



binserve SFA

An effective sales department is the lifeblood of a successful company. A highly productive sales force has an enormous impact on your company's top and bottom lines. Yet today's salesperson faces more challenges than ever before—fierce competition, dynamic deals and demanding customers. That's why better sales force automation (SFA) is critical to your success. BinServe SFA ensures that your sales teams are working efficiently and your revenue keeps growing.

BinServe sales force automation enables sales people to concentrate on their primary purpose—selling. Advanced search capabilities eliminate frustrations that can kill the effectiveness of even the most diligent salesperson. Plus, with instant access to analysis and reporting features, your sales force and managers can easily identify opportunities within the sales pipeline, purchase patterns and preferences, and more. This increased productivity can create a competitive advantage in three ways: it can reduce costs, it can increase sales revenue, and it can increase market share.

BinServe Sales Force Automation is an easy-to-use solution that helps organizations sell more effectively. By providing instant access to calendars, accounts, reports, pipelines, contacts, and call lists, BinServe SFA tool empowers sales professionals with the information needed to close more sales. All sales information is stored, tracked, and reported providing organizations with meaningful and up-to-date information on the performance of the sales team.

BinServe sales force automation helps the sales staff use the system to service customers more expertly and diligently. This will provide a competitive advantage because customer satisfaction leads to increased customer loyalty, reduced customer acquisition costs, reduced price elasticity of demand, and increased profit margins.

With easy-to-use sales analytics tools, managers can analyze sales pipelines, perform win-loss analyses, determine market demand, and many other enterprise analytics activities. Customizable dashboards provide instant access to a consolidated, real-time view of sales data.

Specification

You can choose BinServe INTRANET on-premise installation if you have IT resources and infrastructure or go for hosted BinServe INTRABNET to save cost. With hosted BinServe INTRANET what you need is only a web-browser and internet connection for accessing the INTRANET.

Benefits

Benefit to Sales People

- Saves time in recording and accessing customer information
- Saves time in preparing report for sales manager
- Easy access to inventory and support system.
- High morale and increase productivity
- Better communication and co-operation between sales people facilitates successful team selling

Benefit to Sales Manager

- Real-time analytics to make better decisions
- Helps in identifying segments within your market
- Helps in identifying your target market
- Helps in identifying your best customers in place
- Easy Access to reports related to customers, products, campaign and sales
- Real-time activity reports in easy to understand tables, charts or graphs
- Identifying your most profitable customers, and your problem customers
- A simple platform to provide current and useful sales material to the sales staff

Features

- Lead Management and Routing
- Contact Management
- Opportunity Management
- Order Management
- Lead / Contact History
- Support Knowledge Base
- Product Information
- Key Indicators and Real time Dashboards