



❖ **Build Robust Market Interface**

❖ **Build IT enabled Robust Processes**

❖ **Knowledge Building**

❖ **Achieve Excellence in Sales Execution**

## Introduction

Every large and successful company faces the challenge of leading and managing the Sales Organization. While, getting sales growths and gaining market shares are key objectives, Sales Force Automation (SFA) greatly powers the process of achieving these very objectives with informed decision making.

An SFA solution benefits all the key stakeholders of the Sales Organization. The Field Sales gains by shorter sales cycle, more closing opportunities and therefore higher win rates. The Sales Manager benefits by improved salesperson productivity, better customer relations, accurate reporting, reduced cost of sales and better planning and forecasting. Senior management ultimately is able to get increased sales revenue, market share growth, accelerated cash flows and an improved profitability.

## Challenges

How best to utilize the sales hierarchy to achieve desired outcomes? While people may be an apparent challenge, the real devil may lie in outdated sales processes. Lack of visibility of online sales data leads to delayed reporting, slowing down decision making. Accuracy and granularity of data may be limited in drawing preemptive insights into market buying behavior. All this may lead to opacity between sales and marketing functions and less transparency within sales hierarchy itself! Last but not the least, distributors need to be taken along as partners in business.

## Empower yourself

With Cutting edge solution to 3 key "Sales Organizational" objectives:

*Robust Market Interface.* Build Speed to Market and Speed in Decision Making by being close to the pulse of the market

*Build IT enabled Robust Processes.* Achieve "Effectiveness" and "Excellence in Sales Execution"

*Knowledge Building.* Give strategic direction with predictive insights based on IT enabled intelligence



“Sales Organizational” Objectives	Solution Offering from Astix with Features Highlights	Desired Outcomes
Build Robust Market Interface	<ul style="list-style-type: none"> <li>● <b>Field Operations:</b> Smart phone enabled Field Automation with “intelligence” supported sales calls, market coverage, order execution and reports.</li> <li>● <b>Connect and Integrate:</b> Access real time secondary sales data and reports from distributor system</li> <li>● <b>Distributor Management System:</b> Partner with distributor by upgrading their system for efficient market servicing.</li> </ul>	Build Speed to Market and Speed in Decision Making by being close to the pulse of the market.
Build IT enabled Robust Processes	<ul style="list-style-type: none"> <li>● <b>Field Operations:</b> As above</li> <li>● <b>Geo Tagging &amp; Maps:</b> Assess and Analyze market coverage powerfully through Google Maps.</li> <li>● <b>Sales Fundamentals:</b> Track and build performance in modern retail.</li> <li>● <b>S&amp;OP &amp; Forecasting:</b> Do Effective Demand Planning and Forecasting</li> </ul>	Achieve “Effectiveness” and “Excellence in Sales Execution”.
Knowledge Building	<ul style="list-style-type: none"> <li>● <b>Dynamic Reporting:</b> Build predictive insights by creating your own “<i>what if</i>” Scenarios.</li> <li>● <b>Actionable insights and Analytics:</b> Leverage analytics and build insights to define strategy and actions.</li> </ul>	Give strategic direction with predictive insights based on IT enabled intelligence.



## Our Other Solutions :

- **Sales Fundamentals** : Helps you to track your performance in modern retail.
- **Advance Offerings:** S&OP & Forecasting and Actionable Insights & Analytics.

## About Astix Solutions:

A customer focused, technology driven software services company offering state of the art solutions in Business Process Automation, Business Intelligence, and Decision Support Systems.

Considerable expertise and experience in assisting customers optimally utilize information technology & knowledge as a key tool for effective and efficient management, thereby creating competitive advantages



## Astix Solutions

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