

SALES FORCE AUTOMATION

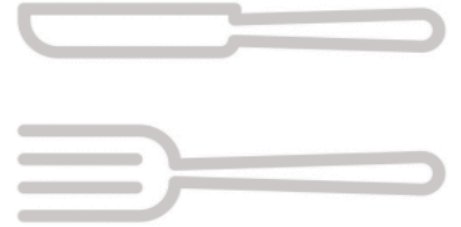
FNP



Martech Stack Group Project Presentation

February 22nd, 2021

AGENDA



01

SFA

What is Sales
Force Automation?

02

MARKET

Who is FNP's
target market
and why do they
need SFA?

03

VENDORS

Criteria for analysis
and evaluation of
alternatives

04

RECOMMENDATION

Next steps for FNP
strategy

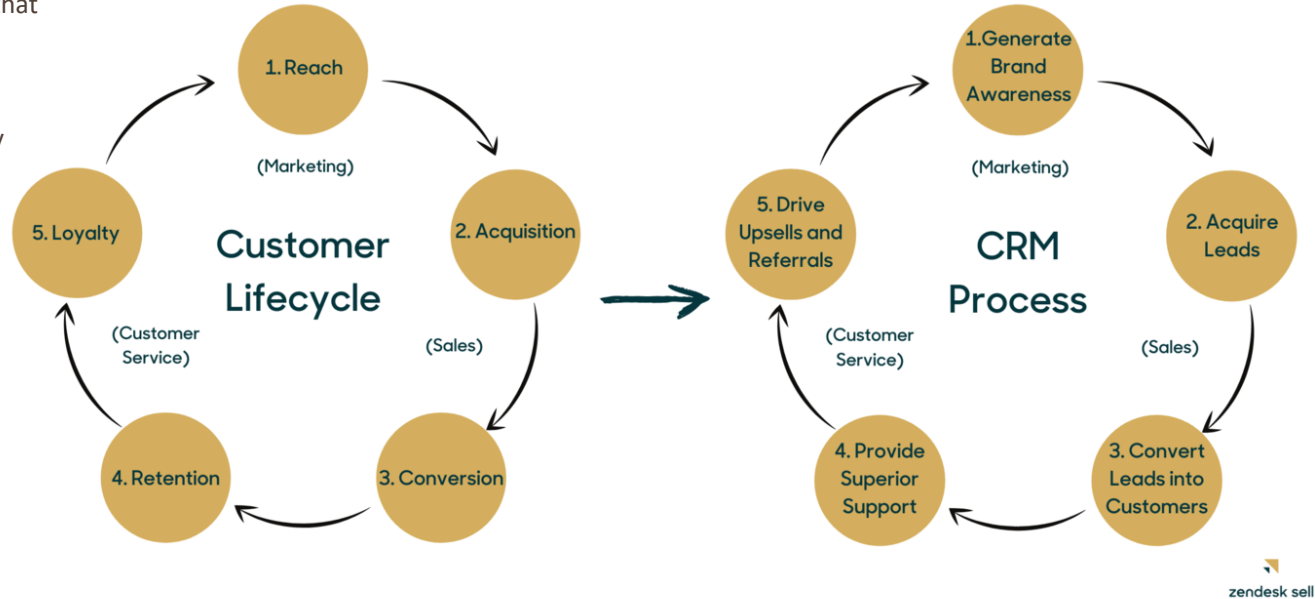


01 **WHAT IS SFA?**

What problems will Sales Force Automation solve for FNP?

SFA IS...

An enterprise-level system that improves sales productivity and sales analysis by streamlining a sales rep's workflow. These are usually part of a CRM platform.



PROBLEMS SOLVED



**Administrative
Backlog**



Lead Assignment



Timing



**Tracking &
Analysis**



KEY FEATURES



- 1. Contact Management**
- 2. Lead Management**
- 3. Opportunity Management**
- 4. Reporting and Analytics**
- 5. Integration with other Martech**

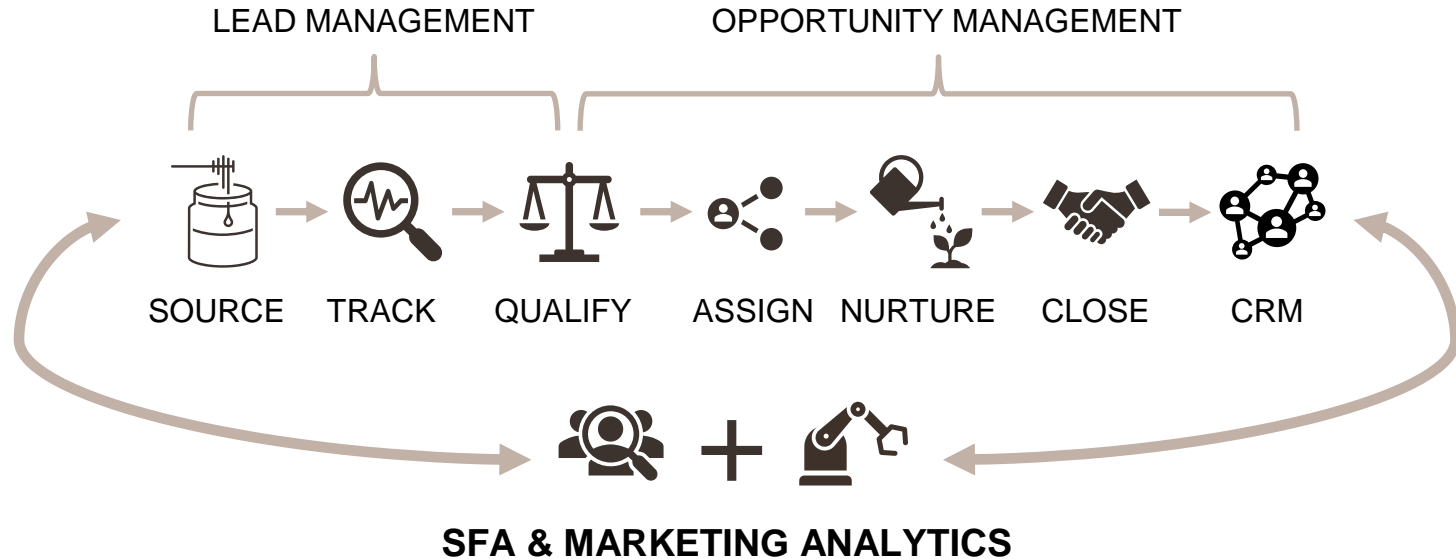
INTERCONNECTED FEATURES



CONTACT MANAGEMENT



PIPELINE MANAGEMENT



1. <https://www.reallysimplesystems.com/blog/sales-force-automation/>
2. <https://www.method.me/blog/small-business-lead-management-opportunity-management/>
3. <https://www.saleshacker.com/sales-pipeline-management-best-practices/>



02

WHY DOES FNP NEED IT?

FNP NEEDS

FNP needs to up-level the tools to 1) establish a full marketing technology stack to secure funding, and 2) to achieve its **2021 Business Objective: To expand to international markets.**

With SFA, FNP will be able to:

- Track and analyze sales performance
- Optimize sales funnel
- Optimize sales activities
- Seamlessly transition closed sales to Operations / Client Relations teams



SALES TARGET MARKET

B2C

Everyday consumers who purchase food deliveries through the application.

B2B

Network of restaurants and partner delivery companies that our **sales reps will be targeting**

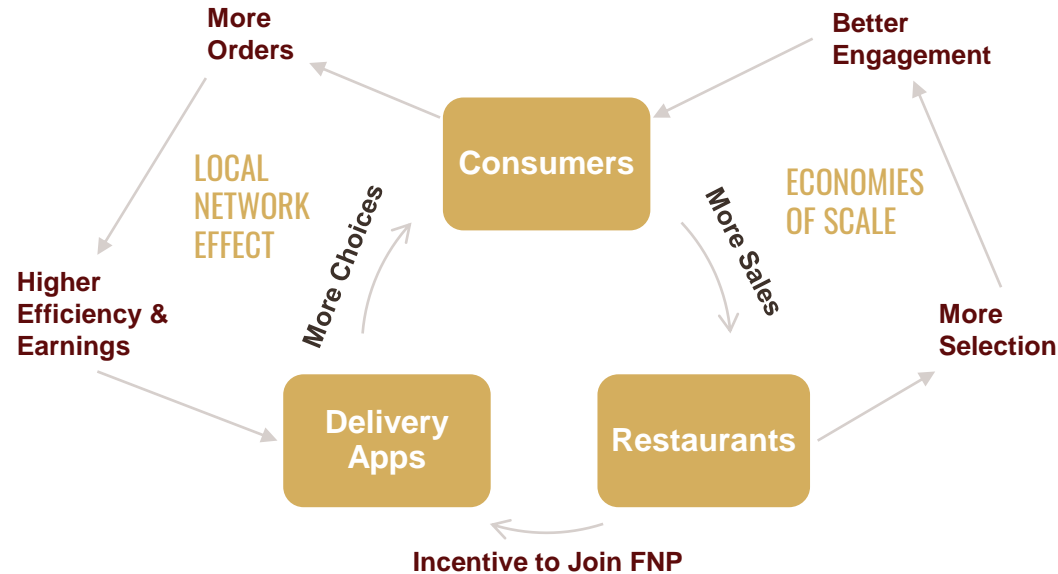
CRM manages these relationships



Only B2B is relevant for SFA

HOW DOES SFA RELATE TO OUR USER ECOSYSTEM?

ANSWER: EXECUTE GROWTH STRATEGY



***Metcalfe's Law:**
network value = users²







03

KEY VENDORS

Criteria for analysis and evaluation of alternatives

VENDORS

SEATS NEEDED FOR FNP: 11 licenses

				
Starting Price	\$25/month/user	\$19/month/user	\$12/year/user	\$7.80/month/user
Purpose	<ul style="list-style-type: none"> Serves companies of all sizes and industries. Has a shared main framework, while maintaining privacy 	<ul style="list-style-type: none"> Improves customer relationships. Flexible software that scales to meet the needs of the business 	<ul style="list-style-type: none"> Can be used by small, middle and large businesses. Adaptable to the needs of your business 	<ul style="list-style-type: none"> Its intuitive interface and customization capabilities makes it suitable for any project and business
Rating	4.4 / 5	4.3 / 5	4.7 / 5	4.6 / 5
Product Features	<ul style="list-style-type: none"> Email marketing Mobile access Segmentation 	<ul style="list-style-type: none"> Email Marketing Mobile Access Lead Generation 	<ul style="list-style-type: none"> Email Marketing Mobile Access Lead Generation 	<ul style="list-style-type: none"> Mobile Access Segmentation Lead Generation



04 **RECOMMENDATION** **for FNP**

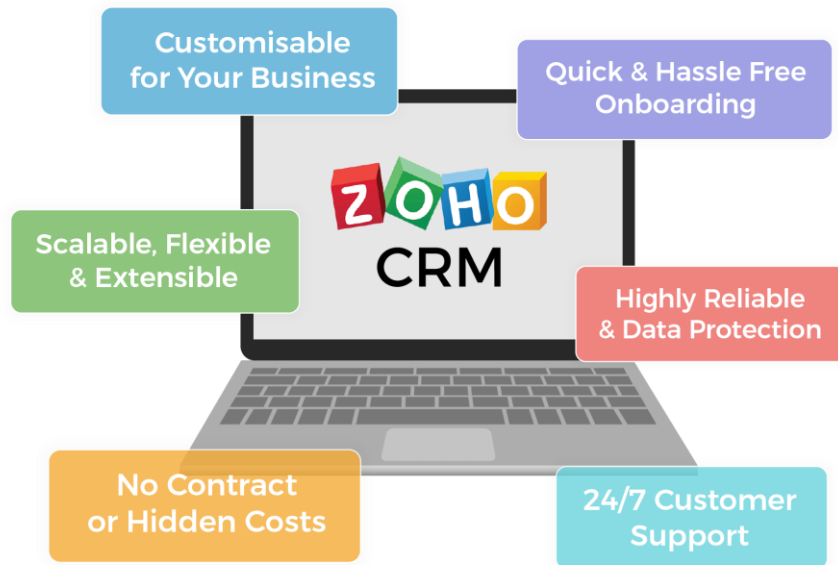
OUR PLAN

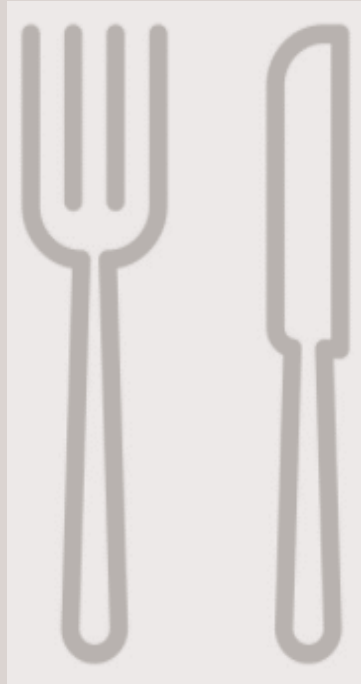


ZOHO CRM

- Affordable pricing
- Scalable
- Provides leads
- Meets the needs of FNP

Why do businesses like using Zoho CRM?





THANKS!



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