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Business Wire - Press Release



## **Sales Simplicity Software to Release “Sales Simplicity Analytics” at IBS 2011**

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### **Sales Simplicity Analytics Goes Far Beyond Google Analytics for Web Visitation Metrics**

Sales Simplicity Software, the widely acknowledged leader in Sales Automation, Lead Management, eMarketing and Reporting for the homebuilder, developer, and senior-living sectors, announced today that it will release a new software feature at the 2011 IBS show called Sales Simplicity Analytics.

Today, most website analytics offered by companies like Google are focused on macro analysis – “10,000 foot” views – but the new Sales Simplicity Analytics is focused on micro analysis: Sales Simplicity Analytics dynamically feeds the homebuilder’s sales team with daily, automated email updates of data reports that present website visitation data to enable personalized sales outreach. See a demo of Sales Simplicity Analytics at booth W4876 at the IBS show in Orlando, this January.

Surpassing Google in its capabilities, Sales Simplicity presents metrics such as visitation, IP data, and visit-duration, so sales associates can focus outreach on the sales prospect’s demonstrated interests, even if the sales prospect hasn’t verbalized them. Sales Simplicity’s Analytics works with all other analytics systems and tracks all visits to the site.

“If you as a homebuilder do not have sophisticated website visitation analytics, and those analytics are not tied to your daily sales efforts, I guarantee that you are losing sales,” said Sales Simplicity’s president Barry Forbes. “With this new feature within Sales Simplicity, you can essentially reinvent your sales process and achieve dramatic improvements in effectiveness.”

#### **About Sales Simplicity**

Sales Simplicity Software, Inc., based in Chandler, Arizona, is the creator and marketer of leading Sales Automation, Lead Management, eMarketing and Reporting management tools for new single-family, semi-custom and custom homes; condo, multi-family and senior living providers; developers and new-home realtors; and, apartment sales and rental agents.

#### **FOR MORE INFORMATION:**

If you'd like additional information regarding Sales Simplicity Software, please contact: [Barry Forbes](mailto:BForbes@SalesSimplicity.net) at BForbes@SalesSimplicity.net or by phone at (480) 892-2500 ext. 104

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