

Mobile Sales Manager

The Complete Sales Management Solution



What is **Mobile Sales Manager**?

Mobile Sales Manager™ is a complete sales solution for creating and managing sales orders in the field. Using state of the art mobile technology it is a highly efficient way of organizing your sales team wherever they are. At the heart of Mobile Sales Manager™ is a powerful database containing your customers and suppliers contact information. Orders are created using intuitive to use forms customized to suit your companies' area of business.



Who is Mobile Sales Manager aimed at?

Basically any organization that deals with customers and or suppliers on a continuous basis will benefit from Mobile Sales Manager. Manufacturing retailers and service engineers in particular will find it an indispensable tool for keeping their customers stocks up to date and tracking new business leads.

How it works

Each sales person is issued with a hand held computer running Mobile Sales Manager™. The sales executive visits customers in the normal manner but instead of writing orders with pen and paper the orders are inputted directly into the hand held computer. This saves considerable time in paperwork and creates a digitally record which can be immediately transmitted to the BackOffice using either a wireless, or infrared, linked cell phone. A signed hard copy is left with the customer via a micro printer. The whole process is validated along the way to prevent erroneous information entering the system.

The Benefits

- Time saved in creating orders – no paperwork to fill in later
- You can work on your accounts from any location – airport, car, train etc
- More efficient order processing – all data is stored and transferred digitally
- History of sales and prospective leads are always literally at hand
- Access to customer and contact data
- Integration with other business applications
- Reduced costs compared to traditional order methods
- Improved accountability of sales staff

Useful Features

- ✓ Compatibility on all major pocket PC's running Pocket PC 2002
- ✓ Modular build – you only pay for what you need
- ✓ Easy to learn
- ✓ Scalable - 1-1000 or more users
- ✓ Built-in security



Key Modules

- Customer and Prospects Management
- Contact Management
- Stock Control
- Multi Products & Multi Pricing (discounting, trade, retail etc)
- Order Taking
- Invoicing/Credits/Statements
- Sales History
- Sales Analysis
- Print Module
- Back Office Synchronization



Case Study 1: Town & Country

Town & Country are a nationwide supplier of garden wear with a widely spread sales team visiting suppliers on a daily basis. Aware of the time taken processing orders using traditional paper based methods Town & Country were keen to exploit new technology to make their operation more efficient. After considering off-the-shelf software they came to the conclusion that only Mobile Sales Manager would give them the degree of flexibility they needed.

"We have found that Mobile Sale Manager has exceeded our expectations in optimizing our company's efficiency in the field, in today's market this can only be good!"

Nick Page – Sales Director

A screenshot of the Mobile Sales Manager software interface. The title bar reads 'Sales Order - Contact' with a clock showing 1:00 and an 'ok' button. The main window title is 'Decco Hardware Distributors'. Below this, it says 'Edit Order Line'. The form contains several input fields: 'Quantity' with the value '1', 'Price' with '9.99', 'Product' with 'TGL104M', 'Std. Pack' with '6', and a dropdown menu showing 'Comfort Fits'. A 'Line Total' field shows '59.94'. There is a small image of a yellow and blue work glove. At the bottom, there are 'Cancel' and 'OK' buttons. A navigation bar at the very bottom has tabs for 'Clients', 'Contacts', 'Orders', and 'Summary'.

Case Study 2: DSL Group

Established in 1983, DSL has become the largest supplier of promotional merchandise to the service station forecourt sector throughout the UK and Europe. DSL has a widespread team of sales representatives covering large regions on a daily basis.

Since implementation of Mobile Sales Manager to our sales force the efficiency and accuracy of order taking has enabled a smoother work flow throughout the sales cycle. All orders are now received at our head office within seconds of on-site order confirmation and are ready to be automatically processed by our warehouse for dispatch and invoicing.

"Mobile Sales Manager has enabled our staff to concentrate on customer service rather than processing paperwork"

Ian Hunter - Regional Sales Director

A screenshot of the Mobile Sales Manager software interface. The title bar reads 'Sales Order - Contact' with a clock showing 11:56 and an 'ok' button. The main window title is 'Client ID 4151'. Below this, it says 'Head Office' with a checkbox and a right-pointing arrow. The form contains several input fields: 'Name' with 'Ballylken Plant Centre', 'Address' with 'Bushmills' and '88 Ballyclough Road', 'City' with 'BT57 8XA', 'County' with 'Co Antrim', 'Country' with 'Northern Ireland', and 'Tel.' with '028207 31287'. At the bottom, there are buttons for 'New', 'Save', 'Cancel', 'Delete', and 'Find'. A navigation bar at the very bottom has tabs for 'Clients', 'Contacts', 'Orders', and 'Summary'.

System Architecture:

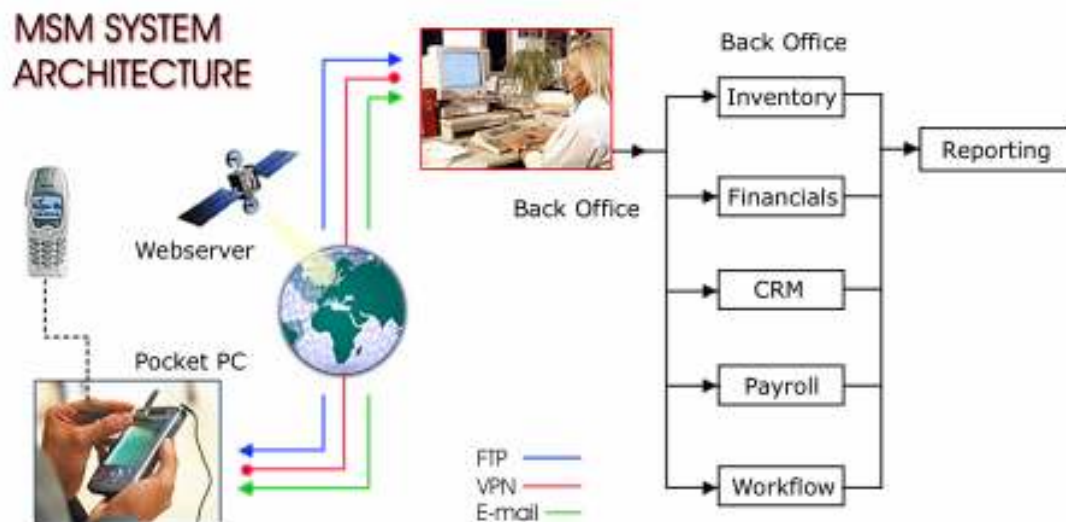
Back Office Exports

Export routines included with Mobile Sales Manager extract data from typical customer and product databases (Access, Oracle, MS SQL Server, Paradox, Sage Accounting etc) in the correct format for the PDA.

Windows, UNIX, Linux operating system platforms are supported.

PDA Data Downloads and Uploads

Data extracted from the Back Office system is uploaded to the PDA (Mobile Sales Manager) via any of the following routes:



- FTP – Data connectivity directly from the internet to the PDA
- E-mail – Data attachments
- VPN – Secure and direct connectivity with the backoffice system

PDA Connection Options

- GSM/GPRS integrated connection
- GSM/GPRS using Bluetooth or infrared modem via a mobile phone
- Standard (PSTN) telephone dial-up with a modem attached

Back Office Imports

Import routines included with Mobile Sales Manager populate the Back Office database directly or the import file can be interrogated prior to import. Common file formats are supported (comma separated variable, fixed width etc). Import routines exist for typical databases (Access, Oracle, MS SQL Server, Paradox, Sage Accounting etc.)

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