



*Achieving radical and sustainable improvement in top line performance*

## **Free Mobile App Reveals the Truth about Making Sales Quota**



***KappaEast launches Quota Maker mobile app, their proprietary funnel model, the cornerstone of their Sales Engine approach to improving sales productivity.***

**November, 2012**

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**WAYNE, N.J., Nov. 8, 2012 /PRNewswire/ --**

KappaEast Management Consultants, LLC announced today Quota Maker™, the first sales productivity mobile app featuring a proven approach to achieving consistent and reliable sales results. Everybody wants to know if they are making quota, and every boss hears the long-winded answers! Finally, there is a simple application that gives the truth in a few simple metrics.



[Quota Maker - iPhone](#)



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Harvey Hendler, Managing Partner of KappaEast, said, "Quota Maker enables you to create a few simple metrics that keep you on track building a funnel that will make quota quarter after quarter - building a sales engine. The result is greater visibility and fewer end-of-quarter fire drills. We are very happy to launch this invaluable tool in response to our clients' requests and for enterprise sales professionals worldwide."

Using this funnel model as a cornerstone of a two year sales productivity campaign, KappaEast client MACH achieved a 44 percent gain in sales productivity. "You get what you measure and once you understand your funnel, the coaching and executive impact just increases - it's just that simple," said Morten Brogger, MACH CEO. MACH now joins a long list of leading clients including IBM, Ciber and EMC Documentum that have successfully deployed KappaEast's proven sales engine tools.

"We have seen spectacular results in sales productivity improvement with this model used at all levels of the sales organization, from reps to VPs. It transforms your SFA/CRM from a mere reporting tool to a sales management system once you know what to look for," said Richard Schroeder, Technical Director of KappaEast.

The Quota Maker app is available for iPhone, iPad and Android devices as a free download that includes simple and easy to understand instructions, definitions and a library of five tutorial videos. To download today, go to [www.kappaeast.com](http://www.kappaeast.com), the Apple iTunes App Store or Google Play for Android.

### **About KappaEast**

KappaEast works with clients large and small, worldwide to bolster sales performance, using a comprehensive Sales Engine approach that encompasses sales strategy, sales process, funnel management and sales tools. See

[www.kappaeast.com](http://www.kappaeast.com) for more details and client references/testimonials.

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