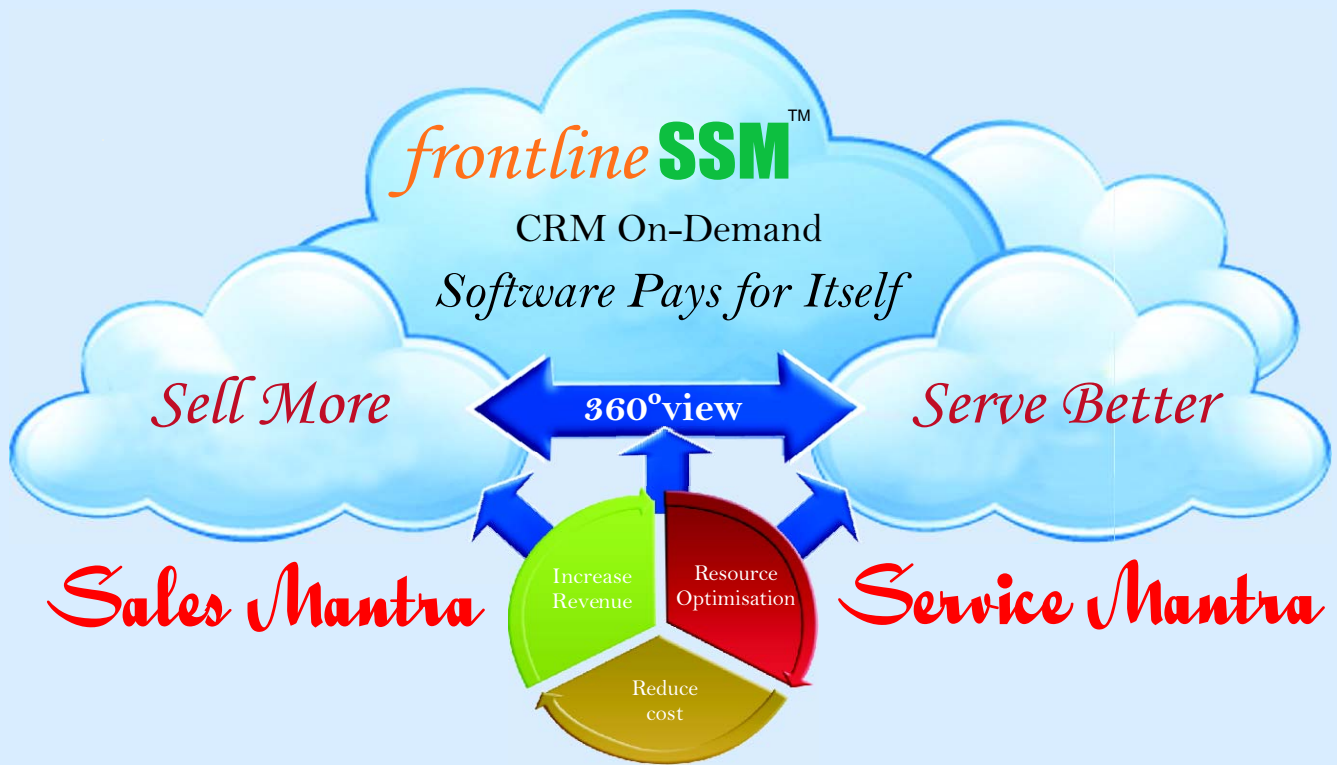


*Wake up to the need of the HOUR ...*



[www.SalesMantra.com](http://www.SalesMantra.com)

*frontline SSM* is an end to end Sales and Service Management Solution that provides a customer-oriented approach to streamline the sales and service processes to enhance productivity within the organisation. Sales and service activities are recorded and tracked to enable better coordination and communication within and between teams besides laying down sales process and increase in efficiencies.

This comprehensive software solution readily delivers crystal clear perspective in terms of market to the management in a fast changing environment in terms of product requirement, product capabilities, pricing and organization strength, to enable the management to tweak the company's operations accordingly on a continuous basis.

## Lead generation

This module assists in lead generation, manages & categories contacts as per choice, industry segment wise, location wise, source wise and send out product update information etc. to existing customers/new prospects

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>Contact management &amp; Facility for import of bulk address</li> </ul> | Centralised data base of contacts, filters leads on location customer type, industry product wise and many more                                  |
| <ul style="list-style-type: none"> <li>Mass Emails/SMS</li> </ul>  | Sends out mass-e-mail and SMS messages to generate leads   |
| <ul style="list-style-type: none"> <li>MIS on contact management</li> </ul>                                    | MIS on available contact for mobile, tel nos, personal information email address mailing address, team segment wise, product wise, location wise |
| <ul style="list-style-type: none"> <li>Campaign management</li> </ul>  | Manages details of campaigns sent & impact report of campaigns   |

## Sales Force Automation

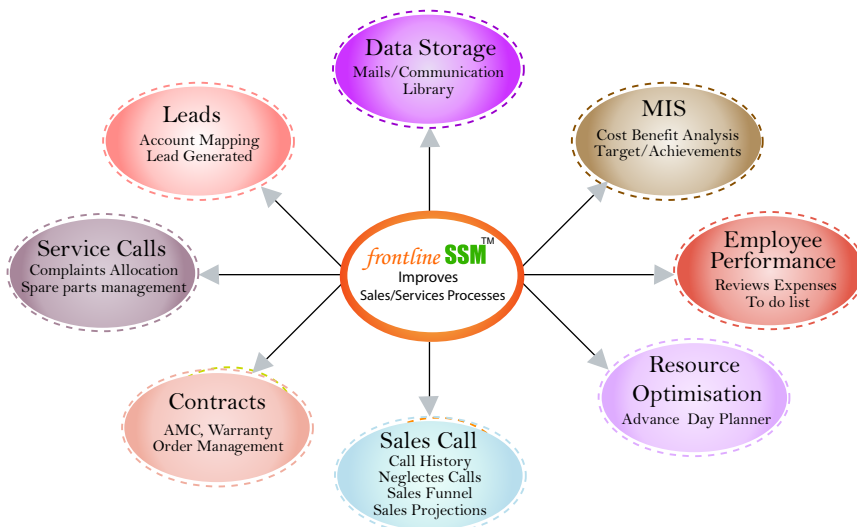
This module is comprehensive sales force automation tool to increase the productivity and efficiency of the salesforce using real time information entered by user. It gives a complete 360 degree view of every prospects with complete history

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|---|--|
| <ul style="list-style-type: none"> <li>Sales call management</li> </ul>                     | Maintain secure sales records and allows access to relevant people on need to know basis   |
| <ul style="list-style-type: none"> <li>Enquiry through SMS/Website</li> </ul>               | Records conversion of leads into sales calls and tracks their position in the sale   |
| <ul style="list-style-type: none"> <li>Work planner/ Things to do</li> </ul>                | Creates and manages your daily schedule of sales activities with alerts for pending work   |
| <ul style="list-style-type: none"> <li>Ontime reminders/alerts</li> </ul>                   | Alerts/feedback features facilities faster decision making/closure of deals  |
| <ul style="list-style-type: none"> <li>Target vs achievement</li> </ul>                     | Creates targets for employees, divisions and branches of the organization based on multiple criteria as well as tracks progress towards the same |
| <ul style="list-style-type: none"> <li>Sales forecasting &amp; funnel management</li> </ul> | Measures individual and collective employee performance based on various criteria  |
| <ul style="list-style-type: none"> <li>Centralised depository</li> </ul>                    | Eliminating bulky sales/product files  |
| <ul style="list-style-type: none"> <li>Finished goods inventory management</li> </ul>       | Manages product inventory on order booking/ fulfillment  |
| <ul style="list-style-type: none"> <li>Communication within team</li> </ul>                 | Improve collaboration with in team to increase reach and reduce cost of sales  |
| <ul style="list-style-type: none"> <li>Time management</li> </ul>                           | Reduce non-sales time of sales team by eliminating time spent writing review preparation   |
| <ul style="list-style-type: none"> <li>Generate Quotation</li> </ul>                        | Quick quotation submission   |
| <ul style="list-style-type: none"> <li>Sales Order Management</li> </ul>                    | Generate and record purchase order instantly   |
| <ul style="list-style-type: none"> <li>Win/loss analysis</li> </ul>                         | Protects the organisation against loss of business due to attrition  |
| <ul style="list-style-type: none"> <li>Competitor Analysis</li> </ul>                       | Maintains records of competitors and their product feature against which the company's products can be measured                                  |
| <ul style="list-style-type: none"> <li>Newsletter</li> </ul>                                | News regarding achievements, etc can be shared with all team members   |
| <ul style="list-style-type: none"> <li>Closed enquiry Analysis</li> </ul>                   | Reduces duplicity and redundancy   |

## Service management

This module enables organisation to manage post-sales/service activities that ensure complete client satisfaction. It manages complaints AMC's installations etc.

<ul style="list-style-type: none"> <li>■ Complaint management with web interface</li> <li>■ Complaint through SMS</li> <li>■ Advance Day planner</li> <li>■ Skill level Assessment</li> <li>■ Service Contract</li> <li>■ AMC Order vs Service cost</li> <li>■ AMC Target vs achievement</li> <li>■ Spares analysis</li> <li>■ Preventive maintenance</li> <li>■ Employee profitability</li> <li>■ Customer satisfaction index</li> <li>■ AMC due /cash flow alerts</li> <li>■ Knowledge base</li> </ul>	<ul style="list-style-type: none"> <li>Complaints registration/ tracking through website</li> <li>Complaint registration through SMS</li> <li>Schedules service calls and allocates resources effectively based on prior planning</li> <li>Maintains records of each employee's skill sets so that resources can be allocated to service calls based on their expertise</li> <li>Maintains detailed records of AMCs and after sale agreement made with each customer</li> <li>Records cost incurred on each service call against revenue from AMC</li> <li>Sets targets for AMCs to be obtained and measure actual AMCs obtained against targets to measure productivity</li> <li>Tracks the spares being used by engineers on service calls and manage purchase and distribution accordingly</li> <li>Keeps record of preventive maintenance commitments made by engineers and schedules timely follow up</li> <li>Records actual cost incurred on service calls vis-a-vis profitability for each employee</li> <li>Records actual cost incurred on service calls vis-a-vis profitability for each employee</li> <li>Prior alerts when AMCs are due or expiring to allow prompt follow up</li> <li>Common forum for conveying/feedbacks/new ideas providing better work environment</li> </ul>
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## Key Reports

- Prospects Summary
- Sales Funnel
- Location Wise Funnel
- Sales Projection
- Neglected Calls
- Quotations Sent
- Order Received vs Collection
- Employee performance
- Inventory Status
- Customer Complaint(s) Status
- AMC Status
- Daily/Monthly Complaint
- Customer Feedback
- Employee Expenses

## Benefits to organization

- The software results in reducing the non sales time of the sales team by cutting down/eliminating time spent on report writing /review preparation etc. and converts same to sales time increasing turnover and profits
- Better coordination within organizations due to easy access to comprehensive information
- Increased productivity due to reduction in the time spent for filling paperwork and searching for contact details and other information
- Improved decision making due to availability of timely and up to date information
- Constant review and tracking possible with the help of detailed reports generated by the software
- Reduced pain of attrition as sales and service activities can be transferred between employees as a result of transparency within the organization
- Efficient resources management and planning based on prior knowledge of scheduled activities for the coming months
- Availability of information with clients and employees based on availability of uniform information
- Faster communication with clients and employees based on knowledge of their particular situation
- Effective management of teams at different locations based on availability of uniform location
- Improved sales forecasting
- Crystal clear perspective in terms of market to the organisation
- Improved sales management function helps in identifying what the customer wants at what price
- Frontline SSM software saves at least 10 times the payment made by you for usage
- Works as virtual team in case of remote location

## Implementation

Frontline SSM can be adapted to suit any kind of organization irrespective of size and industry. It is very user friendly, and user training is provided by our engineers at the time of implementation to ensure easy transition. Constant support is available after implementation to resolve your queries and issues

The solution is web based and no additional hardware or software is required for implementation

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