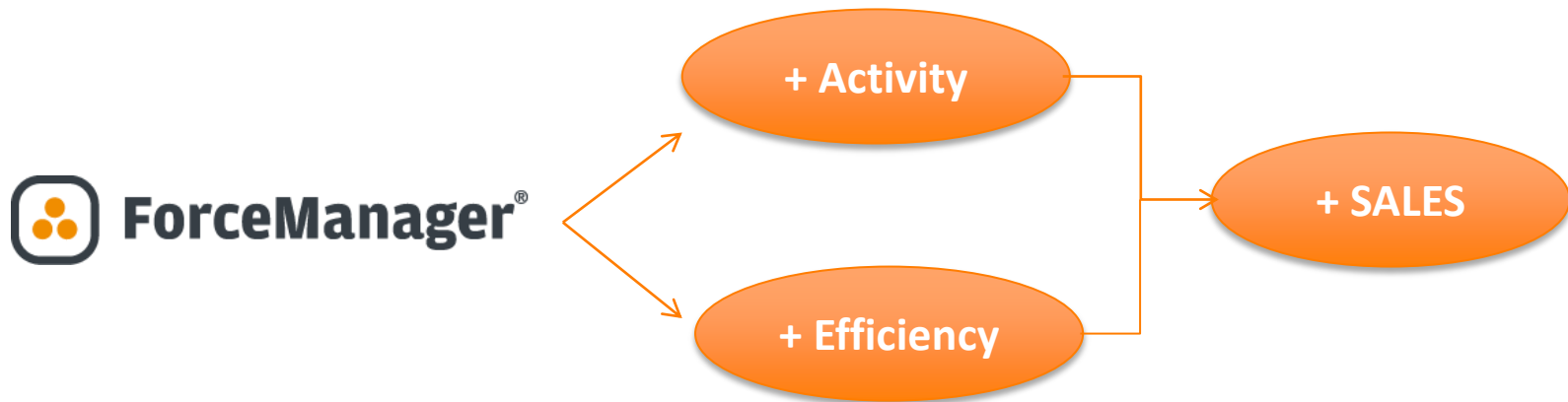# ForceManager®

Sales Efficiency On The Move

What is ForceManager?

ForceManager is an innovative sales management system offering new and original mechanisms to optimise the performance of field sales networks.

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What is ForceManager for?

ForceManager's mission is to increase both activity and productivity levels of the field sales force, enabling the sales team to close more sales - with the same resources.

+ Activity

+ Efficiency

+ SALES

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A rapid return on investment

As a direct result of using ForceManager, interaction between your sales network and your target market will increase **by more than 20%**, ensuring a **rapid** and **measurable return on investment**.

How does ForceManager achieve this?

+ Activity

- ✓ By **automatically recording** the **intensity** of each agent's sales activity
- ✓ By **regularly informing** each sales person how their own **productivity** compares with that of their colleagues.

+ Efficiency

- ✓ By **equipping** each sales agent with the **tools** and **information** they need
- ✓ By removing tasks that distract from the sales process
- ✓ By providing sales management with detailed information on the performance of the sales network, and identifying areas for improvement.

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    ForceManager for the sales agent

2. Part Two:

    ForceManager for sales managers

3. Part Three:

    Technical features of ForceManager

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Part One

Selling - exactly as it should be

Know your customer

✓ Thanks to ForceManager, the agent arrives at the sales call armed with all **relevant client information**, easily accessed via a tablet or *smartphone* right before each visit.

✓ The information is available regardless of internet connection (**offline mode**).

✓ Information on the client includes:

  ✓ Contact information

  ✓ Geolocalisation

  ✓ Record of visits, orders, issues and communications

  ✓ Sales opportunities

  ✓ Reports, metrics and statistics

Dashboard, iPhone 4 y iPhone 5

Know your surroundings

✓ Thanks to its geolocalisation system, ForceManager recognises the sales agent's position and provides a **map with sales opportunities** in the vicinity.

✓ The map indicates the **optimum route** for getting to the next destination in the shortest time possible.

✓ ForceManager intuitively knows when the sales agent is visiting a client and immediately provides information on that company – there's no need to search.

Sales opportunities in the vicinity of the user, view of map (Android)

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Dedicate your whole time to selling

✓ The quick visit report (*check-in*) allows the sales agent to instantly report in on sales calls, at the press of a button.

✓ ForceManager only allows for check-in **from the sales call location**, guaranteeing the accuracy of information recorded.

✓ The sales agent can add comments when checking in, or after the sales call.

✓ The sales agent **dedicates all their time to selling**, thus avoiding the onerous task of manually reporting sales visits or phone calls.

Check-in, iPad

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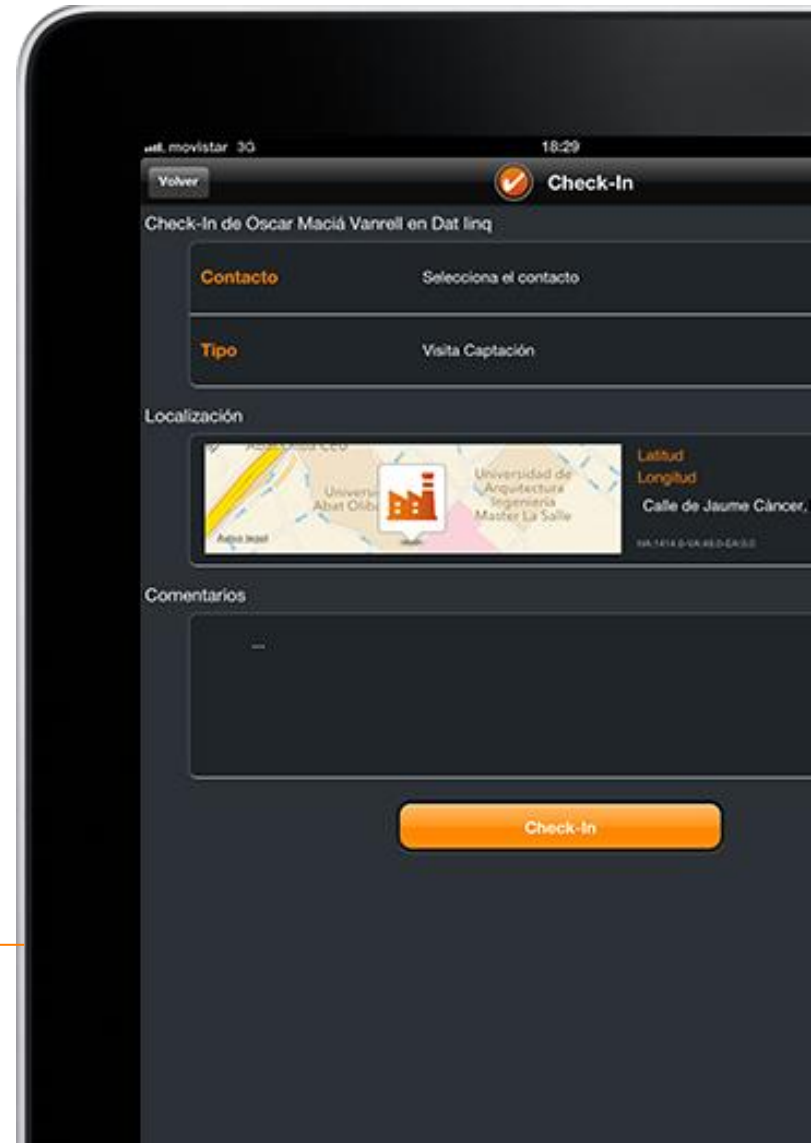
Offer a more professional image

✓ The sales agent can use the mobile device to show detailed **brochures and digital presentations**.

✓ The system guarantees that sales agents only show up-to-date materials.

✓ ForceManager allows for storage of any type of file, including presentations, images and videos.

Document storage system (iPad)

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Confirm quotes and orders on-the-spot

✓ With ForceManager the sales agent has the description, price and documentation on all products and services available to the prospective client.

✓ The sales agent can provide **quotes** and **place orders directly from the product catalogue in the mobile device**, while still with the client.

✓ The agent can use ForceManager's integrated system of discounts and promotions.

List of quotes (iPad)

![ForceManager® Sales Efficiency On The Move]

Plan your daily activity

✓ ForceManager enables the sales agent to **plan their own activity** via a diary or calendar.

✓ The sales agent can consult – in real time – their own task list or those assigned remotely by the sales manager.

✓ Tasks can then be marked as done as they are completed.

Calendar (iPhone 4S)

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Know your own performance (inverse reporting)

- ✓ The sales agent receives a weekly report by e-mail showing a **quantitative** and **qualitative analysis** of their **professional activity**.

- ✓ Thanks to this report, the sales agent also knows the **intensity** of their sales activity in relation to other sales agents.

- ✓ This **inverse reporting** makes the sales agent aware of their own performance, which in turn produces an **increase** in their sales activity.

Report on sales performance

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Part Two

Total transparency in sales management

Automatic measurement of your sales impacts

✓ ForceManager automatically records and measures **impacts** between the sales force, and clients and prospects within the target market.

These include:

- ✓ **Phone calls** made from a mobile or landline
- ✓ **E-mails** sent from a mobile device or desktop computer
- ✓ **Geolocalised** sales **calls.**
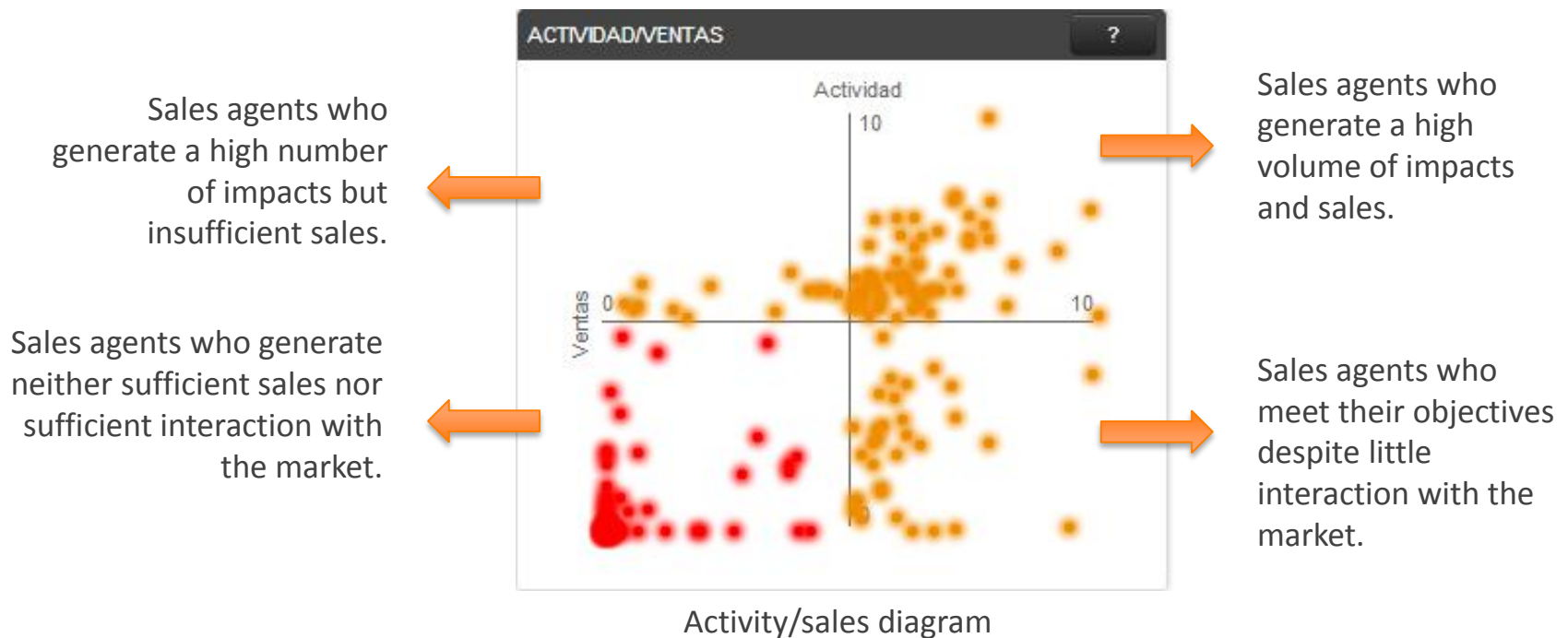
Quantify your sales efforts

✓ Thanks to information automatically recorded in the system, ForceManager provides objective data on **the amount of interaction** with the market the sales force is generating. This is updated in real time, as **impacts** are made.
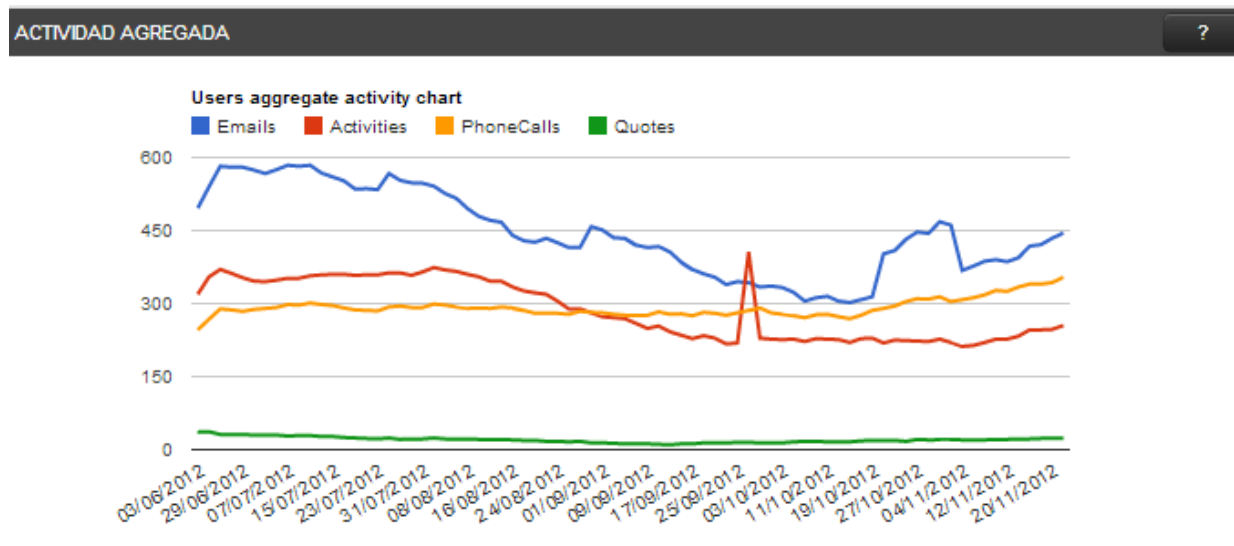
Evolution of collective sales effort

A comprehensive overview of sales performance

✓ ForceManager combines information on the **intensity** of sales activity with the **sales** generated by each agent, providing a detailed overview of sales network performance.

Sales agents who generate a high number of impacts but insufficient sales.

Sales agents who generate a high volume of impacts and sales.

Sales agents who generate neither sufficient sales nor sufficient interaction with the market.

Sales agents who meet their objectives despite little interaction with the market.

Activity/sales diagram

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Sales agent ranking

✓ ForceManager generates a dynamic **ranking** of all sales agents, based on level of activity, sales generated, or other criteria.

USUARIOS						?
User	Name ↓	Activity ↓	Sales ↓	Contacts ↓	Data Update ↓	Quality Index ↓
		10.00	10.00	5.39	2.15	9.25
		7.30	10.00	10.00	5.10	8.98
		6.49	10.00	1.25	10.00	10.00
		6.32	10.00	0.00	0.00	9.66
		1.36	10.00	0.00	0.00	0.00

Ranking of sales agents by volume of impacts

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Geographical distribution of sales activity

✓ ForceManager provides an accurate overview of the geographical regions where sales efforts are being focused, whether at local, regional, national or international level.

✓ Geographical analysis is automatic and based on **geolocalisation of impacts (sales calls)** and/or on the **real time location of sales agents** (optional).

Map of real time location of sales agents

20

Evaluation report

- ✓ ForceManager provides sales managers with a **quantitative** and **qualitative analysis** of the activity of each sales agent.

- ✓ The report is **based on real, objective data**, automatically generated while the agent is working.

- ✓ It therefore reflects the actual performance of each sales agent.
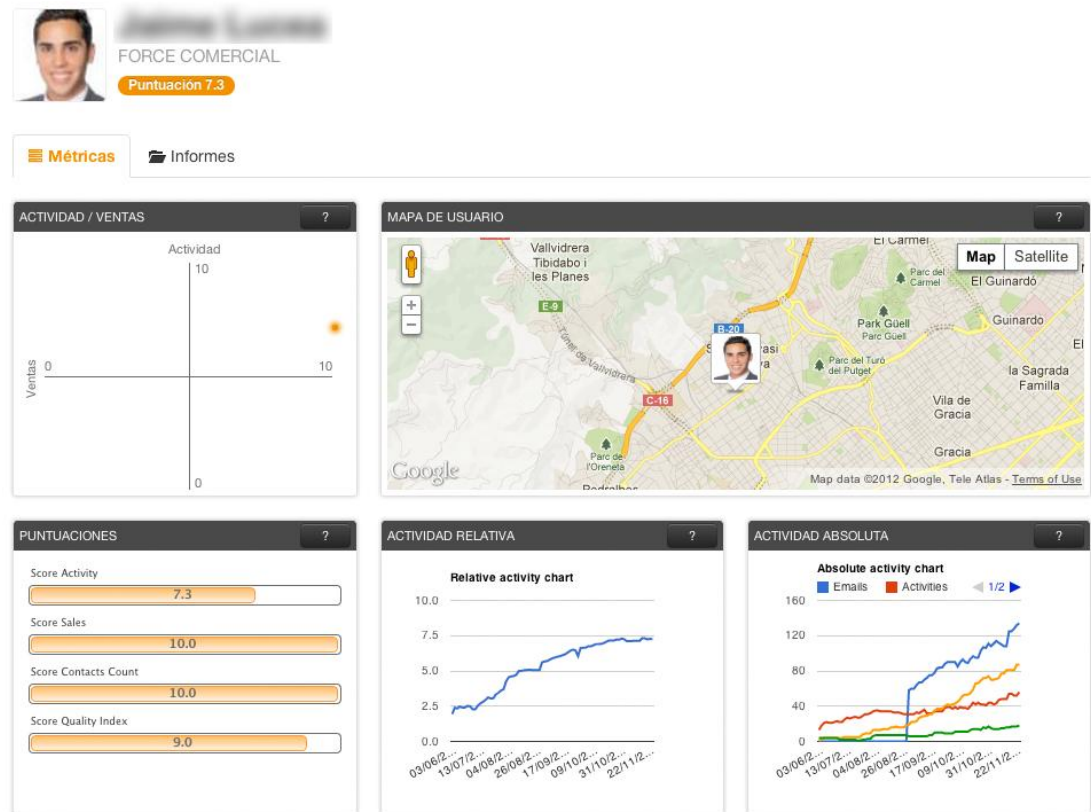
Individual analysis of sales activity

Optimum information management

✓ Impacts generated by the sales agent are only registered as professional activity if directed at a contact within the company database.

✓ This incentivises the sales agent to maintain a clean, comprehensive and **up-to-date contact database**.

✓ Recognition of call recipients drastically reduces the use of company phones for personal calls.
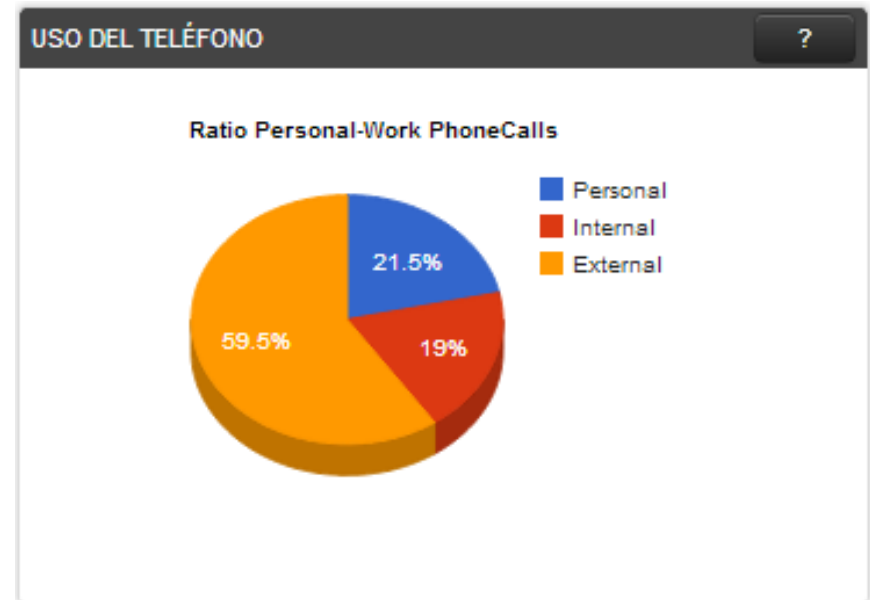
Telephone use

Analysis of the distribution of sales effort

✓ As each impact has a recipient, ForceManager is able to provide an analysis of the distribution of sales **effort across each sales agent's account portfolio**.

✓ Analysis of **time distribution** of the sales effort guarantees that each sales agent makes the most of their working day.

Distribution of sales effort across accounts

Time distribution of sales activity

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Account coverage analysis

✓ As all impacts registered are directed at a clearly identified recipient, ForceManager's coverage analysis indicates **how much effort is being directed at each category of client**.

✓ Coverage analysis allows for easy identification of neglected accounts.

✓ It also demonstrates the level of attention each sales agent has given to each client or prospect profile.
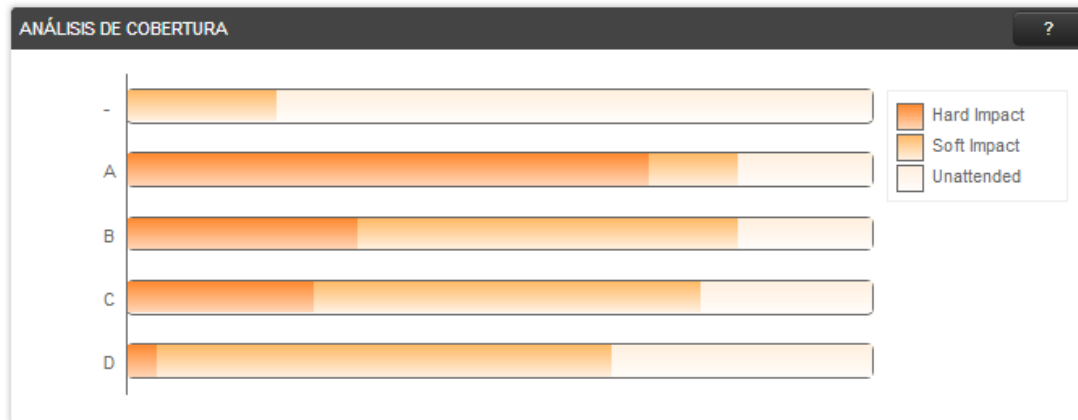
Coverage analysis

Part Three

Technology-driven sales efficency

Sales efficiency in the cloud

✓ ForceManager is based in the **cloud**: information is located in a high-availability, secure server and accessed via the internet, from any device or location.

✓ ForceManager is available as a **web application** for sales managers, and as a series of **native applications for mobile devices** for sales agents.

✓ The mobile applications have a system of cache memory allowing agents to work in areas of low or zero internet connection.

Internet

Database

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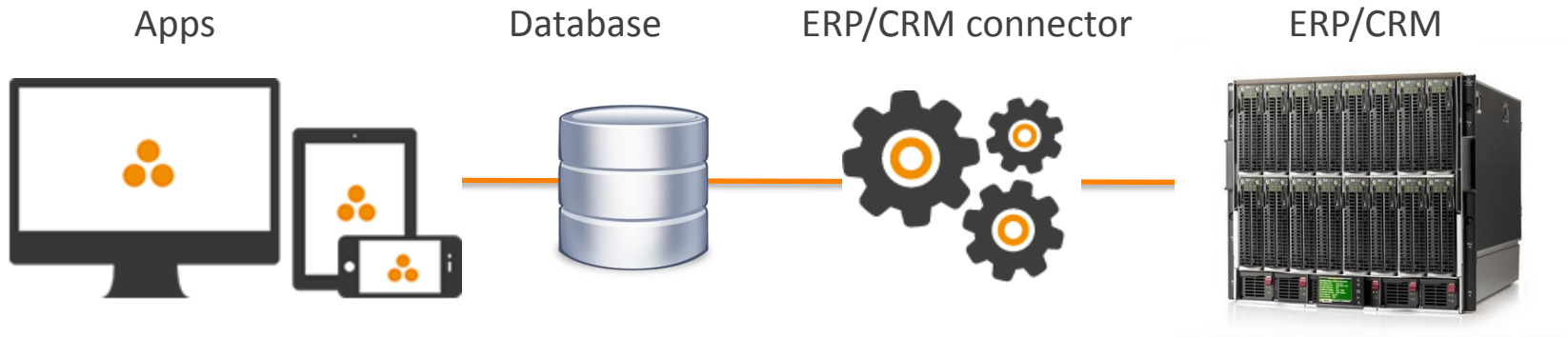Sales Efficiency On The Move
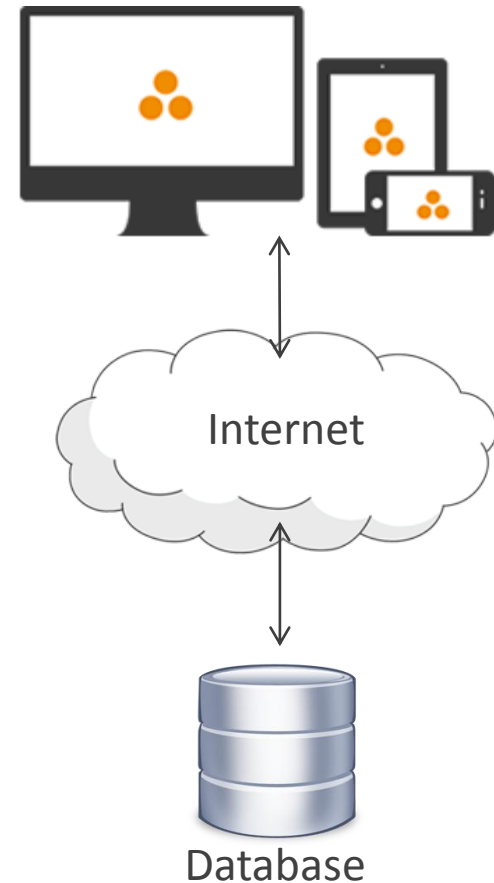
Multi-platform

BlackBerry iPhone/iPad Android Windows 8

✓ ForceManager offers native applications for most **mobile devices** on the market: iPhone, iPad, and Android, BlackBerry and Windows 8 tablets and smartphones.

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Integration

Apps   Database   ERP/CRM connector   ERP/CRM

✓ ForceManager can easily be integrated with any ERP or CRM system.

✓ The data entry interface is based on an exchange of Excel (XSL) or plain text (CSV) files, periodically exported from the ERP/CRM system to an FTP server.

✓ ForceManager also features a **web-service interface** which allows for two-way integration, thus ensuring total synchronisation of information.

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For more information...

✓ If you would like to know more about how ForceManager can help your sales network, please visit **www.forcemanager.net**

✓ Or if you have specific questions or would like a cost estimate, please get in touch via our contact form:

http://www.forcemanager.net/en/contact.php

✓ We will be happy to assist you.

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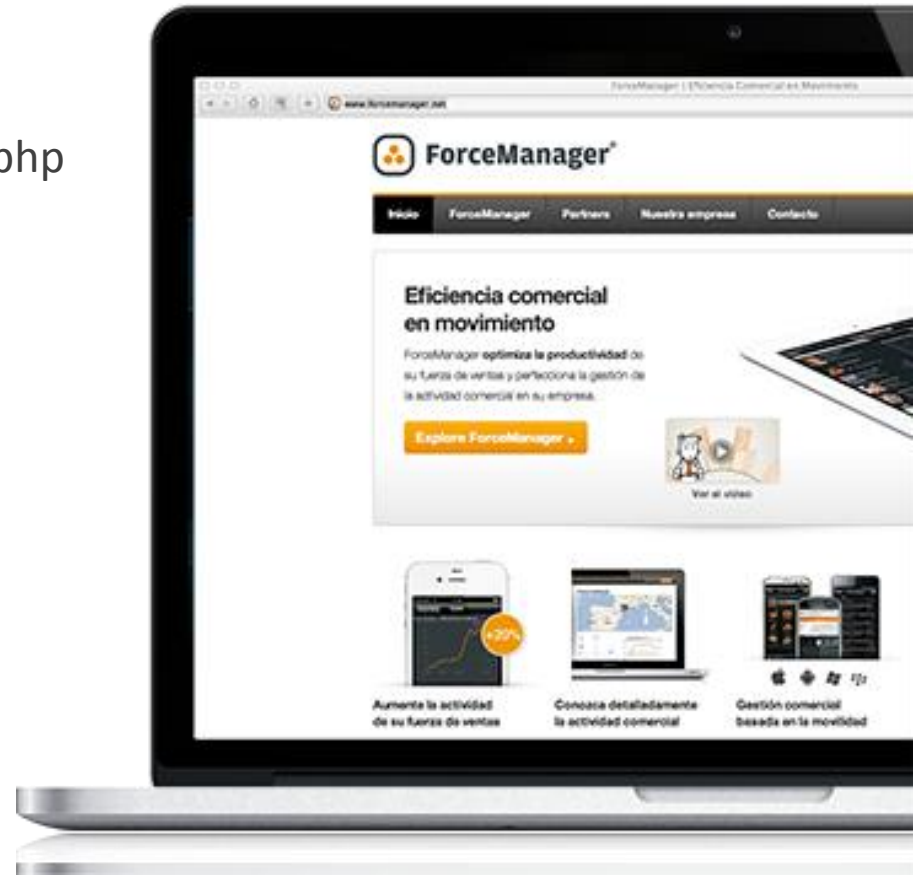
ForceManager

Tritium Software