



Connect with your sales team effortlessly for increased cashflow and better customer service

A Pegasus Business Guide

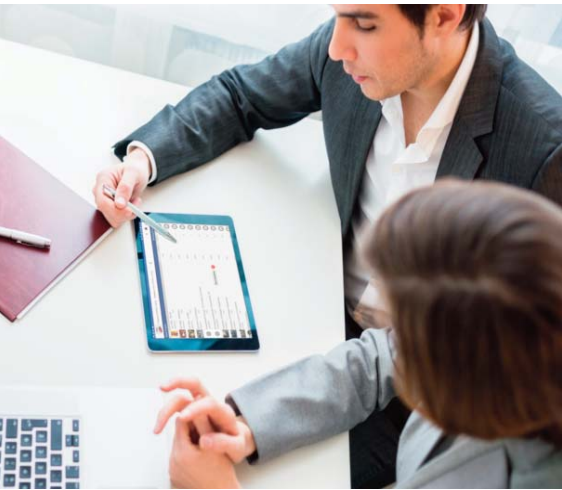
Whether manufacturers, wholesalers or distributors, everyone is looking for ways to improve business practices and streamline their processes. A good way of making big gains is by speeding up the order processing function and making it more efficient.

Any business with an external sales team knows that the time that lapses between taking an order while visiting a customer's premises and getting that order back to head office causes delays in fulfilment. And if the product happens to be out of stock when the order finally makes it to the office at the end of the day, this means more delays and reflects badly on customer service.

This is an area where the widespread use of tablets can be applied to really help a company gain the competitive advantage: an app on a salesperson's tablet that links to your back office order processing system and allows them to check stock, take an order and send it through for processing, instantly.

But apart from the obvious advantage of speed, there are others: you can add value to the sale by being able to showcase other products to the customer while you are with them, and by emphasising volume discounts. And, of course, the amount of paperwork required is reduced.





With the vast majority of companies operating in highly competitive environments, excelling at customer service is the one area that can give you the edge.

Error reduction

If things have to be re-entered even once into any system, the possibility of error is increased. Using an app with pre-defined fields makes the process simple and error-free. This is especially true when customers have special price lists or different delivery addresses, so the fact that the information comes directly from the back office system virtually eliminates the possibility of errors, and their repercussions.

Staying informed

One mishap that sales people want to avoid is taking a great order from a customer only to find out when they place the order with the office that the customer is on Stop. Having to call someone to let them know their order has been rejected is not pleasant, especially if the buyer isn't even aware of any problems. It reflects badly on the sales person and on your company, and has a negative effect on the relationship with their customer.

Being able to access an up-to-date view of a customer's account and look at their transaction history means the sales person is never in this position. If there's an issue with the account, this can be dealt with prior to taking the order, once again enhancing the relationship with them.

Save time and money

Having access to your stock on a tablet can be equal to having an always up-to-date catalogue of all your products at a sales person's fingertips. When changes are made in your Stock Control system, all that sales people have to do is sync their device and stock is updated accordingly. Not only does this save time and money, it also means everyone is working with the same stock and selling the correct items at the correct prices.

What's more, the sales cycle is considerably reduced from order to despatch which means more capacity and greater efficiency gains and consequently leads to higher sales.

Everyone follows the same rules

With an app for mobile sales, orders are entered in the same way by all your sales people, ensuring that orders will flow through the system correctly. Sales people may still make changes, such as changing discounts on a line or the invoice total but this can be queried by the back office and returned to the sales person for clarification. The main thing is that you are now following a specific workflow from your sales people to the back office and from the application, to the back office and then back to the application again. Everyone in the organisation has the confidence that orders are being managed correctly either inside or outside on the road.

Better time management and decision-making

For a sales person, the ability to take an order and get the customer's signature on the tablet means more time on the road to take more orders. Once they have pressed the button, the order will be dealt with. There's no more admin work related to that order; instead they can go ahead with planning and visiting customers.

Management are up to date on the orders placed so the days of constantly ringing up and interrupting sales people to find out how their day is going on the sales front are gone. All they have to do is look at the orders for the day.

Enhanced customer service

With the vast majority of companies operating in highly competitive environments, customer service is the one area that can give you the edge. Setting customer expectations of delivery dates face to face and allowing them to take advantage of special promotions or pricing at the same time as taking the order, enables your customers to see that you're giving them the very best customer experience and ensures their loyalty.



Pegasus Software Orion House, Orion Way, Kettering NN15 6PE
T: +44 (0)1536 495000 **F:** +44 (0)1536 495001 **E:** info@pegasus.co.uk
www.pegasus.co.uk  **@PegasusSoftware**