



CRM AND ORDER TAKING FOR THE SALES TEAM

Call Preparation.

Knowledge is power! Be prepared before calling to your customer. Know what outstanding queries there are, have a look at notes of previous calls. Familiarise yourself with the contacts i.e. buyer, owner, assistant etc.. What is the key message going in to this call? View full sales history, buying trends and, also, what your customer has NOT bought .



Product Portfolio

An interactive product portfolio allows a creative and professional presentation in a manner that captures your customers attention. Show or listen to TV and radio advertisements, use pdf formats and product visuals, all of which are integrated with the order pad. Have at hand, product specifications and technical details which can be emailed to your customer.



Order Taking

Fast Order Taking, placed while presenting the portfolio with smart search options and access to real-time stock levels. Use the MAT Order form to see what your customer has bought over the last twelve months. If set, the automatic bonus is calculated for each product. A discount option may be switched on or off. Email a copy of the order to your customer and send the order to the distributor before leaving your customers premises. Orders can be placed even if no WIFI connected.



Customer Call and Detailing

Detail your products to customers with an answer wheel and monitor reactions to new or existing products. What is the key message for this product? Are our customers aware of all our product ranges? What could we as a company add to our range to improve ? Get instant customer reactions and change direction if necessary.



Customer Service

Long lasting Customer Relationships are formed on the basis of providing excellent customer service . Territory managers have access to all the crucial information that is needed to answer all their customer queries. Using Arcos, your customers can rely on a faster and reliable delivery of products ordered, as once the order is placed it is sent to HQ to be processed.



For full details on Arcos contact

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FEEDBACK



Weekly Feedback report.

As the week unfolds the weekly feedback form can be updated daily with data gathered while doing business. Pin point strengths and weakness's and gauge the general mood of your customer base. All paper based forms will be replaced and weekly call and order reports will be generated from Arcos.

Targets.

Territory managers will review individual targets regularly. Whether targets are by product group or by customer, sales figures are updated daily giving a clear picture of what has to be achieved.

Targets are monitored by order value or product quantity and can be viewed as a graph or report..



Territory Management.

With Arcos, managing territories is very simple. Territories can be temporarily switched to allow for holiday cover, providing the new representative with all previous customer activity .

Customer Surveys.

Measure your customer satisfaction and identify unhappy customers.

Customer satisfaction surveys gather more feedback from genuine customers in real time, allowing you to identify problems quickly.



Customer buying groups.

The Majority of customers now a days are part of one or more buying groups. With Arcos customers are identified as being part of a group whether i.e. a branch, or belonging to a buying group to avail of better discounts. Arcos caters for multiple customer groups.

