



White Paper

“How The Perenso Sales Force Automation Solution Can Help You Meet Your Business Goals, Reduce Your Costs And Manage Your Field Force Effectively.”



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As a Sales or Product Manager you're concerned with achieving your targets and reducing your costs, while managing your field force effectively.

But in a complex sales environment where you have multiple product lines, multiple SKU's in each line that have to be ranged in possibly hundreds of retail outlets it's very easy to get completely overwhelmed by the amount of data you need to process.

You get dozens of reports, spreadsheets and other disjointed data from sources like:

- Scan Data
- Sales Data
- Operational Data from the field force
- Market Share Data
- Input from Research and Focus Groups.

It's no wonder you find it difficult to separate the wheat from the chaff and sort through the information, effectively prioritise your activities and focus on what actually gives you the greatest returns when it comes to growing the business.

And you worry that your field force is not as effective or efficient as it could be. They're overwhelmed having too many products to keep track of and are not focused on the core business drivers you've set.



Information Overload

But it doesn't have to be this way!

Imagine having a complete, accurate, overview of your business at your fingertips – whenever you want it.

Being able to instantly cut through the clutter of information constantly flowing in. Knowing exactly where to focus your attention so you can make efficient and effective decisions that grow your business. And all in real time. So there's no lag while data gets sorted and sifted through various systems.

And how about your Field Force? How much more productive would they be if they knew exactly what they needed to do, when they needed to do it and were given immediate feedback on their progress?

With the Perenso Sales Force Automation Solution all this and more is possible.

You'll have data at your fingertips that helps you to...

- 1) Achieve your targets.
- 2) Reduce your operational costs
- 3) And close the gap between what should be happening and what is really taking place out in the field.

Let's talk specifics...

There are three distinct areas where the Perenso Sales Force Automation Solution will benefit your organisation:

1. **Sales and Account Management**
2. **Merchandiser Field Force Activities**
3. **Order Entry activities.**

Let's take them in turn...

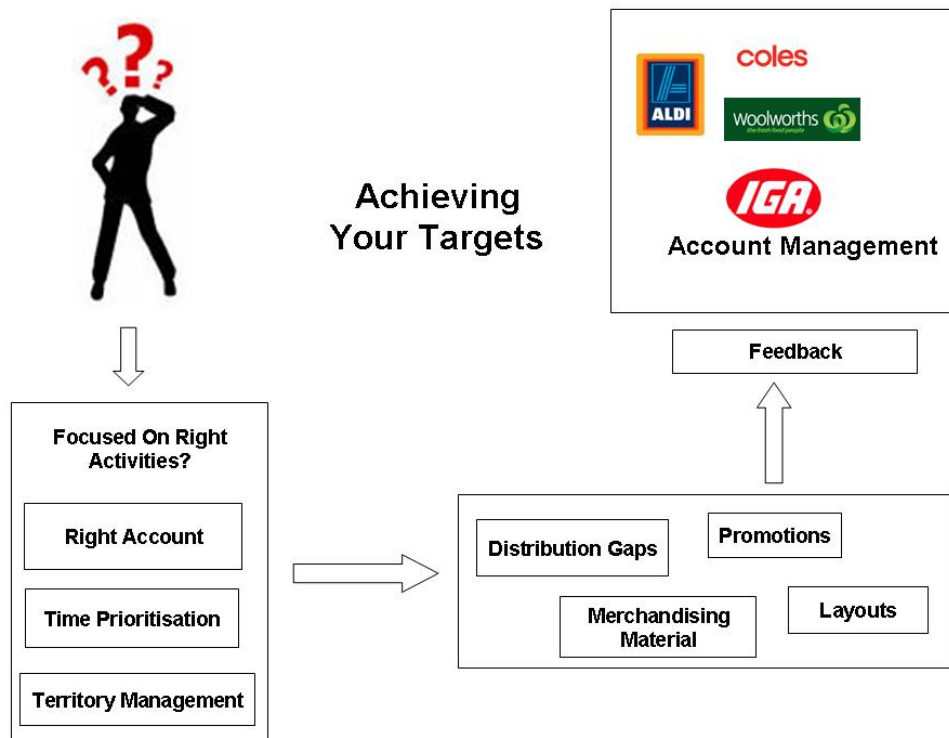
1. Sales & Account Management

What you can't measure you can't control!

You have a number of key business objectives that need to be measured including:

- Business KPI'S
- Sales targets
- Product ranging in stores
- Distribution Gaps
- Compliance issues

You need to know where you should be focusing your attention.



Account Management Workflow

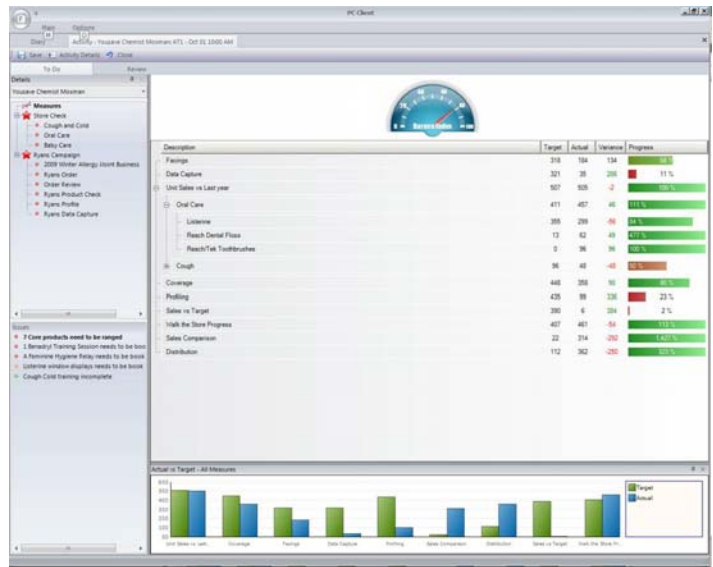
The Perenso Dashboard is your key to cutting through the clutter and information overload.

The Dashboard provides an integrated view of your business customised to your specific requirements.

So you can see in one place everything that is important to your fulfilling your role, be it as a manager or a field representative.

Based on your business drivers, the Perenso Dashboard enables you to track your KPI's easily in real time.

Our **exception based model** drastically reduces the amount of data you need to wade through saving you time and eliminating distractions.



Dashboard - Business Review

So as a Sales Manager you can focus on...

a) Account management

Does this account have right mix of products etc. Are the right products ranged in the right stores and if not how do you get into the stores you want? Where are the distribution gaps and how can you close them?

b) Compliance

Speed to market and availability in store are big issues that affect your bottom line. It's critical that you know immediately if accounts are not fulfilling their contractual obligations.

For example...

The account has stated the product will be ranged in 10,000 stores. However data from the merchandisers reports show only 6000 stores have actually accepted the product.



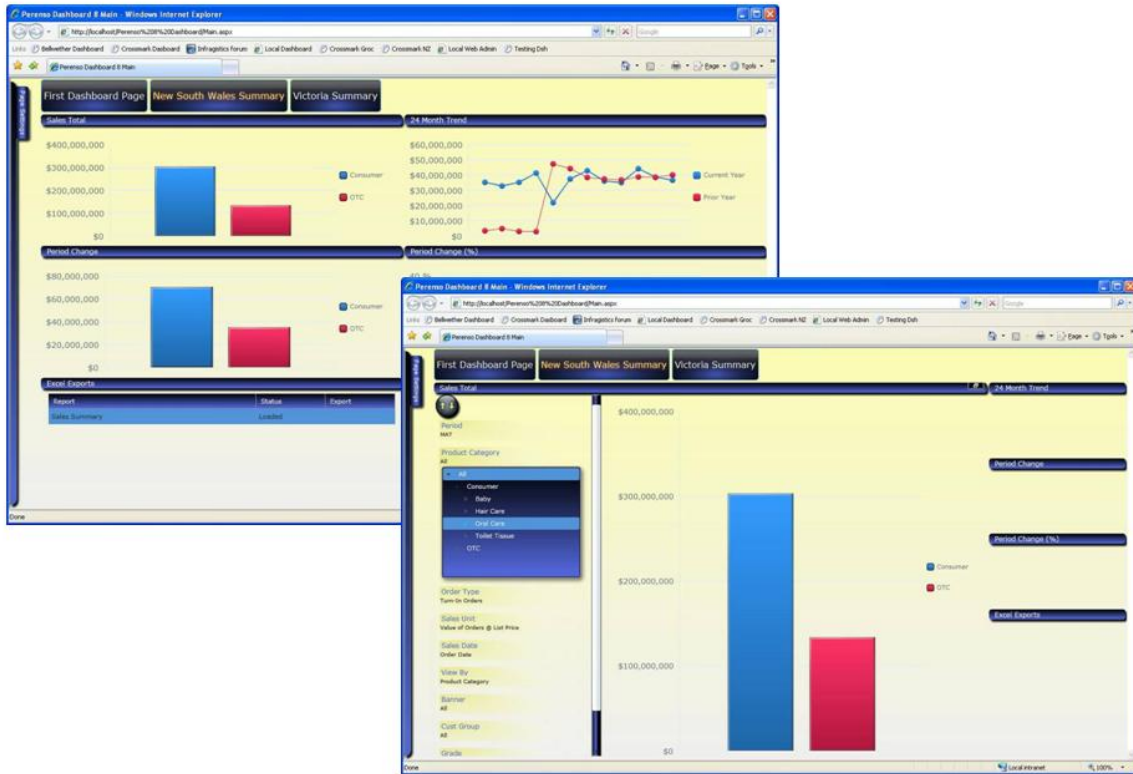
By getting a timely compliance status enables you to take corrective actions to ensure the account fulfils its contract by making these stores accept the product or compensating you etc.

c) Promotional Activities and Layout

Is the right promotional and merchandising material in place? Is there a price sticker for the product and is it the right price?

Is the product placed in the store according to the planagram – is the layout as it should be?

The Perenso system allows you to get a handle on and see all the data you need amalgamated into a set of reports on your screen. You see only what's important to getting your job done without being distracted by extraneous information.



Information Amalgamated Into Easy To Understand Reports

2. Merchandiser Field Force Activities

Merchandisers often have a large number of products (and variations) to keep track of in multiple accounts.

They get overwhelmed and lose focus, which leads to mistakes.

Perenso makes their job far easier by answering three key questions:

1. Tell me where I need to be.
2. Tell me what I have to do
3. Tell me when I need to do it.

Unlike other Sales Force Automation systems, the merchandiser isn't just given a list of tasks where they can decide what happens when. The merchandiser is TOLD what order tasks must be fulfilled and by when.



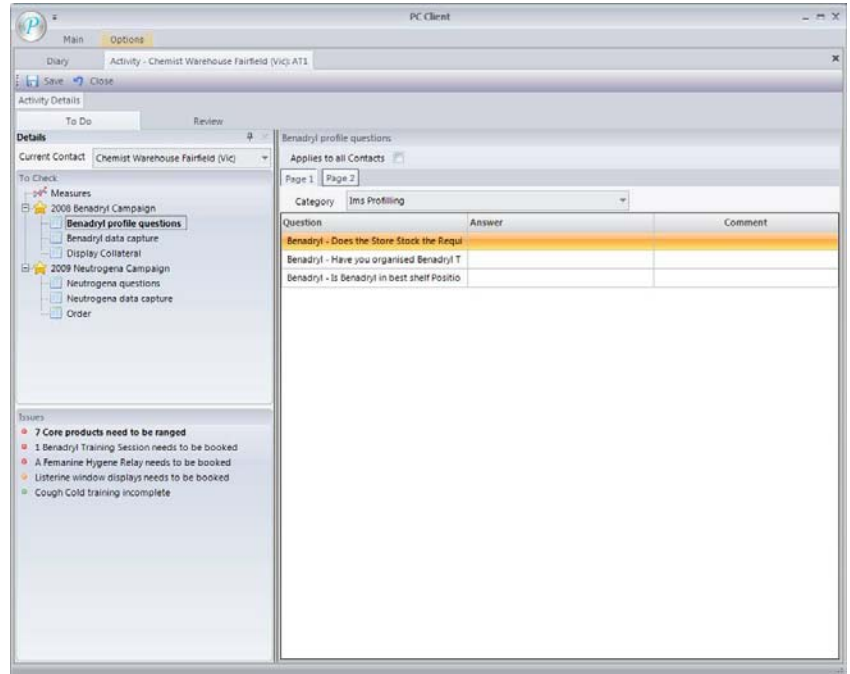
Therefore the merchandiser's PDA displays a simple task list in priority order – A weighted index determined by your business drivers.

This is a real breakthrough as it all works on your measures – the field force no longer gets to choose where they spend their time or get to make any business decisions. Which means that the person least capable of making business decisions doesn't get any say.

So when in a store, the PDA only shows the products that should be ranged in this store, missing items and other information that's relevant to their getting the job done.

Their view is not clouded by extraneous product lines showing up on the PDA when they're not supposed to be in the store (and they don't waste time looking for stuff that shouldn't be there).

This keeps the merchandisers on target as they're only looking for exceptions and therefore improves their effectiveness.



3. Order Entry

If you're a paper based organisation you will achieve massive benefits using the Perenso Order Entry system.

Let me explain...

Paper based systems can be very cumbersome. Your field reps have to run around with order pads (sometimes lots of them), demo material, product samples and training material.

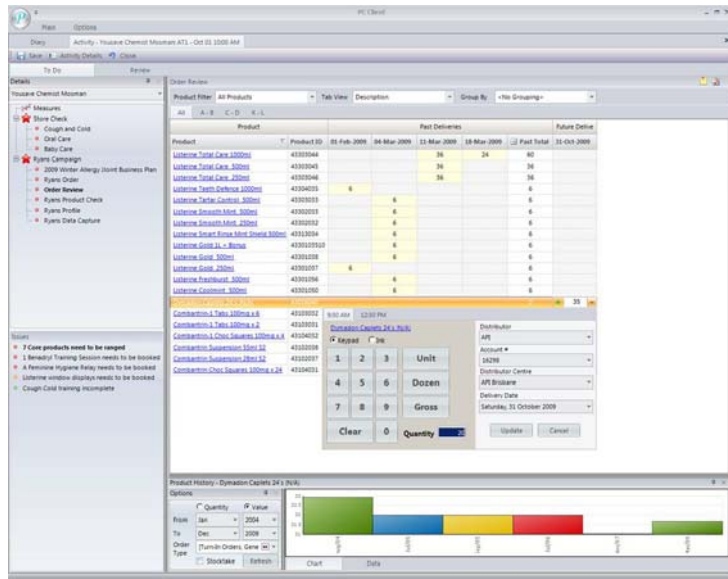
Typically, orders are taken and faxed back to the office once a day. And by the time the order is shipped, it could have passed through 20 to 30 sets of hands. As you can imagine, this whole process can be very prone to mistakes.

To add insult to injury, the reps often have to spend up to two hours a day on admin work rather than focusing on their sales role.

The Perenso Order Entry system solves all these issues.

Using Perenso for Order Entry can cut the order handling process down to 3 to 4 steps, save your reps 60-70% of their admin time and completely remove them from the supply chain process.

And as there's often a major time lag of two to three weeks before you get updated data, it's very difficult to know how you're doing. So you end up running your business on assumptions rather than facts.



Grant Black, General Manager of PharmaCare's Nelson Division had this to say after implementing Perenso...

"The Perenso system fulfils everything we want. We're a very complex organisation and we've been able to integrate the Perenso system into our business processes very easily. The system allows us to put discipline into certain processes while keeping the flexibility we want.



Our reps love the system – they used to spend around 2 hours every night on admin tasks after going home. Now they spend less than half an hour planning their next day's activity and are better organised. In short they're getting their lives back. As for the organisation, we're going to see some major savings too.

Currently we spend about \$150,000/year on order pads – which will go to \$0.

Eliminating sending orders in via fax with all the fax machines, paper, phone calls etc. will save us another \$150,000/year.

Our data entry team will go from 3 people to none, and coupled with a redeployment of parts of our customer service team, will save us another \$200,000/year.

And we'll reduce our production costs for sales folders from \$100,000 to \$40,000 per year.

Putting in the Perenso system will be about a fifth of that, so we effectively save around \$400,000 per year."

In Conclusion

The Perenso Sales Force Automation system optimises and helps you keep track of three key areas of your business.

- Sales and Account Management
- Merchandiser Field Force
- Order Entry activities.

As a Sales or Account Manager, you get a firm grip on four key business drivers.

- Distribution
- Layout
- Promotion
- Merchandising.

You get to see all your data distilled into an easy to understand graphical reports displayed on the Perenso Dashboard.

Your merchandisers know exactly where they need to be, what they need to do and when they need to do it.

The Perenso Weighted Index displays their tasks to them in a weighted, priority order as determined by your business drivers.

And if your organisation has sales reps on the road, order entry is a breeze. We can save you a huge amount of time and money – guaranteed!

Your Next Steps...

If you are looking for ways to increase both the effectiveness and efficiency of your sales operations while experiencing real cost savings, give Wayne Goodrich of Perenso a call on (02) 9731 5533 or email him on wayne.goodrich@perenso.com for a confidential discussion.

P.S. You can see extended interviews with Grant Black and other satisfied users on our web site www.perenso.com