

Company: Sales Partnerships Inc.

Region: Americas

Sector: Sales Outsourcing

Function: Flowfinity Actions for Sales Force Automation—CRM

Benefits: More effective sales teams, better analytic information, less paper and reduced administration, assists company's growth strategy



“The data is more transparent from a sales rep’s point of view. They receive a direct benefit from entering the information into their smartphone because a feature of the solution allows them to track their progress with a customer. They’re better able to organize their selling activity around the likelihood of closing the sale.”

- Aaron Kullman, Vice President and COO, Sales Partnerships Inc.

Sales Partnerships Implements Mobile CRM

Challenge

Sales Partnerships Inc. provides external sales force services to mid and large-sized companies who need reliable people to market their products. These branded sales people sell various customers' products in key markets and territories. They were deploying a large field sales team for door-to-door selling and needed to coordinate these sales reps while eliminating problems with deploying, managing, and securing information on paper.

Sales Partnerships Inc. needed a mobile solution that would give them the ability to easily share important customer information with sales reps and track their progress in the field.

Solution

Sales Partnerships had their own CRM system for managing customer accounts and sales activities. But no one had access to it while they were in the field. By using Flowfinity Actions, a mobile enterprise software solution that enables mobile team orchestration, they created, without need of programmers, an application that offered CRM access and reporting to the field.

The solution, called the Mobile Contact Management System, enables sales reps to receive assignments on their smartphones for sales calls or visits to make, all managed from a central database within the company. As they complete their calls during the day, sales reps update the results of each call immediately. Once submitted, Flowfinity Actions ensures the data is submitted and updated in the database.

Reporting is also a major feature of the solution. Reports are automatically generated on a daily, weekly and monthly basis. This data is key for sales managers and directors who monitor the activity and performance of their sales teams. When customers want to know how well their product is selling, managers have the data in hand to accurately report on the successes.

Results

- **More Effective Sales Teams:** Sales people have access to customer contact information and can track the progress of a sale to better target their approaches and close more deals.
- **Better Analytic Information:** Automatically generated reports help business leaders know exactly how sales teams are performing. This information is useful for company planning and to provide feedback to their customers.
- **Less Paper and Reduced Administration:** All data captured in the field is automatically sent over-the-air to back end databases, eliminating data entry costs and keeping staff costs low.
- **Assists Company's Growth Strategy:** The solution is cost-effectively supporting Sales Partnerships' new business focus and plans for growth.