

# SALES WIN MORE BUSINESS WITH GDOC™ FUSION

## INDUSTRY SECTOR

Sales

## PRECONDITIONS

Sales often have to create, edit and revise documents in the form of sales agreements, proposals and presentations. These simple tasks can be very time intensive.

## GLOBAL GRAPHICS' PRODUCT


gDoc Fusion

## APPLICATION

gDoc Fusion is a multi-format edocument builder application. It's the most user-friendly way for office workers to access, drag and drop information from a range of sources and formats into a single view, quickly creating high-quality PDF, XPS or Microsoft Word documents for sharing, printing or collaboration. It's the smarter alternative to handling documents shaving hours off document management.

**Sales is a time pressured environment – handling enquiries, creating sales proposals, reviewing agreements, and holding customer presentations in order to meet the all important sales targets. The workload is document intensive and the ability to efficiently manage information guarantees higher productivity. This is where gDoc Fusion comes in. gDoc Fusion enables sales people to easily combine documents, make edits on the fly, and review the final document using a simple FlickView feature.**

## Steve, Sales Manager

 Steve is a sales manager with a technology company, responsible for generating new business in enterprise accounts. When he is not on the road meeting customers, he is in the office dealing with customer enquiries, drafting sales proposals and agreements, and preparing presentations. For these tasks various types of documents pass through his hands on a daily basis from Word, PDF files, XPS, Excel sheets to PowerPoint. He therefore uses gDoc Fusion to streamline the creation of sales proposals and presentations for clients.

## Speed up sales proposal generation

Regularly Steve will get enquiries for which sales proposals need to be created. The sales proposals require combining a variety of information from different sources: company information, product data sheets, price lists and contract information. Collating the material into a final document for submittal to the customer was a complex, time-consuming process.

Using a simple drag and drop feature within gDoc Fusion he can now view multiple documents in one window pane. No prior conversion to PDF is needed. Combining the pages from the multiple documents into one master document is similarly an easy drag and drop action. In a few minutes Steve can create client-focused sales documents that are structured and formatted to help him win more business.

## Amendments to sales agreements

In Steve's firm, sales agreements for major key accounts go through a review cycle. This involves circulating the documents to management who then make modifications before forwarding to external legal counsel for final review. gDoc Fusion allows Steve to attach notes to a document which is being revised as he distributes them to colleagues or a third party. As gDoc Fusion has a context sensitive editing toolbar Steve can make text amendments and other markings with ease. He can also redact sections of text from documents, which permanently removes the text from that document and insures that nothing confidential is revealed to third party.


## Reviewing sales proposals

The sales proposals compiled by Steve are often large documents – at least 30 pages in size. Finding relevant information can be a frustrating search and printing out the complete document means high paper consumption which is costly. gDoc Fusion's FlickView enables him to quickly browse through the document and select the information of interest to him. When he needs to locate a page in a large document he gets to the page by simply flicking through the document with ease.

## Presentation Builder

gDoc Fusion has empowered Steve to simply and quickly create customer-focused presentations. Using DocumentView he can view multiple presentations at the same time and combine them together to create a new presentation without losing the formatting. By hitting F7 each slide is displayed in full screen mode – for Steve an ideal tool when presenting at short-notice to customers.

## Conclusion

Streamlining the process of creating sales proposals and documentation is critical for today's sales manager. Spending less time writing and editing documents means more time focusing on what is important – closing deals. gDoc Fusion has provided Steve the capabilities to deliver highly-compelling proposals in less time and in higher quality, which has increased his revenue stream as the proposal win rate increases. 

December 2009



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