

BETTER COMMUNICATIONS, LESS ADMIN AND 25% MORE SELLING OPPORTUNITIES!

WHAT IS IT?

i-snapshot is a simple to use sales force communication tool, guaranteeing less time is spent on administration and more time is spent on selling. It has proven to be extremely effective in the management of the field sales force, providing managers with real time actionable information from their team.

HOW IS IT DIFFERENT TO OTHER TOOLS?

Unlike CRM/SFA tools it is extremely quick and easy to use by the field team which means i-snapshot has high compliance levels – commonly standing at >95%. i-snapshot is designed to allow easy communications and flow of data and presents the information to managers in a concise actionable format allowing you the time to actually manage the sales force not administrate it – with the ultimate goal – to increase revenue.

HOW DOES IT WORK?

No more never ending form filling or complicated computer screens! At the end of each sales call, the sales representative simply sends a simple coded text (SMS) message, via their cell phone, describing the outcome of the visit – which takes an average of 20 seconds!

As i-snapshot utilizes SMS or “texting”, which works on all cells and networks, there is no need to buy any additional hardware.

The coding format is unique to each organization to ensure its relevance. The coding can capture the following:

- Customer name
- Call type – e.g. arranged a visit or cold call
- Call reason – e.g. proposal follow up
- Call outcome – e.g. order or enquiry

In addition, basic information on the salesman and visit is also captured automatically:

- Sales person details (identified from cell number)
- Sales division (identified from the cell number)
- Date of the visit (identified from date of text message)
- Time of completed visit (identified from time of text message)

The i-snapshot server then interprets the coded message and message details and the information is then automatically analyzed, interpreted and a report is generated and displayed on a secure website within 30 seconds of the coded message being received – with 24/7 access.

THE BENEFITS

1. It significantly improves communication between the sales force and sales management.
2. After i-snapshot has been installed, organizations have witnessed increases in selling opportunities, on average, by 25%.
3. The ease of use has resulted in >95% compliance with sales people.
4. It provides sales team activity, real time, enabling sales managers to make more timely informed decisions.
5. Low capital investment – only hardware needed is a cell phone.
6. No requirement for IT effort as i-snapshot is delivered via your browser.
7. i-snapshot data can directly feed the visit data into existing CRM/SFA tools which will add value to any existing investment.
8. i-snapshot can aid in the targeting of sales activity – for example, re focusing of effort into more profitable accounts.
9. The reporting structure will help to identify individual training needs and assess effectiveness.
10. It is simple to use – and very little training is required allowing going live in less than 30 days. It's a simple to use reporting system meaning less time spent on administration and more time managing.



i-snapshot

fieldsales management

increasing productivity • increasing revenue

for more information

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