

Computer-Aided Sales

Outstanding Features:

- ☐ Simplified and automated pre-sales functions make your efforts more efficient.
- ☐ Sales Information System provides pre-sales data to increase sales effectiveness.
- ☐ Master record data integration allows one-time sales lead and customer data entry.
- ☐ Competitor master data records track and analyze competitive companies and products.
- ☐ Personalized sales lead processing and tracking makes the most of your marketing opportunities.
- ☐ Flexible direct mail links to your sales lead master data records.

The pace of technology advancement is swift and its implications and implementations vast - many enterprises are hard pressed to identify and exploit a competitive advantage before that opportunity is lost. A key goal of any producing organization is to improve sales effectiveness.

SAP's R/3 System provides both the tools and the flexibility to restructure and improve selling processes for goods and services, just as it improves their design, manufacture and distribution systems. It also allows users to improve these areas at a pace appropriate to their organization.

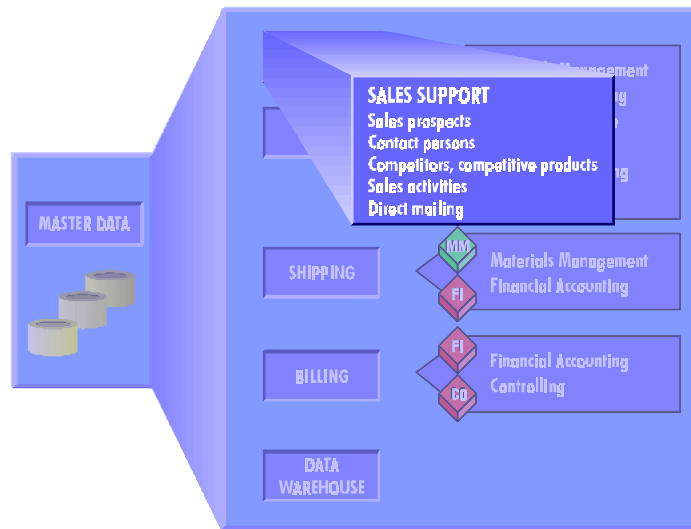


Fig. 4-1: Sales Support in R/3 SD

New Sales Systems

Sales methods are changing. For instance, collaborative relationships between producers and consumers today often replace traditional selling methods. Rather than the short-term, adversarial relationships that typified sales in the past, customers now seek longer-term “partnerships” based on honest, open communication and mutual gain.

Information Management in Sales

Information management now is far more a crucial component of the sales process than ever before. Over the past decade or so, a computer might have helped produce letters faster or maintain a database of prospects at the main office. Now, laptops on the road commonly link to remote networks, pull real-time data into applications from the far side of the globe, or run glittery, full-color presentations with full multimedia effects or conduct on-line searches for the latest competitive information.

Sales Support in R/3 SD

The sales support component of R/3 SD provides tools and processes for customer service and business development activities of your sales and marketing employees. This portion of the SD module links closely with SD sales, shipping and billing functions to provide an additional essential tool for daily business transactions. Sales support simplifies and automates pre-sales functions to free up people from important, but routine tasks.

Sales support helps provide service to existing customers while also aiding new business development. Using sales support in SD, both field sales people and other staff members contribute to and access valuable information about customers, sales prospects, competitors and their products, as well as contacts. Sales support functions as both a source of SD information and as an initiating force for acquiring new business.

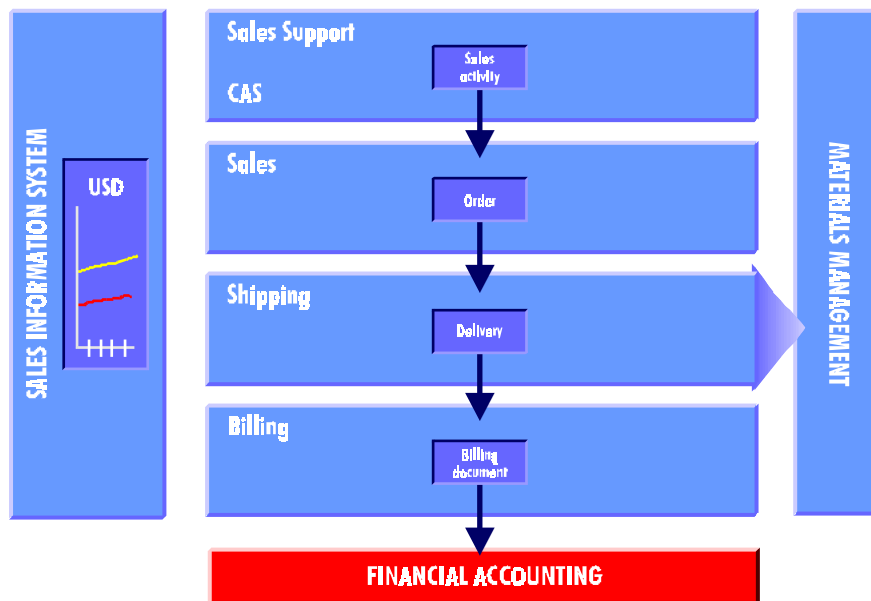


Fig. 4-2: Role of Sales Support in SD

R/3 SD sales support functions as a dedicated sales information database that is available to all your marketing and sales personnel. It includes data on sales prospects, contact persons in prospect organizations, competitive companies and their products, sales activities and direct marketing. Using this data, sales personnel carry out strategic product planning, sales analyses, sales promotion and other activities.

One of SD's most important tools is the sales information system. This common pool of real-time data makes it easy for you to provide customers with a higher level of service, giving you a competitive edge. Accurate, real-time data also means that your marketing activities will increase dramatically in effectiveness. All sales, shipping and billing processes within SD provide information that feeds into sales support through the central R/3 SD sales information system. This includes sales summaries and sales order statistics.

The sales information system provides extensive functions for creating reports about sales data. These reports assist you in planning sales and marketing strategies and in analyzing program results. For example, you can generate a report detailing incoming orders by sales office and by sales group. You can also initiate a list of all open sales activities for a specific customer, and check the history of individual sales orders.

It is no secret that your sales employees represent the company in the marketplace. Less obvious, however, is the fact that anyone with whom you cooperate in business, from consultant collaborators to sales agents to contractors, all become your business partners. You manage information about your employees as well as your partners in R/3 SD.

Link to the Sales Information System

Sales Partners and Sales Personnel

Customers, Sales Leads and Contacts

Customers

Managing your interaction with customers and sales leads is a central part of the SD sales support component. Marketing information stored in the customer master record supports sales personnel working with customers. This data includes customer classification and industry allocation, annual sales, number of employees, legal status and other relevant data.

Lead Management

R/3 SD includes effective systems for tracking sales leads. Your information about contact people and key facts about prospective customers are especially important. Use this information, for instance, to target sales prospects during a campaign to increase distribution, or as an address resource for a direct mail campaign.

You can enter the same information for a sales prospect as for a customer. In fact, when your sales lead becomes a customer, you convert sales lead master records to customer records by changing one piece of information in the record.

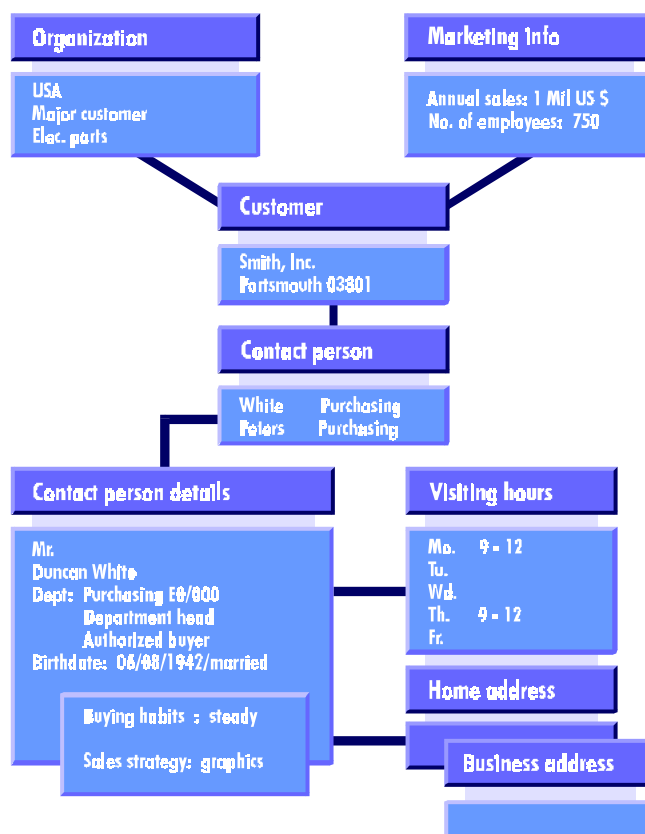


Fig. 4-3: Customer data and contact Persons

Contact People

One of the most significant changes in sales during recent years is the increasing importance of maintaining relationships with customers. Estab-

lishing and maintaining contacts at customer companies puts you in position to help customers and close deals. In many cases, strong customer relations ties directly to your sales success.

SD helps you accumulate detailed information about contact people with whom you or your sales personnel work on a daily basis. Freely definable attributes in SD allow you to assign characteristics to your contact people that are important to your operations. This includes information on how you contact them, titles and functions of each person and their level of decision authority. Other data is also valuable. Information about visiting hours and buying habits will aid later in preparing for sales calls or in bringing a new sales person up to speed. Do you want this prospect included in direct mailings? What types of premium gifts might be appropriate for this company?

You create or maintain contact person data within the customer, sales partner or sales prospect sections of the master record. You also initiate them directly from the business partner menu in sales support.

Competitors and their Products

Maintaining accurate information on competitors and their products is a continual effort that provides information crucial to developing new markets. SD helps you maintain master records on each of your competitors. Information on products from competitors is maintained in a material master record integrated into SD.

Competitors

SD approaches maintaining data on your competitors just as it does data for your customers or sales prospects. In each case there is a distinct class of master record maintained in the central R/3 System database dedicated to the purpose. Competitor master records include company name, address, industry classification and annual sales data. Competitor records also include key employee names, a marketing profile, and texts about competitive activities that you can tailor to your needs.

Once you establish master data on a competitor, you can create information about that competitor's products. SD assigns the resulting data to that competitor in the master record. Within the competitor master record you build a product hierarchy, which enables you to compare competing products with your own. You enter basic data such as a product description, weight and volume data on each product. You store more detailed information about the products in texts, including such notes as common user questions, product weaknesses and strengths.

Competitive Products

Sales Activities

Every contact with a customer - whether a sales call, a telephone call or a letter - becomes a sales activity entry in SD. Sales activity data you store in the system becomes a valuable source of sales information to use and to share with other authorized sales personnel. A field sales person preparing for a customer call can read the results of any recent sales force telephone contacts with his or her customer. A sales manager obtains an overview of all sales activities in his or her area, and if authorized, can compare the results of his or her staff with the results of other groups. Sales activity information forms the basis for further activities, such as telemarketing.

Sales Activity Types

You maintain activity types in SD for different sales activities. Activity types determine what data should be entered when the activity takes place, and what data particular sales reports should include. These types typically include sales calls, telephone calls and sales letters. Depending on the needs of your organization, you may define other attributes as well. For example, you specify whether a sales activity relates to consulting or resolution of customer problems.



Fig. 4-4: Sales Activities in R/3 SD

Processing Sales Activities

You process a sales activity by entering a customer number and contact person. R/3 SD requires an authorization from you before allowing display or change of sales activity data. You typically enter organizational data such as the sales organization or sales group, the date and time of the activity. Often you enter a reason for the sales activity and outcome as well. For example, the activity might be a regular sales visit or telemarketing call. The activity outcome in these cases might be a sales order or an invitation to give a presentation at the customer site.

Fig. 4-5: Processing a Sales Activity

You can also classify a sales activity by using descriptive attributes. You define these attributes according to your own requirements. In each sales activity you can store structured texts. For example, you can distinguish between preparation notes, a report and customer reactions to a sales promotion.

When you process a sales activity, data from the sales information system is available to you. You can call up the sales summary, which contains current and completed business transactions, as well as information on sales trends.

You determine the date for follow-up sales activities. A follow-up activity could be sending information or a phone call. This preview of planned sales activities enables you to prepare and process your activities more efficiently. SD places a complete history of sales activities and follow-up at your disposal.

Follow-Up Sales Activities

SD sales support is integrated with the R/3 System optical archive to provide an imaging repository for written documents sent to or received from customers and prospective customers. During activity processing, you access these documents using ArchiveLink.

Optical Archiving

Direct Mail

Direct mail is one of the most effective promotion methods, and is one that ties in well with the kinds of data you collect during sales support activities. Direct mail consists of correspondence, such as a sales letter or an invitation to a seminar, and enclosures such as a product sample, brochure or documentation. You might also specify a follow-up activity such as a telephone call and a date for that activity. Depending on your target group, you may specify addresses of existing customers, sales leads, addresses for contact people or a combination of all three. You can specify whether the list should include business addresses or home addresses.

Direct mailings include the following components:

- ☐ correspondence, such as a sales letter or invitation
- ☐ master data for intended recipients, such as customers, prospects or contact people
- ☐ a customer master record so that you can route sales-related costs to marketing
- ☐ master data on sales personnel responsible for the direct mailing
- ☐ master data for any enclosures you want to send, including product samples and brochures
- ☐ condition records for the output type, client/servers and follow-up activity

Address Sources

You copy addresses from master records of customers, sales leads and contact people. Later on, add to this list or edit it manually. Your sales letter for the direct mailing is a standard text you write in advance, or create when you process the direct mailing. You can choose a different layout for each company. You can even have the system keep track of who in your organization is responsible for each company in the direct mailing.

Automated List Cleaning

If you purchase a mailing list, R/3 SD carries out an automated list cleaning between the list in R/3 SD and the new names and addresses. R/3 SD checks the new names against existing customers and sales leads.

Communication

Field sales personnel and sales office staff both depend on the well-organized exchange of information. It is crucial to have comprehensive, up-to-date information available from the system on a real-time basis.

Sales support functions integrate field sales people into the information flow of the organization. SD quickly makes market information gathered by field sales people available to office staff. Communication media available through R/3 SD include:

- ☐ links to R/3 SD using laptop computers or other workstations
- ☐ links to R/3 SD using a mobile telephone system and a laptop
- ☐ message transfer using the R/3 System component R/Mail
- ☐ links through telecommunication services such as EDI or fax
- ☐ printed documents

