



Sales Kraft





Sales Kraft



- **SALES TEAM AUTOMATION SYSTEM, automatically records all stage in a sales process.**
- **Sales Kraft Includes a contact management system which tracks all contact that has been made.**
- **Sales Kraft Track the Sales Person and also gives him his Tour Plan for the day.**
- **Setting targets and objective based on inputs.**





Limitation Of Traditional Method



Tracking Sales Person

- Tracking of a sales associate who is on field is a major challenge for the sales manager...

Difficult in Time Management

- Creating a proper time schedule is the greatest challenge faced by the sales person.
- Dispatch of orders consume a lot of time and creates a bottle neck for the operations department.

Manual Record

A Sales Person Keeps the list of requirement of his clients details in a paper therefore it makes his work unorganized..

Huge List Of Product

- The sales Associates has to pitch different products and by keeping them on paper makes his work less effective and unorganized.



Limitation Of Traditional Method



Expense Manager

- Keeping book record Expense of sales Associates is an Other difficult task an Manager does
- Sales Teams daily Expenses, Maintaining the track of Bills and generating them when asked is an other task that Distributor or the manager faces..

OUTSTANDING:

- Maintaining the Outstanding Clients and keeping an list of them is the other task that the distributor/manager faces

DISPATCH STATUS

- Maintaining The Dispatch Status Of The Product or requirement the Client has Asked is another task the manager has to maintain

Note: These are the most prominent challenges faced by a distributor and a manager on a day to day basis.



Solution to Overcome this Traditional Method



- Many sales persons are always on the go.
- The growth of smartphones has reignited the creation of mobile sales team automation systems
- Smartphones appeal to salespeople, a part of a company's department that is extremely resistant to new technologies.
- Smartphones are easy to carry and easy to use, great interface design, touchscreens and fast wireless network abilities internet phones
- When implementing the mobile sales team automation application, software and support infrastructure and carrier services are packaged to deliver optimal system usability, manageability and integrative abilities, as well as high scalability, reliability and performance.
- It's always good to put in mind that just like any new technology, success comes with usability.
- The manager/ distributor can Track Or Assign the Team Or The Person any task from his office
- Thus This Makes life easy



Advantage Of Sales Kraft than over traditional method



- Productivity can increase.
- Sales staff can use their time more efficiently and effectively.
- The sales manager can become more efficient and effective
- This increased productivity can create a competitive advantage in three ways:
 - **It can reduce costs,**
 - **It can increase sales,**
 - **It can increase revenue.**
- Field sales staff can send their information more often and also can track them.



Advantage Of Sales Kraft than over traditional method



- This provides the management with current information.
- The company can become more alert and agile.
- These systems could increase customer satisfaction.
- This can provide a competitive advantage because customer satisfaction leads to increased customer loyalty, reduced customer acquisition costs, reduced price elasticity of demand, and increased profit margins.





Sales Kraft Contains Following features



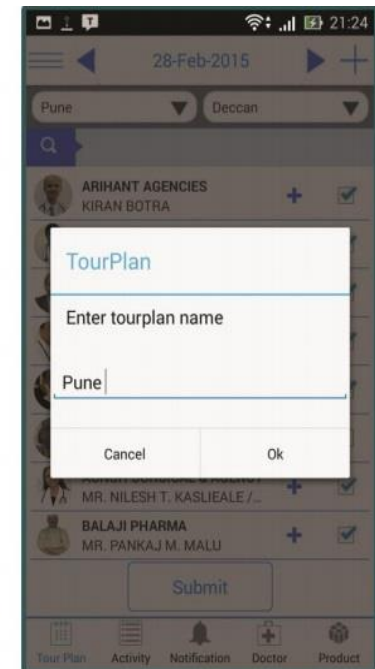
- **Tour Plan**
- **Activity and check In**
- **Clients Overview Screen**
- **Purchase Order**
- **Notes**
- **Gifts and Samples**
- **Reports**
- **Expense manager**
- **VAF**





Tour Plan

- An Executive can Set his tour plan for any number days from his mobile application
- Tour Plan set by employee will be notified to the manager for approval
- Tour plan remains saved in the application and can be repeated wherever required



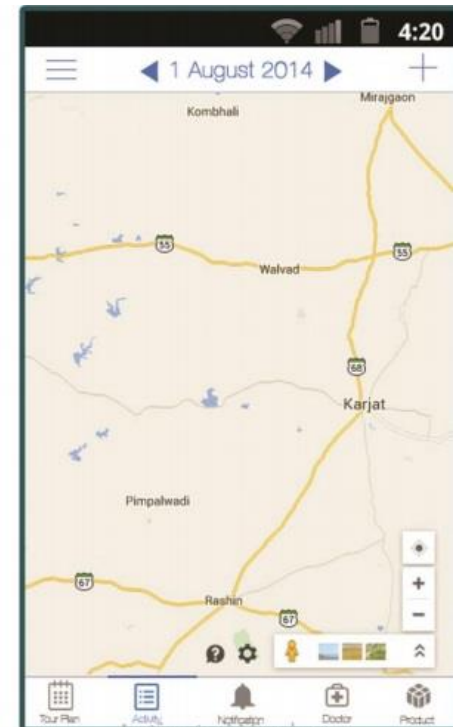


Activity and Check In

ACTIVITY: track daily activity with navigation. One can easily analyze to which Distributor/Doctor/Retailer/supplier Stocklist/C&F one should visit first

CHECK IN: Once the Team/ Sales Person reached to the Distributor/Doctor/Retailer/supplier Stocklist/C&F this functionality is been used. This would direct him to the Client Screen.

Navigation: One can easily get milestone direction using this application





Client Overview Screen

Outstanding Payments

This routine status of client payment and Outstanding is displayed

Emergency

If an executive have to rush tov some unscheduled task, he will use this functionality and he can discard rest of his schedule activities





Purchase Order

- The Team can take purchase order right from this device with this functionality. The Sales team or the Sales Person both can see the order value and goods availability. If there is any Scheme Offer, Gift article or Special rate on any of the product it will be alerted right there.
- If the order is placed by the Distributor it will be directly displayed to the CFA.
- If the Order is placed by the retailer it can be saved and sent to distributor by choice.
- Contact number of period placed till date.



Average per order value.



NOTES



Notes

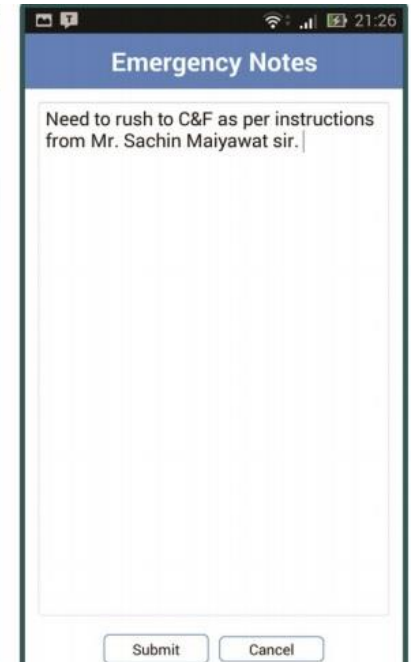
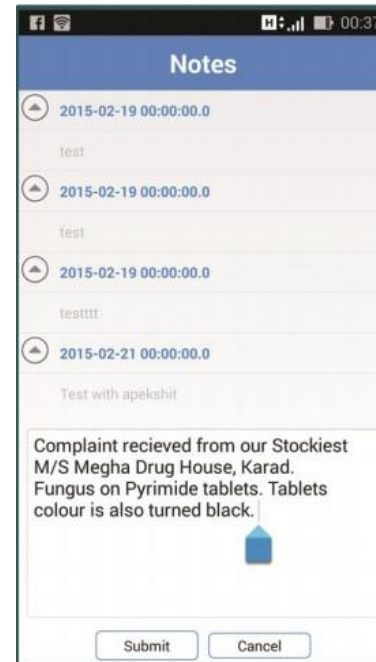
Any note regarding the meeting done is highlighted

Emergency

Critical orders.

Urgent Meetings, Reschedule of Meetings.

These particular details can be shared instantly and an associate can direct or assign the responsibility to another and hence maintain the flow of Work.





Gifts and Samples



GIFTS Any gift given to the stockiest can be recorded

SAMPLES Any Sample given to the stockiest can be recorded

Any Sample given to the stockiest can be recorded





Reports



PRODUCT CATALOG

Product Name	Company	Action
A B Mal Injection 2 ml	Alkem Laboratories Ltd.	+
Aceloflam MR Tabs 10 s	Alkem Laboratories Ltd.	+
Aceloflam Plus Tabs 15 s	Alkem Laboratories Ltd.	+
Aceloflam Plus Tabs 10 s	Alkem Laboratories Ltd.	+
Aceloflam Plus Tabs (Alu Alu...)	Alkem Laboratories Ltd.	+
Aceloflam SP Tabs 10 s	Alkem Laboratories Ltd.	+
Aceloflam Tabs 10 s	Alkem Laboratories Ltd.	+
Aceloflam XP Tabs 15 s	Alkem Laboratories Ltd.	+
Alcal D Syrup 150 ml	Alkem Laboratories Ltd.	+
Alcal D Tabs 15 s	Alkem Laboratories Ltd.	+
Alceff Novo 250 Caps 10 s	Alkem Laboratories Ltd.	+

OWN PROFILE

View Profile
Glance
Setting
Target & Achivement
Logout

GLANCE REPORT

Metric	Value
Target Sale	10
Total Sale	20
Pending	50
Visit	20
Checkout Pending	50
Tour Plan Created	10
Total Visit	20
Order Generated	10
Product Sale	20
Product Pitched	20
Gift Count	20
Sample Count	1002



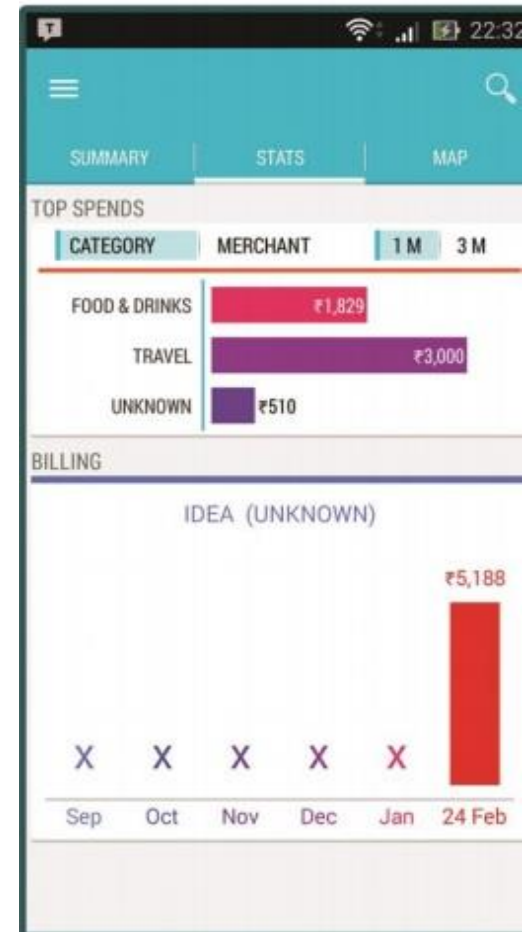
Expense Manager



Accounts allow the experts incurred right on the spot.

Following attractive features are integrated to make it worth using.

- Category wise expenses accounting
- Capture photograph of bills and upload during the time of entry.
- Auto creation of category wise invoice folders
- Email the expenses report
- Export to Excel, PDF and email.





VAF



DISPATCH STATUS

The Goods dispatched from CFA in the past and also in transits will be displayed with all the required information's like.

- **Invoice Number**
- **Transporter**
- **Number of Cases**
- **Amount**

Outstanding:

Runtime Status Of the Clients outstanding will be displayed

CHEQUES:

The Current status of cheques available with CFA& CHEQUE BOUNCE history of the client will be displayed





CONCLUSION



- Sales Kraft is an Software that is been designed in a way where one can fully **Automate his Sales Team**.
- This Software helps the buyer to do his task stress free and also helps the person to keep a track on his team and make a **glance report** on their performance.
- This Software is completely **user friendly** and doesn't require any training or skills to function
- It directly intercepts with the **SAP**
- It also can be **redesigned** or features can be added as per the requirement

