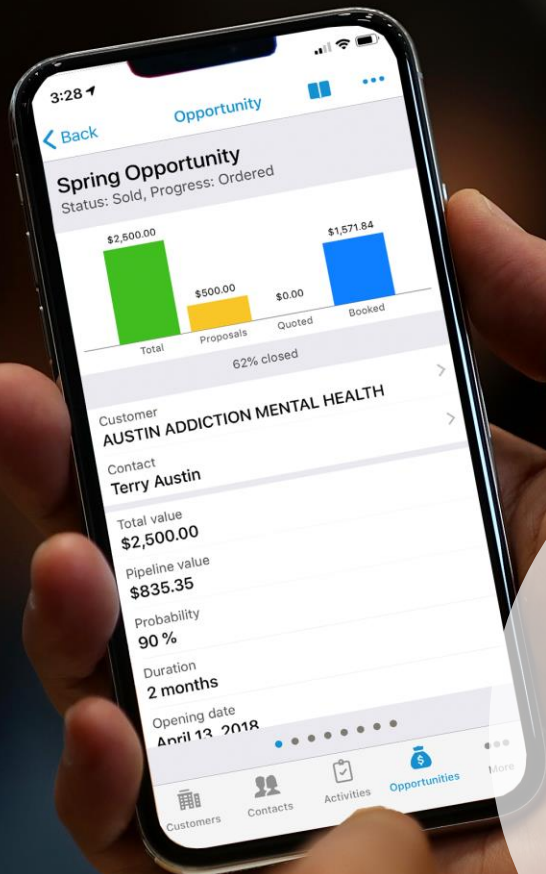
- Lefty
- Golf hack
- Twins



# Percentage of time sales reps spent during an average week



Source: Salesforce



**You Can't Bring  
Your Database on  
the Go**

**1**



**You Build Reports  
& Proposals  
Manually**

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**2**





**Your Software  
Needs Downtime  
for Maintenance**

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**3**

A low-angle, rear-view shot of several business professionals walking away from the camera on a polished floor. On the left, a person in a dark suit pulls a white rolling suitcase. Next to them, a woman in a black dress carries a black briefcase. In the center, a man in a light-colored suit walks with a black bag. To the right, another person in a light-colored suit is partially visible. The background shows a modern office building with large glass doors and a brick wall.

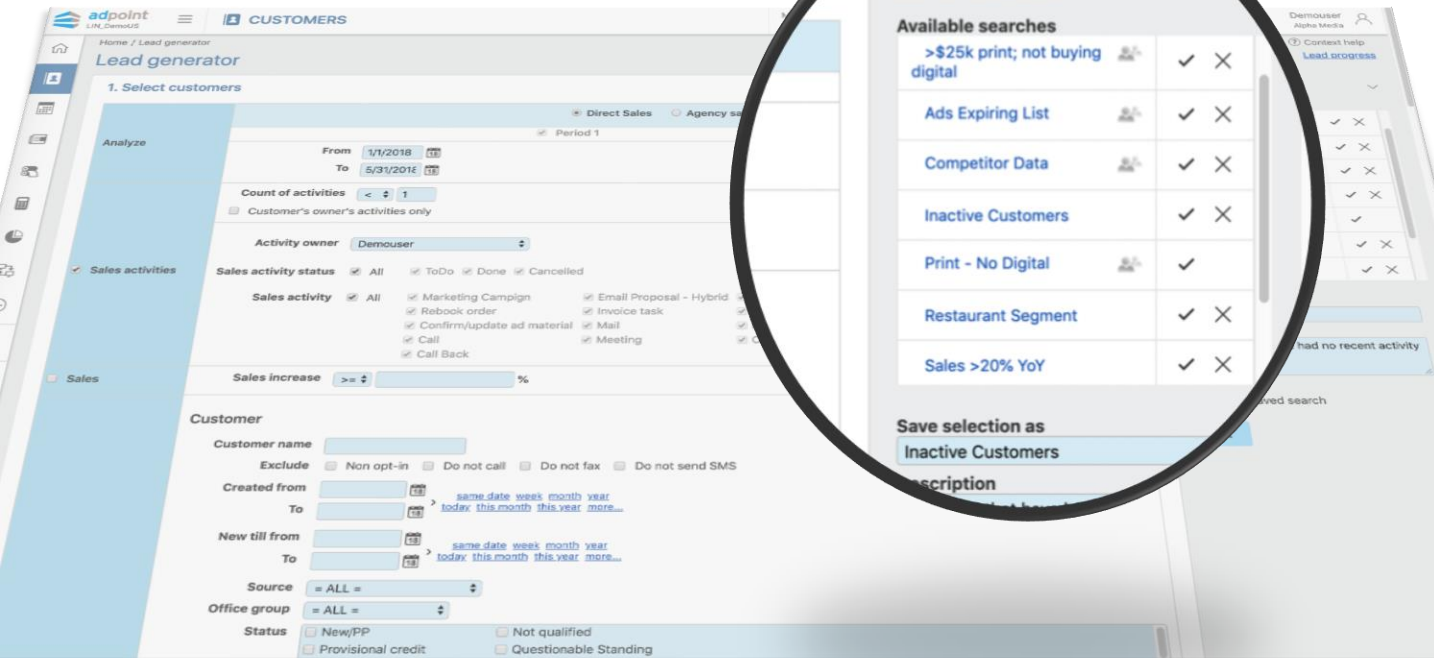
**You Don't Source  
Leads from Within  
Your Database**

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**4**



# Existing Clients Are The Best Leads



The screenshot displays the adpoint CRM interface, specifically the 'CUSTOMERS' section. The 'Lead generator' tool is active, showing various filters for customer selection. A circular callout highlights the 'Saved searches' panel on the right side of the interface.

**Saved searches**

Available searches	✓	✕
>\$25k print; not buying digital	✓	✕
Ads Expiring List	✓	✕
Competitor Data	✓	✕
Inactive Customers	✓	✕
Print - No Digital	✓	✕
Restaurant Segment	✓	✕
Sales >20% YoY	✓	✕

**Save selection as**

Inactive Customers

**Description**



**You Frequently  
Face Double-Entry**

**5**

An hourglass with blue sand is placed on a rocky beach. The hourglass is made of dark wood and has a glass bulb in the middle. The sand is a vibrant blue color. The background is a blurred beach scene with rocks and a dark sky.

**You Spend Time  
Booking Low-Value  
Ads**

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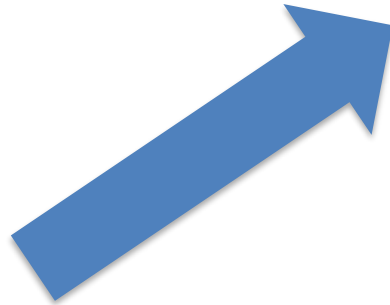
**6**

A close-up, shallow depth-of-field photograph of a person's hand pointing at a bar chart on a document. The hand is in the foreground, with the index finger pointing at one of the bars. The document is on a dark surface. In the background, there is a blurred orange mug and a white cup. A large, semi-transparent white circle is overlaid on the right side of the image, containing text and a large number.

**You Can't Recognize  
Revenue Effectively**

**7**

**More  
Selling**



**Less  
Admin**

# Summary

1

Cloud and mobile solutions provide data access

2

Automatic & dynamic document generation

3

Real-time data

4

Create actionable leads with internal database

5

Simplify IT; Collapse data silos

6

Right-size your sales efforts with self-service

7

Automate finance business rules and processes



**Questions?**

**Shawn DeWeese**

**Lineup Systems**

**[Shawn.deweese@lineup.com](mailto:Shawn.deweese@lineup.com)**

**937.751.5992**