mSALES

Negete
Next Generation Technologies

Groundbreaking Solutions for your Business

Mobile

- Mobile Strategy
- Mobile Apps
- Responsive Web Design

Cloud

- Cloud Computing
- IT Strategy Development
- Web Applications
- Smart Client Solutions

Online Marketing

- Website & e-Commerce
- Mobile Media Marketing
- Content Marketing
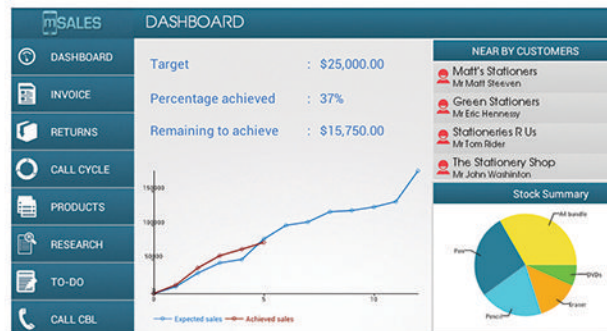- SEO & SEM
- Social Media Engagement
- Web Analytics

Our Solutions

- mSales
- RushRoute
- The iPrint
- GoMobile
- Timesheets
- FitnessFirst

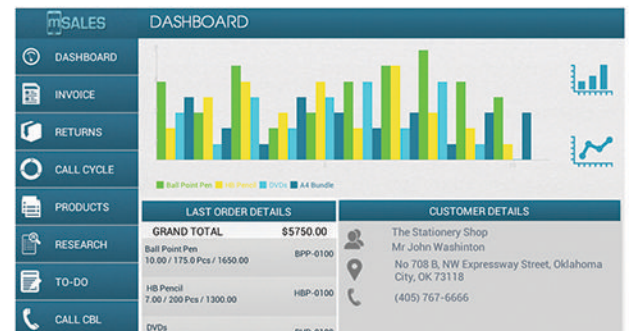# Empowering Sales and Marketing

Limitations such as; lack of efficiency and effectiveness in dealing with the traders, human errors, improper credit control, unmatched daily sales and inventories, hinder the competitiveness of the organisation and pave way to rivalry attacks. Thus, Negete presents a fully comprehensive distribution solution to address the needs of the distributors and manufacturers in order for them to produce results on-the-go using its' efficient mobile app and a powerful CRM and Sales Information System (SIS).

Negete's mSales, an SFA system, is a unique solution that can automate your distribution process using the profusely available Mobile phones and tablets connected to our powerful CRM and SIS. The mSales will provide your sales/ distribution staffs with the convenience of entering orders, invoicing and collecting payments via smartphones and facilitates real time exchange of information between the field staff and corporate office.

This makes your Sales Managers more efficient as they can now map out the sales teams' daily routine, from the time they pick up their inventory to, where they deliver goods/ collect payments, up until the end of the day when they return unsold inventory, in turn reducing the time spent on day end activities. This leads to increased trader coverage enabling sales growth and scalability.

The mSales solution by Negete also offers better management of promotions and push strategy; area, brand or product wise thus, effectively engaged in marketing and promotional activities.

Using mSales, organisations will also be able to abstain from making manual errors, filling order copies or making trips to the office in order to submit or update orders. The automated system also allows the sales team to print invoices while on the move using a Bluetooth printer. The immediate order update leads way to instant processing and order fulfilment which in turn leads to superior productivity, efficiency and customer service.

When combined with Negete's powerful back end system, mSales becomes the ultimate solution to any distribution or manufacturing organisation. You can maintain your stock/pricing structures, obtain detailed reports on buying patterns or transactions and track your team to see what time and where deliveries have been made throughout the day.

BENEFITS OF USING MSALES

Frontend – Mobile Application

- Empowering the decision making process of the field sales force with intuitive dashboards
- Invoices can be generated with minimal time
- Field sales force productivity increased through automated data capture
- Effective stock movement by knowing the stock balances in the vehicle
- Empowering the Area Managers with dashboards projecting management information
- Effective customer relationship management with automated route mapping and tracking
- Increased utilisation of field sales resources for marketing activities such as, surveys, etc.

Backend – Web Application

- Empowering Sales and Marketing management decision making by providing information on product and market behaviours in different dimensions.
- Better management of target achievements through effective tracking and monitoring via 'Real time' reporting and dashboard analysis across the sales network.
- Increased sales profitability through better management of Reps' time and customer relationship by automated definition of routes and call cycles.
- Gauging the effectiveness of marketing promotion campaigns via real time sales data.
- Increased customer satisfaction through effective management and resolution of customer complaints.
- Better identification of patterns through the intelligent use of demographics, sales and customer information.
- Convenient access to customer information (of both, distributor and trader) via a Central Database accessible to anyone with authority.
- In-house capacity building by utilising existing resources to conduct and analyse market surveys.
- Flexibility of working from home, office, customer site or any remote location via the internet.

HEAR WHAT OUR CLIENTS HAVE TO SAY

"We approached Negete for an Android Order Placing & Agent Tracking app, and the end result has blown our minds! The look and feel of the app, the features, the whole app itself, is simply amazing. It has really simplified our order placing process and our agents seem to be ecstatic by the ease of using the app. We are well assured that we can turn to Negete for our requirements, which is why we are now looking forward to working with them on a CRM project."

Chanaka Dodangodage - AGM (Marketing)
Development Lotteries Board - Colombo, Sri Lanka

"As I searched for the ideal offshoring service provider related to mobile technologies, I found Negete to be my best bet. Their enthusiasm, entrepreneurial spirit and optimism are infectious. They were able to provide excellent guidance and the transition has gone smoothly. I also noted that their knowledge in the field of mobile technologies to be impeccable. I would highly recommend Negete to any company that wants to outsource their mobile developments."

Brian Amit - CEO
Peercore IT - Melbourne, Australia

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