



MOLD-TEK
Technologies Limited

www.moldtekit.com

Add Agility to Your Business!

Cement Industry – CRM Solution

Cement Industry is going through consolidation and companies are forced to be very agile and differentiate themselves to succeed. Therefore, it is of vital importance to keep every field person updated on the inventory and warehouse at each dealer locations, timely delivery, understand market trends. We have a tailor-made solution developed to cater the needs of Cement industry to manage the clients, following up with prospects to understand their unique requirements. It is built on Sales Cloud Enterprise Edition, which works on multiple browsers and mobile smartphones. The solution is completely customizable to cater to your unique needs.

Some diverse modules of our tailor made CRM System:

Customer Management :

We understand that your campaigns can be targeted towards 1) Dealers 2) Influencers (like masons / end customers) – and our system is designed to handle both types of campaigns

- Create campaigns – define target audience, budgets, campaign type | paper advertisement, workshop, radio, hoarding|
- Measure change in sales in that particular geography after the campaign and understand trends
- Understand what is the best campaign type for a given audience and geography

Manage Dealers –Performance

Managing dealers is the most important aspect of pushing your product into the market. It is very important that this activity is monitored closely and in real time to take proactive and preemptive decisions

- Add multiple dealers – along with geography, priority, single/multiple products
- Assign dealers to sales executives and create a monthly tour plan to ensure all dealers are visited
- Understand sales trends at each dealer level in a specific location and evaluate performance
- Push dealer specific offers and promotions based on dealer performance
- Based on number-driven insights, arrive at demand forecast as per competitor schemes, our special offers, history of sales, seasonality index etc.
- Measure dealer sales team in various parameters like brand knowledge, competitor product knowledge, ability to influence customers and plan programs or training accordingly.

Tour Plan:

- Manage activities of your sales team by creating a Standard Tour Program for each executive for 23 days Day wise – Area Wise – Campaign Wise.
- Allow executives to modify the Month Wise Tour Plan with changes of day wise planning depending on their current month requirements.
- Executives will be able to request managers to team up with them on specific days

Monthly STP Coordination				
Regularly track calendar for achieved vs. monthly targets	Customer categories A, B & VIP based on real parameters	Flexibility to alter STP according to Client schedules	Approval by ASM – Deviations & 'go-with' for important meets	Rep expense reimbursement through GPS or SF Mobile

Dealer Inventory Management

- Enable dealer to update stock levels / place orders through a web portal or mobile app or customer portal licenses.
- Sales executives will be able to input inventory levels at each dealer location through a mobile phone
- Sales executives will be able to input competitors inventory levels / information at each dealer location through a mobile phone
- Sales executives will be able to place order requests on behalf of dealers through mobile phone

Empower them to organize themselves, set tasks, reminders and connect with customers better

Reduced data entry by using integration and strong workflows – Single source for information

