



Secondary Sales Visibility from distributor to Retailer

Sales Force Automation is a complete Manufacturer controlled secondary sales solution in all aspects, provides real-time visibility from distributor to outlet. SFA not only covers secondary sales it also automates the entire sales support departments, which gives SFA and un-matched edge, core modules consists of following:

- Secondary Sales & Stock
- Inventory Management
- Financial Management
- Market Research Development.
- Market Equipment Management
- Trade Marketing
- Mobility
- Analytics
- Dashboards

Real Time Tracking of Secondary Sales and Stock

Stock availability of Distributor & Retailer

Manage Distributor network & Sales Team operation

Monitor Sales Team KPI

Transparency of discounts, claims & promos

Calculate Revenues and Investment on outlets.

Asset Tracking

Monitor Market Share.

Maintain Customer, Product and Sales team Master data

Calculate Distribution ROI.

Pre selling on mobile devices and through SMS

SMS alerts to retailers

Integration with enterprise ERP

Analytical Dashboards

Merchandizing activities at retailer



Manufacturer



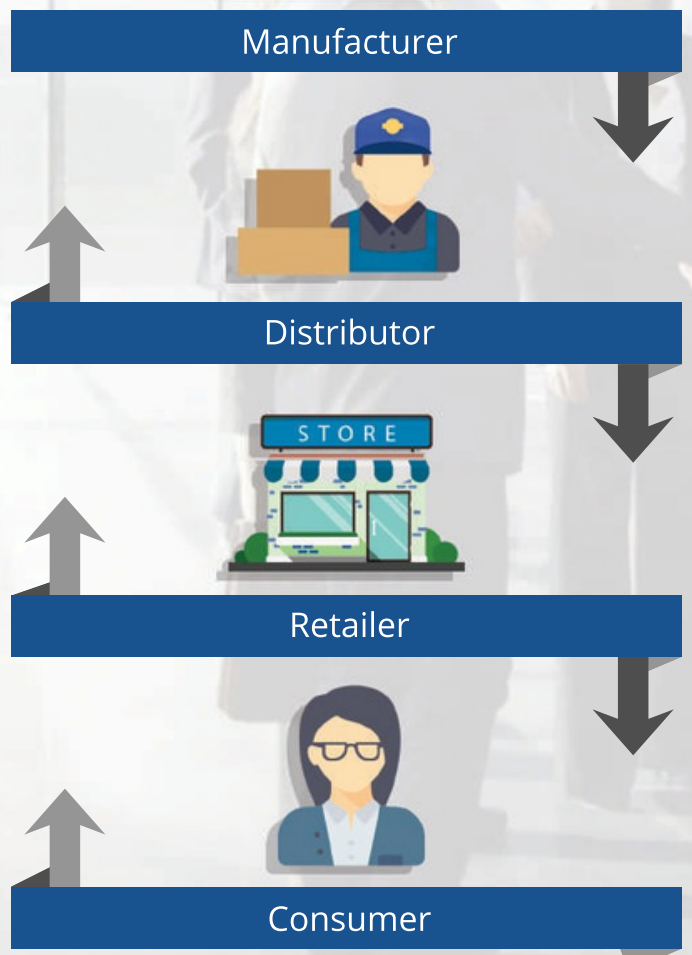
Distributor



Retailer



Consumer





Sales Force Automation
Online Secondary Sales
Software

Secondary Sales Visibility from distributor to Retailer



Online Secondary Sales Software



Mobile Application



Qlikview Dashboard

BENEFITS



Single Platform for

- ✓ Manufacturer Portal
- ✓ Distributor Portal
- ✓ Retailer Portal

Integration with enterprise tools

Calculate ROI for

- ✓ Distributor
- ✓ Retailer

Transparency in discount & Claims

Performance Management

- ✓ Employees – Sales Performance
- ✓ Product wise – Sales Performance
- ✓ Demographic – Sales Performance

Easy Data Entry, Uploads, Searching and extraction in different formats

Analysis between primary and secondary sales

Analyze demand to improve produc- tion planning, supply chain manage- ment and Financial Management.

Reduce communication gaps between manufacturer, distributor & retailer.



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