

# ValueFirst Sales Force Automation

## M-powering the Sales Force

“Sales force can-not perform in isolation. For it to perform well, it is important that there exists a real-time communication channel with the corporate office”

### Why is Sales Force Automation required?

- Enterprises can take real-time inputs from the sales force and review/modify the targets/policies accordingly
- Sales employees can take real-time decisions with complete transparency to the top-management
- Sales force can be motivated by smooth and transparent flow of corporate information

### Why Mobile Messaging is ideal for SFA?

Mobile sales force can be connected to the central office in either of the two ways:-

- By providing the sales force with a PDA which has a custom built SFA application deployed on it
- By empowering sales force with two-way messaging capabilities so that they can communicate with the corporate/sales office

### Comparison Table - PDA vs. Mobile Messaging

Parameter	PDA	Messaging
Total Cost of Ownership	High Capex (500 USD per sales force)	No investment per sales force
Application Compliance	Low – Training requirement	High- simple to use
Deployment Time	High ( 1-2 years)	Low ( 1-2 months)
Real-time	Normally Offline Synchronization	Always

As obvious from above, mobile messaging is not only more cost-effective but also more effective than the custom application development because of the ease and flexibility of usage

**Mobile messaging services empowers the sales force to take real-time decisions based on the market dynamics**

### ValueFirst's USP

- Provider of Carrier-Class Value Added Services such as delivery reports and queuing in case of server breakdown
- Redundancy of operators by virtue of being connected to more than a dozen operators and aggregators internationally
- Redundancy of servers with load balancing, failover mechanism, least cost routing
- Highly configurable products - processes can be configured on-the-fly
- Least time to market – deployment typically is done in one day
- The most scalable solution in the industry in terms of architecture
- 24 \* 7 support

### Bouquet of mobile messaging Services

#### Corporate Information

- Alerts on salary credit, policy changes etc.
- Updates on company performance, achievements
- Reminders of periodic performance review deadlines

#### Sales Review/Tracking

- Updates on weekly/daily individual targets
- Region/Product wise MIS on sales performance
- Push sales performance within the sales hierarchy
- Field employees can pull the sales performance of their peers

#### Sales Cycle Management

- Alerts to dealers on price change/new products etc.
- Sales force can increase credit limit of dealer using SMS
- Order placement and delivery tracking over SMS
- Lead registration by sales force

### How some of our clients have automated their Sales Force?

#### Hewlett Packard

- PUSH alerts to distributors in case of a cheque bounce
- Place instant order to the dealer nearest to the customer location using EMAIL-2-SMS services
- Receive acknowledgement about product delivery from the dealer

#### Apollo Tyres

- Sending SMS to distributors/dealers about cheque payment via SAP
- MIS sent at pre-scheduled time to top management
- Business information can be fetched remotely via PULL
- Details about new models to all dealers and sales team
- Price revision changes communicated to all dealers and sales tea

#### Bajaj Allianz

- PUSH sales data (targets, achievements) within the hierarchy of sales department
- Sales force can PULL the performance record of their peers
- PUSH daily/monthly/yearly MIS to all the sales force

#### Nicholas Piramal

- PUSH SMS alerts to sales force to synchronize their PDAs with the central server
- Escalate the issue to higher level if synchronisation is not done in specified time-frame

For further information please visit:  
[www.vfirst.com](http://www.vfirst.com)  
or write to us at [info@vfirst.com](mailto:info@vfirst.com)