

SalesForceOne_{3.0}





SalesForceOne

The Sales Force Management Application



SalesForceOne is a new approach of your sales force management.

Version 3 has embedded many new features and reports to answer most demanding marketing strategies.

It remains very simple to use and the handheld interface is intuitive.

Having an independent database allows either a secure interface with the existing backend or to run on stand-alone basis.

The new communication program allows (virtually unlimited) simultaneous synchronization.

General Features

- Van Sales
 - ✚ Invoicing
 - ✚ Collection
 - ✚ Replacement
 - ✚ Returns
 - ✚ Stock Management
- Pre-Sale
 - ✚ Sales Order
 - ✚ Collection
 - ✚ Customer Inventory Control
- Merchandizing
 - ✚ Item price survey
 - ✚ Competition Survey
 - ✚ Allocated Space Survey
 - ✚ Multiple and Customizable questionnaire Survey
- Assets
 - ✚ Non sellable goods verification
 - ✚ Maintenance follow-up
- Invoice
 - ✚ Multiple or Single invoicing center or business units
- Collection
 - ✚ FIFO auto-settlement
 - ✚ Manual Settlement
 - ✚ Partial payment
 - ✚ Multiple Mode-of-Payment
- Stock Management
 - ✚ Vehicle Load & Unload
 - ✚ Stock Transfer
 - ✚ Waste
- Stock Take (Customer Inventory Control)
- Customer Management
 - ✚ Create New Customers
 - ✚ Validate Statement of Account
 - ✚ Print Aging Report
 - ✚ Use Specific Price List per Customer
 - ✚ Provide Dedicated Offers
 - ✚ Apply Special Discounts and Extra Discounts
 - ✚ Record Complaints
- Salesman Activity Management
 - ✚ Customer grouping (Routes)
 - ✚ Target/Achievement
 - ✚ Visits
 - ✚ Messages
 - ✚ Reminders
 - ✚ Expenses
- Items
 - ✚ Selection by description
 - ✚ Selection by barcode scanning
 - ✚ Include expiry date or description picking
 - ✚ Grouped by families
 - ✚ Printing
- Messaging
 - ✚ Per salesman
 - ✚ Per Customer
- Log
 - ✚ Start/End of day
 - ✚ Visits
 - ✚ Transactions
 - ✚ Collections
 - ✚ Printing
 - ✚ ...

Backend Specific Features

SalesForceOne Monitor is the backend and provides full control over the settings (over 50 user-controllable parameters), and several tools to manage the sales activity.

The most expected features are related to the reporting. SalesForceOne Monitor provides mainly report on the screen to make it immediate as easy as calculator and with couple of filtering criteria to access the required information and at any time, sparing time, communication and short-life printed documents:

- Typical ones are related to sales: turnover by customer, salesman, area, item
- More advanced ones would sales: quantity-wise, by customer, salesman, area, item
- But also distribution coverage (number of customers buying): by item, by salesman
- Route adherence
- Sales target follow-up
- Distribution target follow-up
- Van Stock control based on load, unload and sales for a specific period
- etc...

SalesForceOne Monitor provides as well the appropriate tool

- to generate the surveys questionnaires,
- to allocate the gifts and items on consignment (refrigerators, displays stands, promotional items, etc)
- to control the stock movements



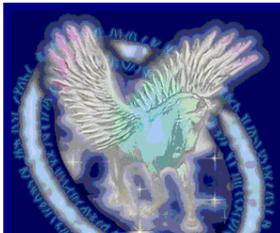
SalesForceOne



Objectives/ Benefits

Implementing an automated sales force application is the most added value in the modern sales management. It provides all the controls that are missing in the traditional management:

- **To make sure that the salesmen are effectively visiting the customers**
One of our early customers was totally astonished when he started running the automated sales force application. From the very first month his sales increased by 15%: just because they have to scan the barcode at the customers' premises. "I knew that my salespeople were not going to the customers systematically, but I couldn't imagine that we were missing that much..." said the general manager.
- **To have a better control on the marketing strategy**
The handheld terminals will load the active offers and the prices according to the running price list and contracts made with the customers and would control the salesman when he wants to override the running policy...
- **To have a better monitoring of the due invoices**
In a traditional approach the salesmen should refer to their team leader and the accounting department to get informed about the financial status of account of their customers and even when they were aware about a critical situation they were tempted to bypass the info. SalesForceOne do not allow the salesmen to pretend that they were not aware about any situation and can even stop them (if needed, through settings) from selling...
- **To be able to have a fast response to the market evolution**
The dream of every sales manager is to be the first one to know about any event in market. Whether it is a new product, new competitor, new price attack... to be able to get the market reaction to the new marketing policy... The automated sales force application will provide with such information immediately, as soon as the salesmen get synchronized with the backend...
- **To have the best distribution coverage**
When it comes to distribution, it is a big time-consuming to consolidate all the information and get a good overview about the market coverage. StockTakeOne provides an immediate report with figures and percentages illustrating the penetration of each item and how much the salesmen are being convincing...
- **To reduce paper work**
Because of the new infrastructure there will be no need to that same tremendous number of paper work
- **To eliminate bottlenecks in warehouse management and administration**
Because data are arriving smoothly while salespeople are getting to the office or connecting to the network, the warehouse deal with orders progressively without any bottleneck or high pique of work
- **To eliminate double work**
Because the salesmen are the most involved in the transaction details, they are less exposed to human errors. If they are the ones who record the data, they may notice any inaccuracy immediately; and toward the administration data entry is seamless in "temps masqué".
 - ⚡ Automate data entry
 - ⚡ Reduce human errors
 - ⚡ Reduce data entry delays
- **Data accuracy**
- **Make valuable business information available electronically**
When data is available electronically any statistical report could be generated almost at the finger tip
 - ⚡ Integrate it to the back-office
 - ⚡ Get fast report
 - ⚡ Get extra reports



SalesForceOne



Collaterals and Return on Investment

A quick return on investment is the most important point in every acquisition. You may expect the fastest ROI while Investing in SalesForceOne and it has several natures: some are directly financial, while others, and maybe the most interesting ones, are related to the company image or to the incentive that this kind of tool can give to the sales people or even the whole company staff...

- Reduces manual entry staff
No need anymore for manual entry. Electronic data exchange is faster and more accurate. Operators could now be re-oriented toward more added value tasks
- Reduces error checking staff
Maybe several employees were spending precious time in re-checking data entry, good preparation etc. that could be re-oriented toward more added value tasks
- Reduces error processing staff
When errors used to occur, a real and precious time (salesmen, warehouse, accounting ...) was spent to fix them...
During business analysis, when we ask how many errors they have to deal with during a period of time. Almost everybody concede "a little"... because people keep in mind or are aware of those that made a lot of noise and forget about all those errors that effectively have been get caught quite early not to make a big fuzz!!!
- Provides a Valuable tool for ISO9000 qualification
Tracking the daily activity is the premier objective while applying for an ISO9000 qualification. And this is a great tool to keep easily a quite precisely record of the sales activity.
- Increases Turnover
If coming from traditional operation and manual process, everybody will be pleased to discover that without any extra effort the new infrastructure brought a significant turnover increase (5% - 15%).
If all the above great features are not enough this makes the investment easy to justify!
- Enhances Cash-Flow Control
By informing the salesmen with the maturity list and sometimes forbidding him from selling if the customer is blocked, the financial manger can have a better control over the company's cash flow – which in some cases may be very expensive.
- Enhances Dramatically the Productivity
All those features contribute in increasing the company productivity.
- Enhances the Company's Image

Details that make the difference

SalesForceOne Package is highlighted with features that really make the difference:

- Graphical user interface
Screens are so intuitive including icons that people get used to quickly and no longer need to read the screen regardless any language boundaries.
This is may be what makes our program international...
- Barcode Scanner
Barcode scanner is a very useful tool and it is a real pity not to take advantage of it, keeping in mind that the user should reduce the data entry to the minimum:
 - ✚ It allows to make sure that the salesman went to the customer by scanning a barcode at its premises
 - ✚ It allows to select the items during the order taking or the inventory etc...
- Offers and Trade Loaders Control
Suggest automatically the free quantity when a special offer is running
- Customer Credit Limit Control
To notify the salesman when a customer exceeded the credit limit; to record any overriding by the salesman
- Customer Last order or Average order
Provide a hint to the salesman about the order to be placed
- Settlement per Invoice or FIFO or Payment On-Account
- Sales Achievement v/s Target
Provide some encouragement when the salesman is about to reach his target...
- Stock per Expiry Date
We may keep track of the expiry date with short-life products
This allows withdrawing any good close to its expiry date and places it in a fast sell show room...

e-Motion sal.
 Hazmieh Commercial Center - Bloc C 3rd floor
 Damascus Road Beirut – Lebanon
 TeleFax 961.5.454520
 info@emotionservices.com