

## Value Proposition of frontline SSM software – Sales Module

We are in the business of providing software solutions. We have developed a most comprehensive solution called frontline SSM software for lead Generation, assisting and controlling the sales teams through which the non productive time, which accounts for roughly 25% -30% of the total time available to the sales and Service team is cut. This is made possible by automating the sales process and cutting down on reporting time, finding contact details, product specifications , price lists, filing, time spent in filling up expense reports, planning day to day work, seeking decisions from the manager etc. etc. **In other words, the customer gets additional 25% sales team at no increased cost by the use of this software.**

**Frontline SSM software streamlines and helps the sales process as under:-**

- **Data base management-** the software maintains the contact base and classifies them as per the requirement of the customer such as location wise, segment wise, team wise, region wise, product wise, source information wise etc.
- **The data base helps the customer in generation of leads by sending SMS, Fax messages and Mass E-mailing**
- **The system helps designing campaigns, storing it and using same by a simple click**
- **The prospects are assigned to each member of the sales team, who continuously enter their interaction with the customer till the order is received. The rest of the process is all automated.**
- **The system generates most meaningful reports for the management on the basis of this information**
- **The prospect list again gets classified location wise, region wise, product wise, team segment wise etc as above**
- **The complete history of each prospect is maintained by the system**
- **The neglected prospects are highlighted**
- **The performance of each sales person vis-à-vis target is automatically updated continuously**
- **The sales team is supported by the system thru features like Library, News Letter, Alerts, Feedback (two way communication system), Diary, Scheduling appointments, Work planning, Competition intelligence, Automatic filling up of expense reports, Time management , automatic preparation of quotation etc**
- **What the customer wants at what price is visible to the user on real time basis.**
- **The sales projections can be given with much improved accuracy by using the software**
- **Frontline SSM helps one share, manage and access information anywhere, anytime in a secured environment.**
- **The software enables multiple remote locations to work as virtual team**
- **There is no loss of business whatsoever because of usage of this software when people leave the company as their prospects are all available in the system and can be assigned to next person**
- **There is no need to maintain bulky sales files as complete correspondence with customers is available in the system**

**The software addresses day to day problem faced by the industry such as:**

- |                                      |  |
|--------------------------------------|--|
| • <b>Attrition</b>                   | <b>Time management</b>   |
| • <b>Uneven work load</b>            | <b>Un-followed prospects</b>                                   |
| • <b>Unplanned visits</b>            | <b>No clear picture of sales status on real time basis</b>     |
| • <b>Incorrect sales forecasting</b> | <b>Remote location monitoring problems</b>                     |
| • <b>Data loss</b>                   | <b>Analysis of daily sales reports not available instantly</b> |

Please visit our web site [www.frontlinessm.com](http://www.frontlinessm.com) and register with us.

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