

## "M - POWERING" the sales force

## MESSAGING FOR SALES FORCE AUTOMATION

**"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 Sales Force Automation is 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.**

### 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 team.

#### 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.

### ValueFirst's USP

24 \* 7 support  
 Least time to market – deployment typically is done in one day  
 The most scalable solution in the industry in terms of architecture  
 Highly configurable products - processes can be configured on-the-fly  
 Redundancy of servers with load balancing, failover mechanism and least cost routing  
 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 international

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