



E-Seminar

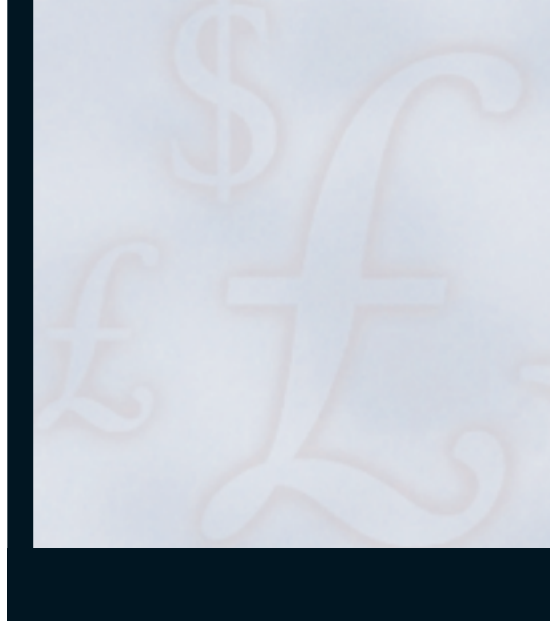


Sales Force Automation

Internet Business Solution

Seminar





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E-Seminar

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Internet Business Solution E-seminar Sales Force Automation

Worried about the accuracy of new sales leads?
Concerned about the follow up time of new sales leads?
Do you find it a challenge to provide your sales team
instant information on their customers?
Does your sales team find it difficult to complete
and update their forecasts?

Sales Force Automation Seminar

Welcome

“Welcome to the Cisco Internet Business Solution seminar on Sales Force Automation.

Traditionally, sales people carried product sheets, pricelists, inventory data and customer details with them in paper binders while visiting customers or prospects. Today, successful sales forces need instant access to and constant updates of such data. Sales Force Automation uses Internet technologies to let sales people focus on what they do best and reduce administrative workload.

This seminar explains what Sales Force Automation is and how it can help your sales team be more successful.”

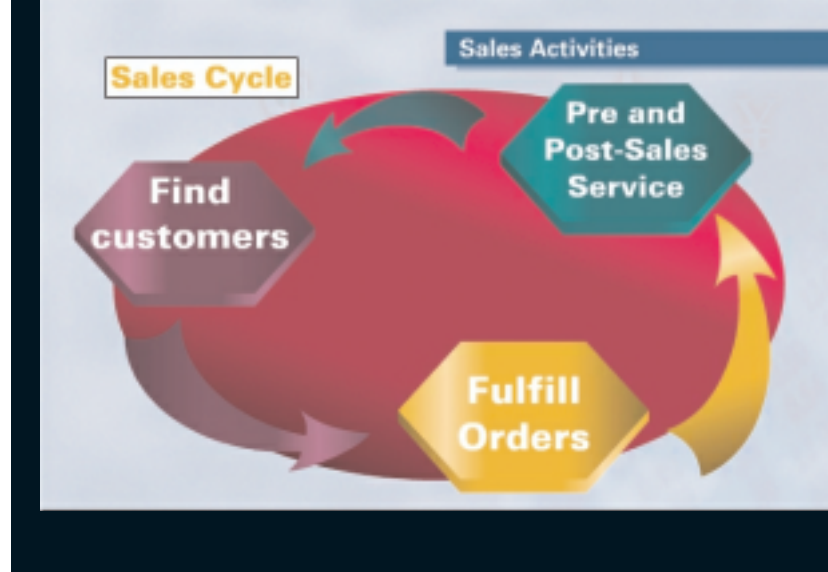
What is Sales Force Automation?

Sales Force Automation Seminar

Objectives

“In this seminar, we will discuss what Sales Force Automation is and what the potential benefits are of introducing Sales Force Automation in your company.

Finally, you will learn about the different options available to you when you want to implement Sales Force Automation in your organisation and what you need to consider to do this successfully.”



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Sales Activities

“Excuse me, I’d like to make a comment here. We are a small company, with a sales force of only 15 people. Isn’t this Sales Force Automation overkill for such a small team?”

“Not necessarily. The fundamental elements of sales activities don’t vary much between small or big companies. The sales cycle almost universally consists of almost the same activities: from finding and qualifying customers, to selling, transacting and fulfilling orders, and providing pre-sales and post-sales services.

Sales Force Automation solutions support your sales people during the different activities of the sales cycle. Today, there exist several hundreds of networked Sales Force Automation packages on the market, tailored to the size and requirements of any company.”

Sales Force Automation is the collection of applications and automated processes supporting the sales cycle



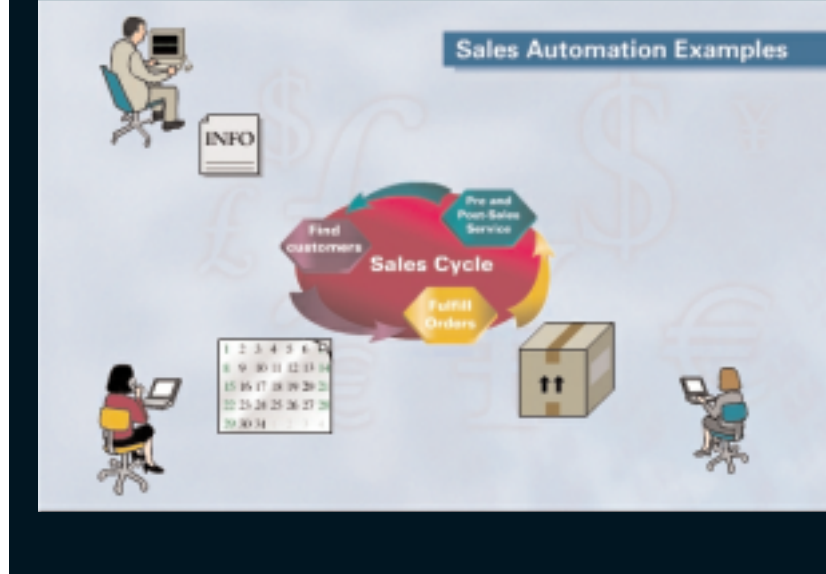
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Sales Force Automation Defined

“OK, but my sales people all have a laptop and use email. Surely that should be sufficient.”

“Yes, but we wouldn’t call that exactly sales automation. Sales Force Automation is the collection of specific tools, applications and automated processes which support all aspects of the sales cycle.

It creates a single environment for managing all aspects of customer contacts and selling. Account information, contact records, credit data, product details, inventory reports, and all the other pieces of intelligence that support the process, are placed at the fingertips of each salesperson, to access anytime, from anywhere.”



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Sales Force Automation Examples

“Could you expand a bit on those automation tools and their possibilities?”

“Of course. Sales Force Automation focuses on sales processes such as customer contact management, order processing, tracking of customer correspondence, sales forecasting, and performance analysis.

Sales Force Automation also makes information, such as contacts, schedules, and pipeline tracking, available to other people in your company, for instance managers or marketing people.

It also enables your company to standardise sales processes and tools, in order to improve the quality and effectiveness of your communications with customers and prospective customers. You will be able to deliver a consistent and personalised customer sales experience across multiple customer contact points, including the Web, telephone and e-mail.”



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Sales Force Automation Benefits

“OK I understand that but I think my sales team is one of the best in our industry. And, although they all have their own style and methods, I don’t see how they could benefit from this kind of automation. ”

“Well, you could further augment their success, as Sales Force Automation has many interesting benefits, even for successful sales teams.

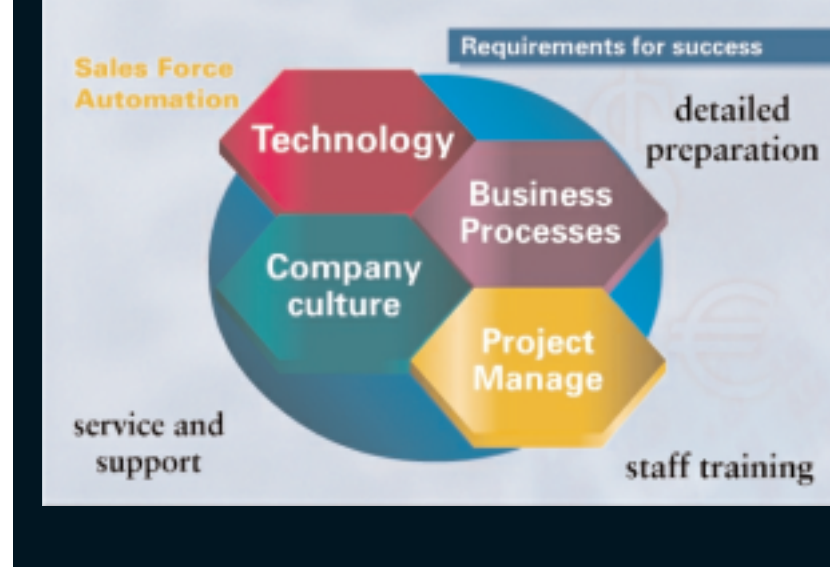
A Sales Automation solution enables your salespeople to sell smarter, by streamlining the sales process. Repetitive and time consuming activities are reduced, and key information is automatically disseminated to the appropriate people within your company.

Your sales people are also able to adopt a more customer-centric approach. The new tools will, for instance, allow them to identify and service your most profitable customers and the strongest sales leads.

As your customer base grows, your company can gather and organise customer data much better. Using Sales Force Automation tools, customer data - such as purchasing behaviour and buying patterns - allow you to improve your forecasting process.

You can also significantly reduce your quote times, by using online product configurators, which allow customers to configure complex solutions in minutes instead of days.

Finally, an Internet-based Sales Force Automation solution opens new communications channels to your customers, allowing you to close deals faster and serve customers anywhere in the world.”



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Requirements for success

“All right. But as our sales team and their activities are so vital to the company I don’t want to jeopardize their success by implementing this automation in the wrong way. What should I take into account here?”

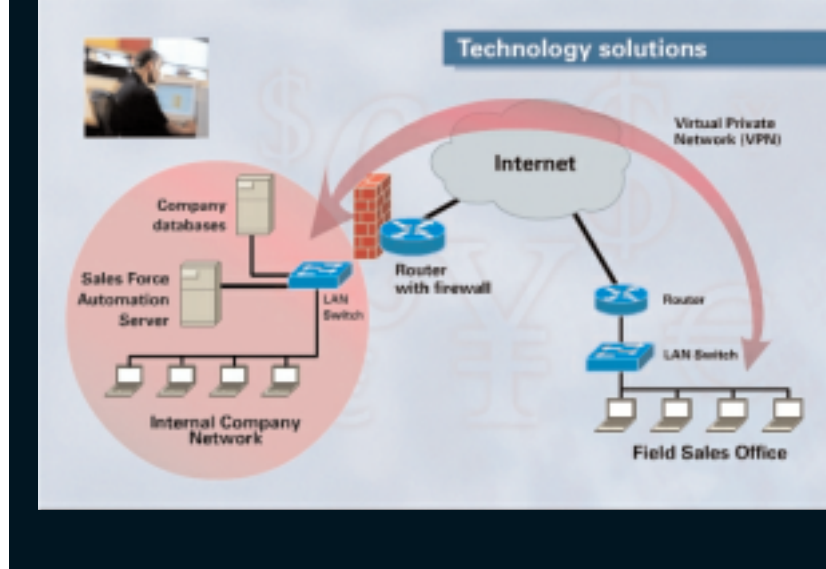
“You’re right, to help your company successfully identify and introduce a sales automation solution, you need to consider a few important things.

The real power of sales automation lies in connecting sales people to all the central business intelligence they need to be more effective. Therefore, the technology supporting this will be very important, in order to create an interactive, fully networked, selling process.

You will also have to review your existing sales-related business processes, and define new policies and procedures for your salespeople’s activities.

You can expect your company’s culture and structure to be affected as well. Commitment from the members of your team who will be affected by the automation of sales, is vital if you want the system to be successful.

Finally, create a project team to plan and manage the implementation of Sales Force Automation professionally. Detailed preparation of the transition, staff training, and service and support are all important aspects, which should be carefully taken into account during this project.”



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Technology Solutions

“And what does Sales Force Automation require in terms of software and hardware?”

“Sales Force Automation Packages first of all require an internal company network, which enables a consolidated window on various company databases, such as product catalogs, pricing and customer databases. The natural evolution of any sales automation system is to offer access to this same data to mobile users or remote field offices, via the Internet.

Sales automation solutions vary in size and complexity, from those that help manage prospects to those that automate the entire sales process, including fulfilment and post-sales follow-up and support. Most solutions require one or more internal servers and database systems.

A router with firewall capabilities connects this main office network to the Internet. As your sales data is vital to your company’s competitive position, network security is of the highest importance.

By using Virtual Private Network or VPN technologies, remote salespeople, travelling or working from a field office, can access these sales automation tools in the same way.

Today, certain Sales Force Automation solutions are also provided by Application Service Providers, or ASPs.

For more information about these technologies, please refer to the Technology Solutions E-Seminars. “

Let's summarise



Office and field based
sales force

Manage client and product
information better

Sales Force Automation Seminar

Conclusions

“To summarise: an Internet-based Sales Force Automation solution can help your sales representatives, both in the office and the field, manage client and product information better. It reduces administrative tasks for salespeople and makes them better prepared when interacting with customers or prospects.

Sales automation can improve the productivity and efficiency of your sales team, which results in higher customer satisfaction and, as such, higher revenue per customer.

There are many Sales Force Automation solutions available today on the market. Make sure that your solution is easily deployed, easy to use, and scalable enough to expand as your company grows”

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