

# Delivering Quality Proposals Quickly and Accurately Drives Sales Growth, Ensures Success

*SalesEdge LLC*

**B**usinesses often measure success with sales results. With so much riding on sales, companies need a proven process that delivers consistent quality and improved win rates with every proposal.

SalesEdge LLC, based in Manchester, New Hampshire, understands this business imperative and delivers products and processes that enable clients to accelerate response to requests for proposals (RFPs), and create customer-focused sales proposals and other documents to help them win new business. On average, clients increase their win rate by 28 percent and their productivity by 40 percent, according to Kym Harrington, president and CEO.

“We really understand what it takes to implement RFP and proposal software and then combine it with best practices to ensure success,” says Harrington.

## Clients Get Results Using Reliable Processes

Specializing in small to mid-size businesses, SalesEdge helps its clients implement state-of-the-art technology and proven processes to increase productivity and sales performance.

SalesEdge offers Qvidian Proposal Automation to enable sales professionals to quickly assemble relevant content into a cohesive proposal document that aligns a company’s value proposition with its



*Kym Harrington*

customer’s specific needs. The easy-to-use software also helps generate pitch books and persuasive presentations that are powerful selling tools.

“Without automation, sales teams are often cobbling together proposals,” says Harrington. “This method is risky and usually involves errors. When you automate, it’s easy to create professional-looking proposals that are persuasive and well-organized.”

Once a client gains access to the software, SalesEdge provides training and guidance to make sure sales teams are prepared to meet the organization’s specific objectives. Clients choose the best

training method for their environment – a workshop setting or a series of private online training sessions. SalesEdge will enable sales professionals to be up and running with their new software within 30 days. Ongoing support from SalesEdge ensures sales associates will achieve their desired goals, Harrington says.

With more than 300 active clients, SalesEdge has averaged over 40 percent growth during the past three years, making it the sixth-fastest-growing company on *BusinessNH Magazine’s* 2014 list of Top Women-Led Businesses. In 2013, the magazine named SalesEdge one of the top three fastest-growing women-led companies.

SalesEdge clients include Crawford & Company®, Tangoe, Boston Partners, Dearborn National, NetSuite, Allscripts, several Blue Cross Blue Shield member companies and many more.

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“SalesEdge is a company that pivots toward customer success. Our clients are like our extended family,” says Harrington. “We love helping them meet their sales challenges. Their success feels like our success.”

# SalesEdge

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