Save time and increase revenue in ways you couldn't imagine before

Diver Platform®

Program Advisor 4.0

Turbocharge your sales by using data to make better decisions

Beverage alcohol companies use Program Advisor to manage all kinds of sales programs throughout their companies. With Program Advisor, individuals in every part of the company can access important role-based program information. This information helps them improve their sales process, which leads to efficiencies, time-savings, and increased profitability. Program Advisor isn't merely important to these companies. Many customers consider it to be mission-critical to achieve company goals.

Create, track, and manage programs—even forecast sales

Users create and share across the enterprise one—or hundreds—of programs in a centralized location. Although everyone has appropriate access to centrally located data, each individual sees dashboard-delivered metrics relevant to their role. Seeing relevant metrics helps users gauge their progress. Higher-ups see all individual metrics to help how they manage direct reports.

Users can also track programs no matter the size, large or small. Then Program Advisor shows users a forecast for their sales based on trends and program periods.

A robust application with widespread use

Program Advisor assists with goals, promotions, incentives, and blitzes. Employees use it at every level of the company: support staff, sales reps, and managers. Everyone works with centralized information about all of their programs for decisions based on current information.

Features

OS and devices

Program Advisor runs on desktop and laptop PCs, iPads, Windows-based tablets, and iPhones. Making the application available on all of these devices provides users with information access 24/7. Sales reps no longer have to wait till they are in the office for the latest information. And they don't have to call in for that information. They can get everything they need to negotiate, whether in the office or on the road and at any time of day.

Projections and opportunities

Users can access historical data to analyze trends and identify high-margin accounts and brands. Future views show projections and opportunities for increased sales revenue.

Lots of automated features

Many actions can be automated, which contributes to expansive time savings. For instance, users can automate the most time-consuming and error-prone program management tasks like creating program reports and supplier chargebacks.

Self-service

Users work quickly and efficiently when they create dashboards for their specific roles at the company.

Reports and Dashboards

Any analysis can be easier to visualize with data displayed in Program Advisor's reports and dashboards. And there's no need to tie up valuable IT time to obtain these—users pull reports and have their own dashboards.

Benefits

Improve focus and insight

Because users are working with Program Advisor's enterprise-wide installation, they can confidently align decisions and actions with company goals. It's easier to focus and search for insights that are relevant to these goals.

Save substantial time

Program Advisor's automation features provide users with substantial time savings.

Management/sales efficiencies

Program Advisor handles the complex calculations of goals, actuals, and payouts, so sales and management are free to focus on strategy.

And more

- **Increase revenue:** Leverage insights quickly to drive more significant sales.

- **Minimize risk:** Identify at-risk programs early, allowing you to recalibrate and meet goals or quotas.

- **Near real-time:** Data is updated near real-time, so users feel confident that they see the most current numbers.

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