

# Survey Management Solution



## Delivering Powerful Tools and Processes to Transform Your Surveys into Insightful, Profit-Driving Activities.

### Why Do You Need A New Survey Solution?



- Your existing survey questions aren't designed to yield actionable answers
- You have to inspect what you expect
- Current survey processes lack means for determining which accounts are best to survey and which are a waste of time
- Your field team isn't engaged in the strategic purpose of surveying
- Processes for devising, implementing and interpreting surveys are not standardized and replicable
- Existing surveys do little to actually drive increased sales and profit

### **BOTTOM LINE**

Survey projects without a proven methodology and tool behind them to make the data actionable, expend a lot of time, energy and political capital to accomplish very little. There is a better way of surveying that actually drives increased sales.

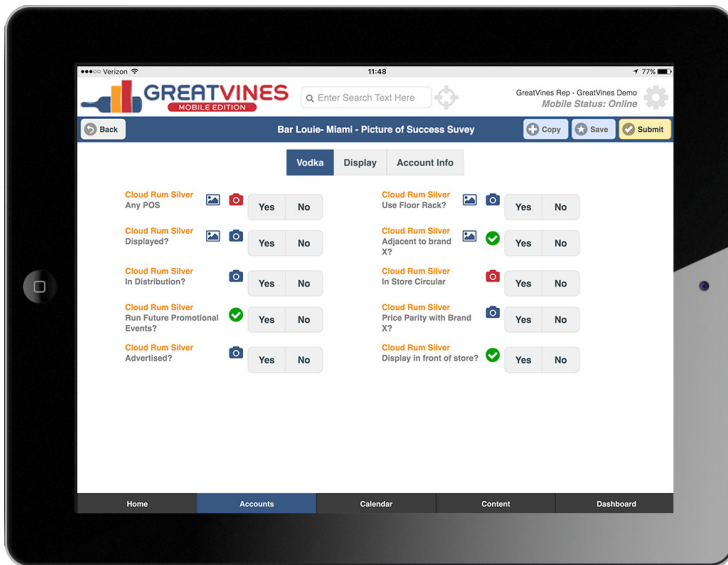
### Organize, Automate, Survey, Succeed

GreatVines Survey Management Solution drives value to beverage sales efforts:

- Better survey planning and account segmentation
- Define the perfect account using precise survey questions and answer targets
- Unique surveys by segment, territory, national account or account set
- Means for weighting and prioritizing answers for more accurate analysis/scoring
- Centralized collection of survey data for accuracy and ease of access
- Accessibility via cloud-based mobile (phone and tablet) for sales users in the field
- Turn off-target answers into Objectives to work on each account
- Powerful analytics and reporting dashboards for sharing rollups of results and details by account
- Means for achieving follow-up and rewarding reps that meet objectives

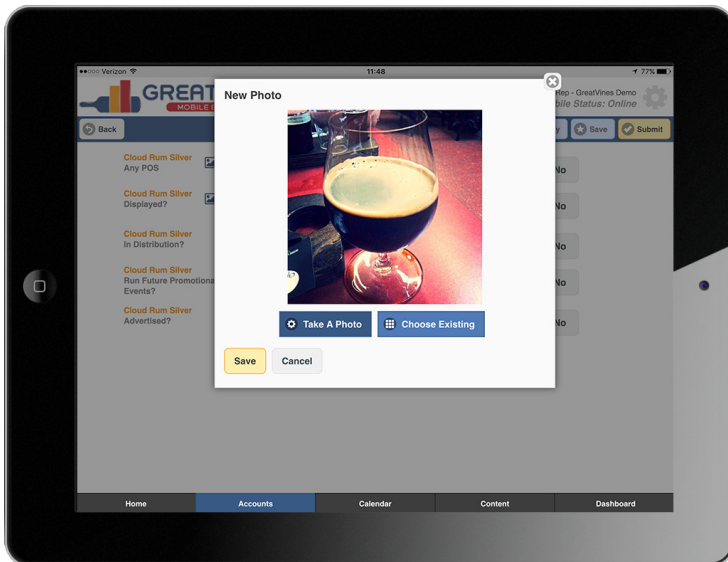
## Leading Technology Informed by Deep Expertise

The GreatVines Survey Management Solution brings more than just state-of-the-art sales automation technology to task. GreatVines' subject matter experts aid beverage producers of all varieties and sizes in creating, deploying and leveraging successful surveys according to best practices. Work with GreatVines to identify weaknesses in existing survey processes, replace them with proven best practices and manage the execution and analysis of survey activity with cutting edge software tools.



## Save Time and Effort

Using GreatVines for survey management makes the data you collect much more actionable. Stop wasting time on inconsequential survey results based on irrelevant, inaccurate, or old data. Employ GreatVines to provide the quick, precise and meaningful insights, needed to best utilize your field team's time.



## Survey Types and Features

- Retail Execution Surveys
- Perfect Account Scorecard
- Pricing Surveys
- Mobile device friendly
- Photo upload capability

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