



Email Flyer

Mobile Secondary Sales



A Harinder REPORT

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Subject: Access new markets and boost revenues with ABC's Mobile Secondary Sales

Manufacturers of Fast Moving Consumer Goods (FMCG) and Consumer Packaged Goods (CPG) are facing fierce competition in India and other emerging markets whose relatively high growth rates have attracted a raft of new entrants and encouraged several regional players to go national. Even as they seek to grow their revenues by expanding their portfolio to include low involvement items, they are coming to terms with fickle consumer preferences in such product categories.

Under this environment, astute leaders as well as challengers have recognized the need to expand their market coverage in order to protect market shares and grow revenues. Many of them have taken the first steps in this direction by gathering information about new store openings. However, further progress is thwarted by the difficulties inherent in their current manual secondary sales processes to disseminate this information to their secondary sales force quickly and accurately.

Enter ABC's Mobile Secondary Sales, a powerful mobile phone based secondary sales automation software that exposes new store openings on the mobile handsets of salespersons swiftly and enables sales leaders to monitor their coverage in real-time.

Once new stores information is uploaded into ABC's's backend, sales managers can link new stores to the existing beats of their secondary salespersons. As soon as salespersons hit the road, the ABC's frontend displays a list of new stores added to their regular beat. Armed with their addresses and other contact information, salespersons can reach out and cultivate relationships with the new storeowners well before their competitors have even noticed the metamorphosis of their regular beats. With real-time beat coverage information on their desktops, sales leaders can work closely with salespersons on the road to maximize coverage of the new stores.

ABC's Mobile Secondary Sales helps salespersons access wider markets and boost sales. It also provides sales and marketing leaders with the tools they need to monitor beat coverage in real-time, thus enabling them to secure market shares and grow revenues. Automatic order booking notifications help operations managers to plan ahead for the spurt in demand likely to be fueled by greater market coverage.

As a mobile phone based online application, ABC's Mobile Secondary Sales is one of its kind. Because it is mobile, it travels with secondary salespersons who can file reports electronically from the road and gain more on-field time instead of having to visit their offices to submit paper-based daily sales reports. Since it is online wherever GSM/GPRS networks are available, ABC's Mobile Secondary Sales transfers order booking information to backend fulfillment systems in real-time, thus eliminating the delays and errors common with PDA-based offline systems and paper-based manual processes.



ABC's Mobile Secondary Sales is being used by many FMCG and CPG companies. With access to beat coverage information provided by ABC's in real-time, a leading Indian beverage manufacturer is able to raise sales force productivity, resulting in increased sales. Sales managers of a multinational liquor company are able to enhance market coverage using ABC's Mobile Secondary Sales. Through an innovative extension of our core product functionality, the company monitors the status of its point-of-purchase merchandise on a regular basis. Since their previous attempts at doing these through once-a-year-audits were easily circumvented by many dealers, ABC's has helped the company get more bangs for its marketing buck.

Contact us at info@ABC.com to know more about how you can access new markets and grow your revenues with ABC's Mobile Secondary Sales.