



# CRM AND ORDER TAKING FOR THE SALES MANAGER

## Managing Your Customer Base

Arcos CRM is a strategy for doing business, focused on building individual customer relationships for the purpose of maintaining a loyal customer base. Arcos CRM works across all departments, marketing, accounts and sales, and helps implement effective customer relationship management. Territories need managing. Customers may belong to multiple groups. With Arcos, all customers are profiled and their potential monitored. Previous daunting tasks such as moving territories from one representative to another is now a simple task. Monitoring customer sales and call detailing on a daily basis is at the touch of a button.



## Managing the Order Form

In an ever changing selling environment , in addition to customers listing and delisting products, it is crucial to have the tool to provide the correct product information to the sales team. Whether you manage 10 or 10,000 products, Arcos offers multiple order forms showing stock levels. Bonus and discounts are maintained against each product.



## Order Processing

Order processing is streamlined. Orders received from the field can be processed automatically, updating the in-house system or sent electronically to a third party company for delivery. Split orders are catered for and held on to until delivery is due.



## Reporting and Analysis

Arcos monitors and controls all aspects of the teams sales performance. The effectiveness of specific promotions can be accurately measured or historic buying trends examined to aid in planning new product launches or deciding on new deals. A level 5 reporting facility allows sophisticated analysis of customers, sales, products, calls, orders, invoices, surveys, promotional items and more.....Most reports have a graphical view which is useful for the monthly sales meeting with the management and sales teams. All reports can be imported to Microsoft Excel.

## Constant Development

As Strata IT has a policy of continuous development and enhancement of its software products, the specification and features of Arcos will be subject to change. Enhancements of the software are based on close liaison with current users to ensure that it always keeps pace with developments in the distribution industry.



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