



Business to Business e-Solutions



SOLUTION DATA SHEET
SALES FORCE AUTOMATION

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Automating your Sales Force

To have an effective and efficient sales force means they need to be on the road to ensure their speaking to new prospects, clients and leads to ultimately meet targets and help grow the business.

This then requires them to complete and manage administrative tasks either remotely or when they get home or when they're next in the office. This means the sharing of information within the business isn't done in a timely and cost effective manner. Likewise, where sales functions take and process orders when they visit clients this also means that Sales Orders may not be processed until that evening or worse still later in the week which affects the ability to ship goods promptly to meet service delivery levels.

Sales functions if provided with the right tool set can also add greater levels of service to clients and the business if they have more information available to them when they're with a client enabling them to be more responsive and effective managers of their time and accounts.



Where is your organisation today?

Sales functions within your organisation are usually highly autonomous and ensuring they're as effective as possible spending the maximum amount of time selling isn't easy to achieve when administrative requirements need to be completed. Likewise, they don't necessarily have available to them information that would also assist other functions within the business to enable better servicing of clients this means more functions engaged in client services unnecessarily.

For example, sales functions may spend time selling to an account that may have exceeded their credit limit or have defaulted on payments. This means the credit team are involved and the sales resources time is wasted. Having these details to hand while at the client would enable the sales function to also ensure payments are made promptly and the account remains clean.

“ Sales functions within many organisations spend an inordinate amount of time completing administrative requirements removing the ability for them to spend more time selling and growing the business ”

Likewise, clients may want real time information with regards to stock availability of goods so an order can be placed for next day delivery or they may need to know the status of current backorders. This is usually achieved in many organisations by the sales function calling their customer service team while they're with the client.

In all instances the sales function would be heavily reliant on support staff in your business to provide them with the relevant information which means the client isn't being provided with instantaneous information which in turn may slow down the sell-in cycle as well as the ability for the sales function to manage their accounts financially and effectively.

With all aspects of the sell-in process the lack of real time information affects the ability of your organisation and the sales functions to service the account effectively and in the most cost effective manner providing an opportunity to most organisation in improving supply chain efficiency.

Solution Selling tools & process support for increased sales win closure rates

The B2BE m-Commerce sales force automation tool set provides sales functions with the information to facilitate the ability for them to close sales at the point of contact improving account spend rates and reducing back office support requirements.

Improve Account Management through Business Intelligence Information

Where a sales function is able to manage an account using business intelligence such as spend and sales trend analysis information they can better target sales to the account or up sell other products and solutions becoming more effective sales resources.



Business Process Streamlining

Where sales functions are able to provide immediate information and feedback to clients and address any queries and provide real time information this ensures sales cycles are smooth, products ordered are correct so shipments can be made in a timely manner which means Invoicing is accurate and payment cycles are clean.

Key drivers

- **Support Sales Functions and Field Service Staff with Portable CRM Information**

Information enables sales functions to service clients in an accurate and concise way and provides the means by which sales efforts can be client specific based on previous interactions, sales patterns and market information.

Understanding a clients needs and being able to meet them will ensure the selling relationship remains strong and builds a level of trust and helps develop a partnership between buyer and seller. Sell-in cycles are shorter and the cost of sales are reduced as part of the benefits derived from understanding clients based on business intelligence.

- **Improve Sales Functions Time Management**

Where sales functions are able to provide relevant information when they meet with a client in terms of product and price information, sales history, buying patterns and potentially accounting information this ensures that the sales function doesn't need to rely on other functions within the business to provide them or the client with the information so they are fully empowered within the meeting.

Future and further needs, requirements and information can be recorded at the time of the meeting and follow-up calls and responses can be scheduled reducing the sales functions administrative duties outside the meeting and providing the client with a better level of service. This also enables sales functions to see more clients and opportunities to ensure they meet targets.

- **Drive Real Time Sales**

Sales Orders can be created in the meeting through a catalogue function, past purchase history or favourites. Goods and prices can be confirmed and orders sent electronically reducing the need for the sales function to phone in orders at a later stage which increases the likelihood of errors and incorrect goods being shipped to the client.

Any technical information can be provided also to ensure the products that the client maybe ordering meet with their specific needs and requirements, again reducing errors, re-stocking and the debit and credit process which is costly and time consuming.

- **Improve Business Process and Supply Chain Efficiencies**

Where information is recorded electronically and sent electronically it removes the ability for human intervention and the associated issues with the manual processing of documents.

Sales Orders can be sent electronically directly from the PDA device into your business system as a Sales Orders, catalogue and pricing data can be transmitted to the PDA reducing the issue where products are incorrectly quoted particularly where there has been new product releases or price increases/decreases.

The Purchase to Pay process becomes streamlined from the sale through delivery and into cash collection, reducing errors and costly supply chain inefficiencies.

What can B2BE do for your organisation?

The B2BE m-Commerce sales force automation suite of products is designed to enhance the sales function within a supply chain context.

Sales functions are empowered through a range of interfaces and tools to enable them to provide real time information that is both relevant and pertinent to the clients they manage and service so issues and solutions can be brokered while the call is in progress to enable sales functions to maintain and grow the business through best practices in customer servicing.

The B2BE m-Commerce solution is fully integratable with your business systems such as sales order entry, CRM and accounting systems either a synchronisation process or sent through the B2BE TDN and GPRS onto the sales functions PDA device.



The solutions are highly configurable and can also be provided in PC friendly emulators and coupled with other B2BE products and solutions the m-Commerce suite is a powerful mobile set of tools to keep front of house activities streamlined in line with other supply chain functions and efficiency improvement initiatives.

Summary of B2BE's Capabilities:

- Price and catalogue information specific to your customer accounts
- Sales order creation and upload
- Sales order tracking and back order information
- Stock and inventory availability
- Customer account and credit details
- CRM data capture and management including call cycles and performance tools
- Business intelligence and data mining capabilities
- Automated sales pipeline and forecast information with predictive reporting for more accurate sales projections
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How does B2BE provide your organisation with Sales Force Automation solutions?

• m-Commerce Solutions

The m-Commerce suite of products provided by B2BE are custom designed to your organisations requirements and sell-in processes.

PDA's can be equipped with product catalogues and customer pricing so sales functions can take and process orders in real time. Likewise, interfaces with CRM, stock systems and accounting systems can also be provided on the PDA device so the sales person has a wealth of information to hand to better service the client.

The software is highly flexible and can be installed on most devices and when the device is GPRS enabled it is able to send and retrieve information in real time so the most up-to-date information is available.

All documents created on the PDA, such as Sales Orders, can be processed through the device and integrated with your organisations sales system through the B2BE TDN so they're treated much the same way as EDI orders.

The B2BE m-Commerce solution is designed to provide real time information, reduce administrative work loads from both the sales function and supporting functions and ensure sales people can focus on what they have been paid to do, sell.

• Transaction Delivery Network

The B2BE Transaction Delivery Network (TDN) provides an automated, secure, reliable electronic document communication environment within the Sales Force automation workflow process for document and data transmission through the Internet between your GPRS enabled hand held device and your back end business systems to facilitate the upload and integration of documents and data between the two environments.

All documents are formatted to enable automated upload into your business system when they're sent from the hand held device. For example, sales orders created by a sales function on the road will be transmitted by the device through the telco environment using GPRS based technologies and routed via the Internet into the B2BE server environment so the Sales Orders can be mapped and enriched into what your business system expects for downloading through the B2BE TDN to create the Sales Order.

Other information such as stock on hand and customer account information can be sent through the B2BE TDN for automatic download by the device and displayed based on usage requirements.