



Add Agility to Your Business!

## Manufacturing Industry – Indirect Channel CRM Solution

- With our solution, manufacturing companies can enjoy better insights into demand forecasting, dealer/distributor engagement and customer service excellence. They can even improve planning and most significantly simplify manual workflows and processes.
- There are 2 ways to market and sell products – 1) Direct Channel, where SKUs are directly sold to the customers and 2) Indirect Channel, where SKUs are sold to customers through a network of distributors and stockists
- This section describes our solution for Indirect Sales Channel.

### Empowering Sales team with information-

#### History of Sales of dealer –

- Identify what products are sold in a particular location/dealer territory.
- Who is top performing dealer SKU-wise or territory wise
- Any auxiliary or spare equipment sales if relevant
- How is a dealer able to carry out new models, product launches, special offers

#### Product New release information

- What new features are available in the new model can be updated rapidly
- Product brochures & comparison documents with various competitor alternates

#### Preferred products and analytics

- What campaigns generate leads in what products and across what segments of people
- Target vs achieved as on today and pipeline report of DSRs

## Lead management

All leads in 1 place – From websites, 3rd party sites, partners, sales dealers etc. Drive system driven sales process with complete transparency and awareness.

Based on pre-set criteria, we can segregate leads to follow assignment rules. Identify strong areas of sales people and drive leads to them based on parameters like product type, customer interest level, budget etc.

### Lead conversion metrics for Dealer Sales Reps –

- a. Identify lead to conversion steps and define them as say, C0 to C1 to C2 to C3
    - C0 – Prospect has the need to buy our product
    - C1 – Prospect likes company's product & has a model in mind
    - C2 – Prospect wants to buy in this week
    - C3 – Paid advance & product to be delivered
  - b. Ratios of C1/C0 etc. will determine performance of DSRs in various aspects real time
  - i. C1/C0 – DSR's ability to talk about company's Brand & product features
  - ii. C2/C1 – DSR's ability to create urgency and talk commercials/Discounts
  - iii. C3/C2 – DSR's ability to make the final conversion
  - c. Evaluate dealer team in various parameters like product knowledge, ability to talk about competitor products, performance ratios, where is he lacking etc.)
  - d. Based on real time ratios, Sales rep will be able to get a 360 degree view of all dealers and reps that he is handling. He can plan meetings accordingly, identify top performers, find out who is the quick influencer, who is good at closing etc and plan training/inputs accordingly
- Allow executives to modify the Month Wise Tour Plan with changes of day wise planning as they go through the month
  - Executives will be able to request managers to team up with them for important meetings
  - Sales executives will be able to generate leads from their mobile phones based on their interactions
  - Through CTI integration, calls to leads can be logged and recorded in the system so that number of calls made and duration can be tracked
  - GPS check ins and compulsory MOM will ensure that sales rep's time is completely utilized in value adding activities throughout the day

### Reports & Dashboards for Analytics:

- Target vs Achievement for the Month
- Deviation reports for the monthly plan
- Area wise Contribution to the sale
- Sales Executive Dashboard to get insight into entire Sales process/activities
- Marketing executive dashboard to get info on the amount spent on different campaigns, ROI for the same.
- Real-time access to customer data on field through mobile reporting to take quicker decisions.

### Monitor sales performance not just by targets

Real time Target Vs Achievement of sales team to proactively measure performance instead of post-mortem during the end of month.

Instead of going by hard numbers, targets to be dynamic by bringing in brand perception in area, competitor schemes, seasonality etc. This will benefit the sales rep as his efforts are monitored truly.

### Dealer Management - Tour planning & Call logging

- Manage dealer visits of your sales team by creating a Standard Tour Program for each executive for 23 days Day wise – Area Wise – Campaign Wise.

### Sales & Marketing Management:

- Create Nurture campaigns or send out blast campaigns with hundreds of sample email templates and product info letters to choose from.
- Send automated quotes, manage your sales funnel and never miss any sales opportunity.
- Calculate ROI for different campaign to understand what type of campaign works for what services/territory (Geography).