UNİVERA ENTERPRISE TECHNOLOGY SOLUTION

SALESCOACH

SalesCoach

Focused on increasing your sales, SalesCoach informs sales representatives during their visits, by voice or by screen notifications. SalesCoach directs sales representatives instantly and realizes its analyzes with big data. SalesCoach gives you the opportunity to increase your sales, thanks to the information it provides you specific to each visit.

Current Status
One-Way Communication from Center to Field

Headquarters

- **Segmentation Based on Point of Sale**
- **Sales Performance Reports**
- **Sales Strategies and Applications**
- **Sales Representative Performance Tracking**
- **Manuel Reporting of Collected Data**

Excel / Pdf Sending reports by E-mail

Hierarchy

DISTRIBUTOR

SALES CHIEF

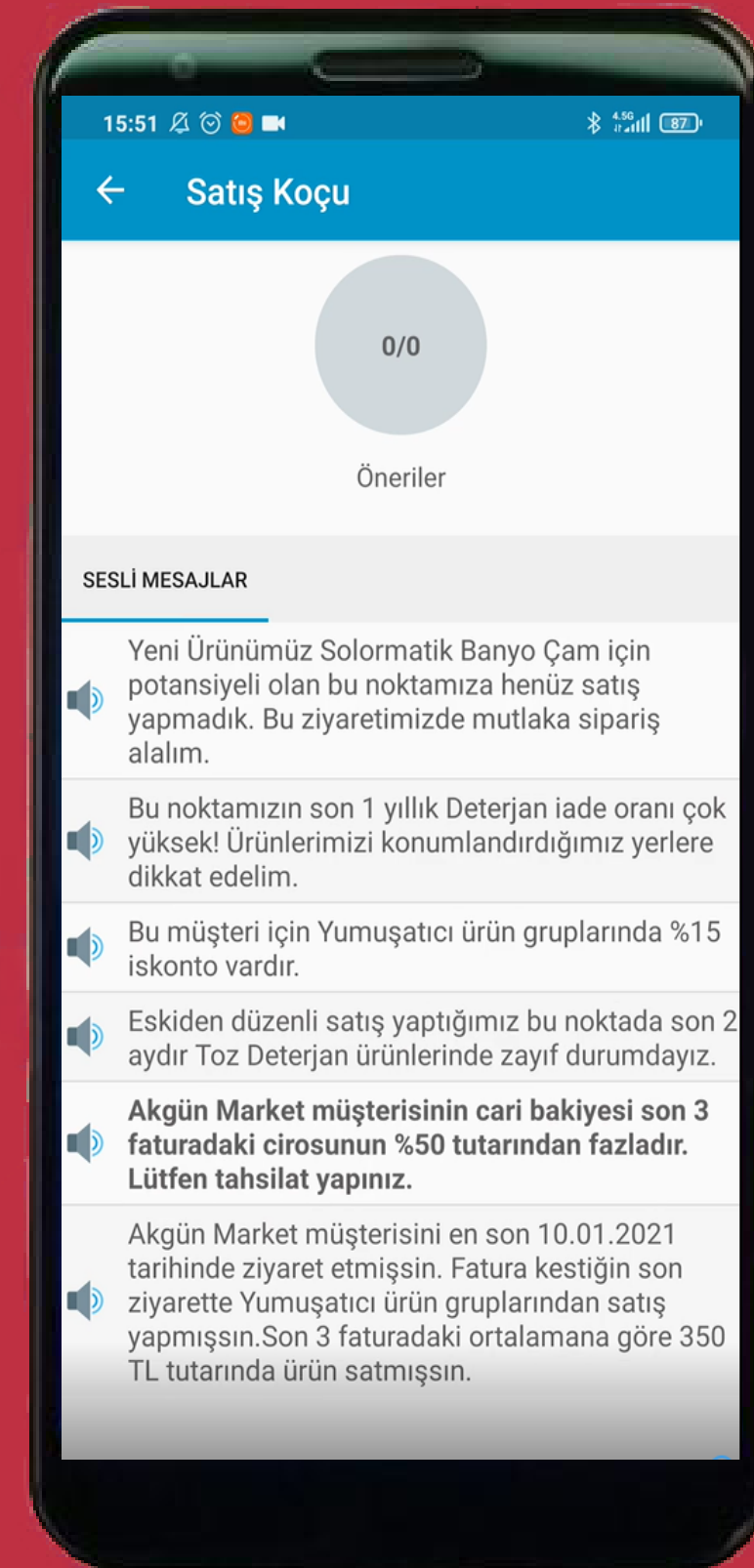**SALES REPRESENTATIVE**

Field Sales Teams
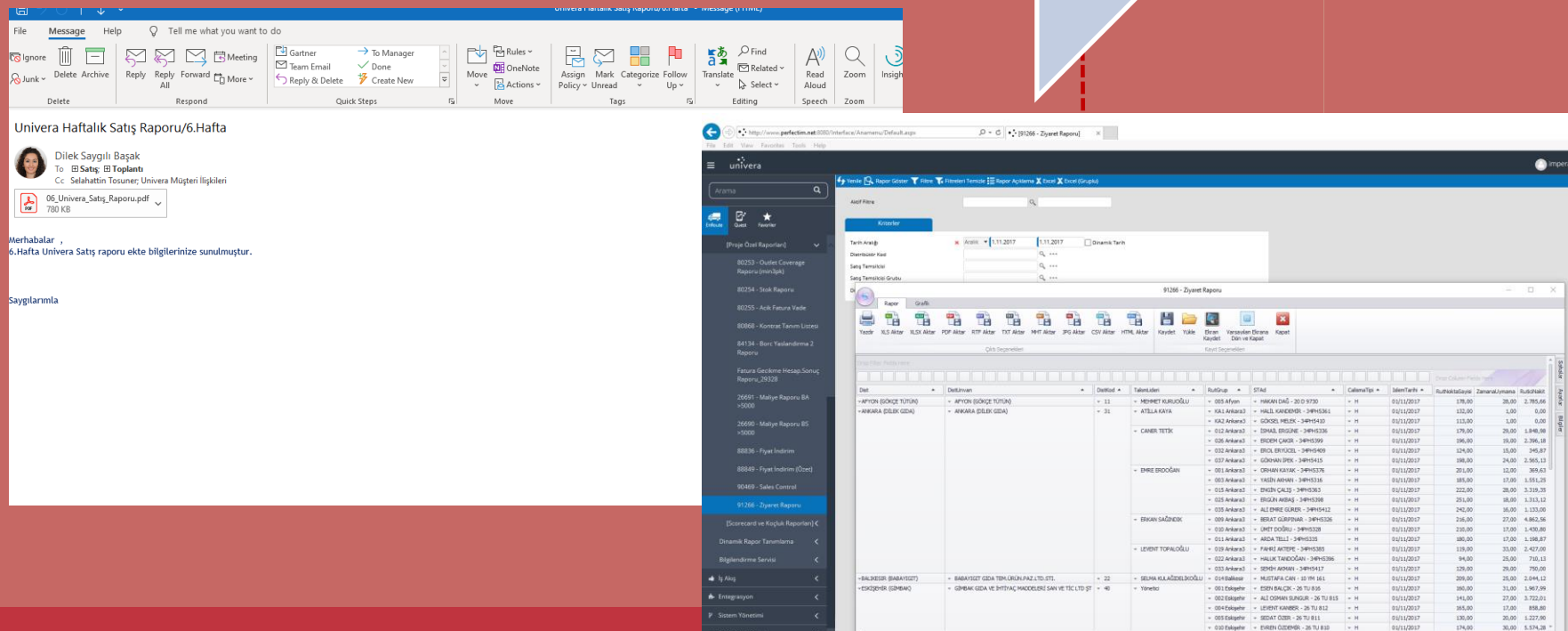
- **Priority Target; Selling.**
- **They have limited time to read, understand, discuss and take action on incoming reports.**
- **The potential of the salesperson is a crucial factor in interpreting data and turning it into valuable insight.**
- **It is very difficult for representatives to do this on a point by point basis.**
- **Data changing instantly and always make this process even more difficult.**
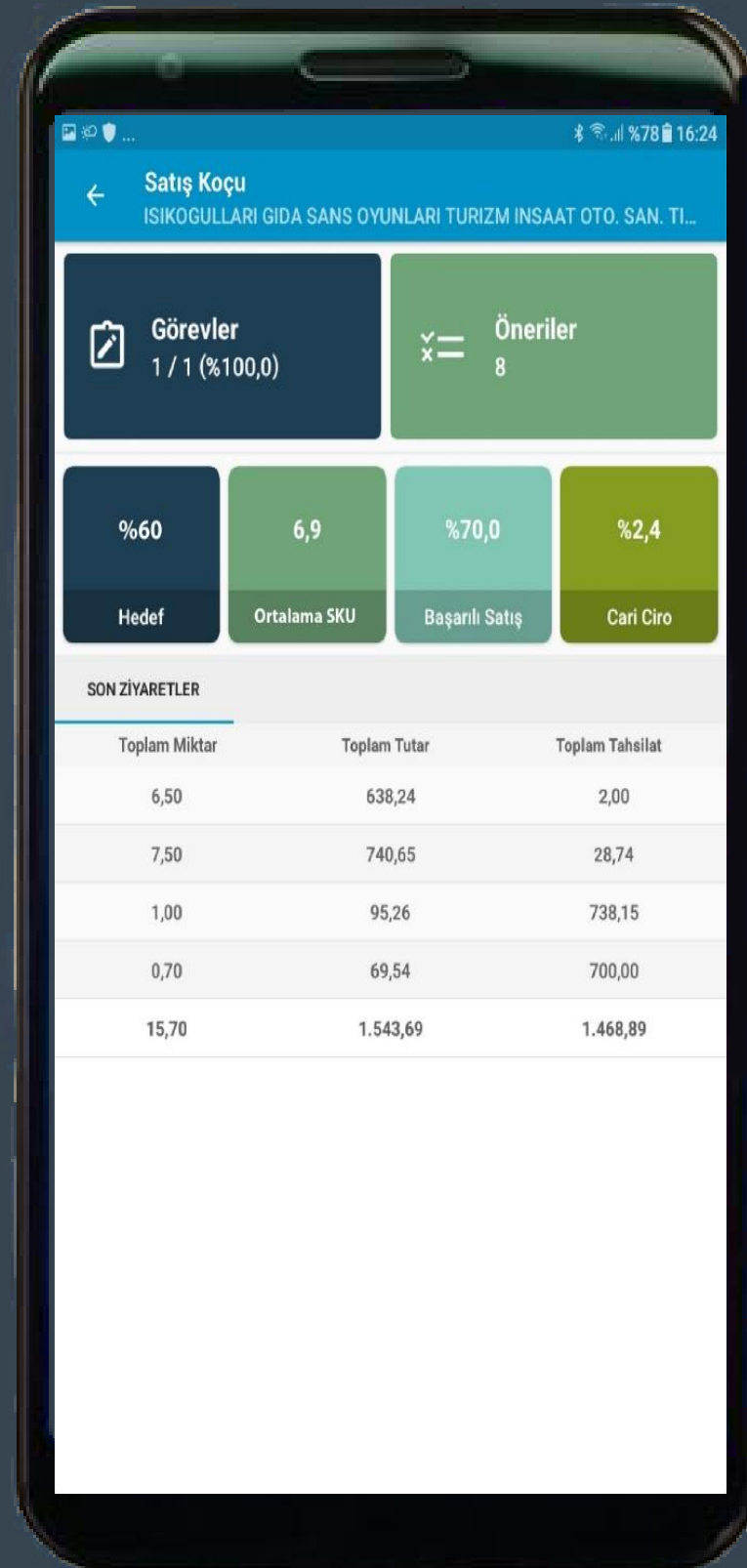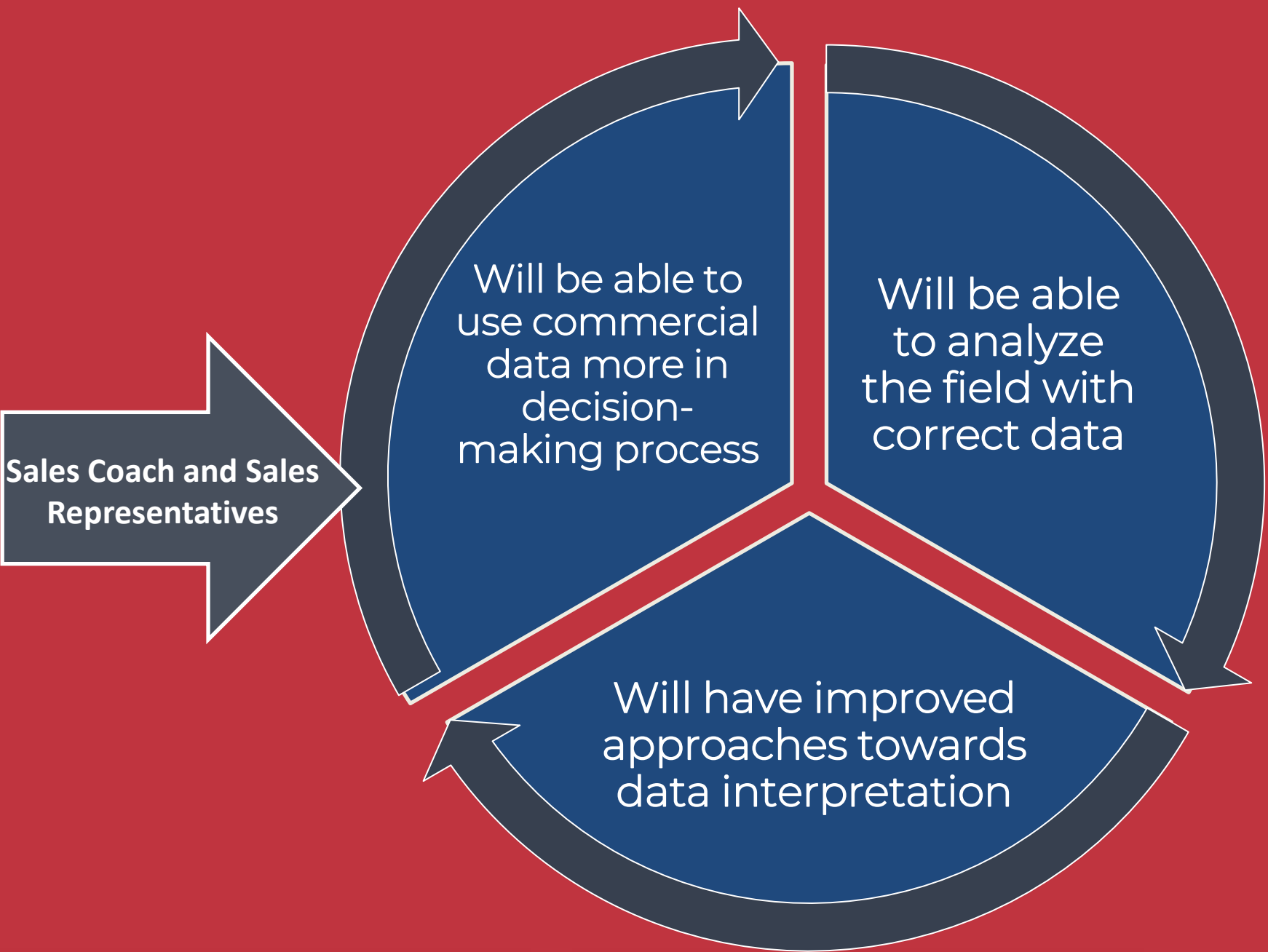
Dashboard general information: You can provide valuable insights to your representatives when they need it with Sales Coach that has features such as customer-based instant message delivery.

Using Sales Coach, which can also read voicemail, you can send your recorded valuable insights to your sales representatives during the opening, when customer is logging in, or at certain times of the day.

Primary Use of the Sales Coach Module

- **Supports the representative to find opportunities and development areas on the basis of sales point.**

- **Helps site management to set local goals (where to start / where to focus).**

- **Displays live performance.**

- **Optimizes existing reporting mechanisms in a user-friendly way.**

- **Produces more institutional, standard and technological outputs.**

Sales Coach and Sales Representatives

Will be able to use commercial data more in decision-making process

Will be able to analyze the field with correct data

Will have improved approaches towards data interpretation

Features of Sales Coach Module
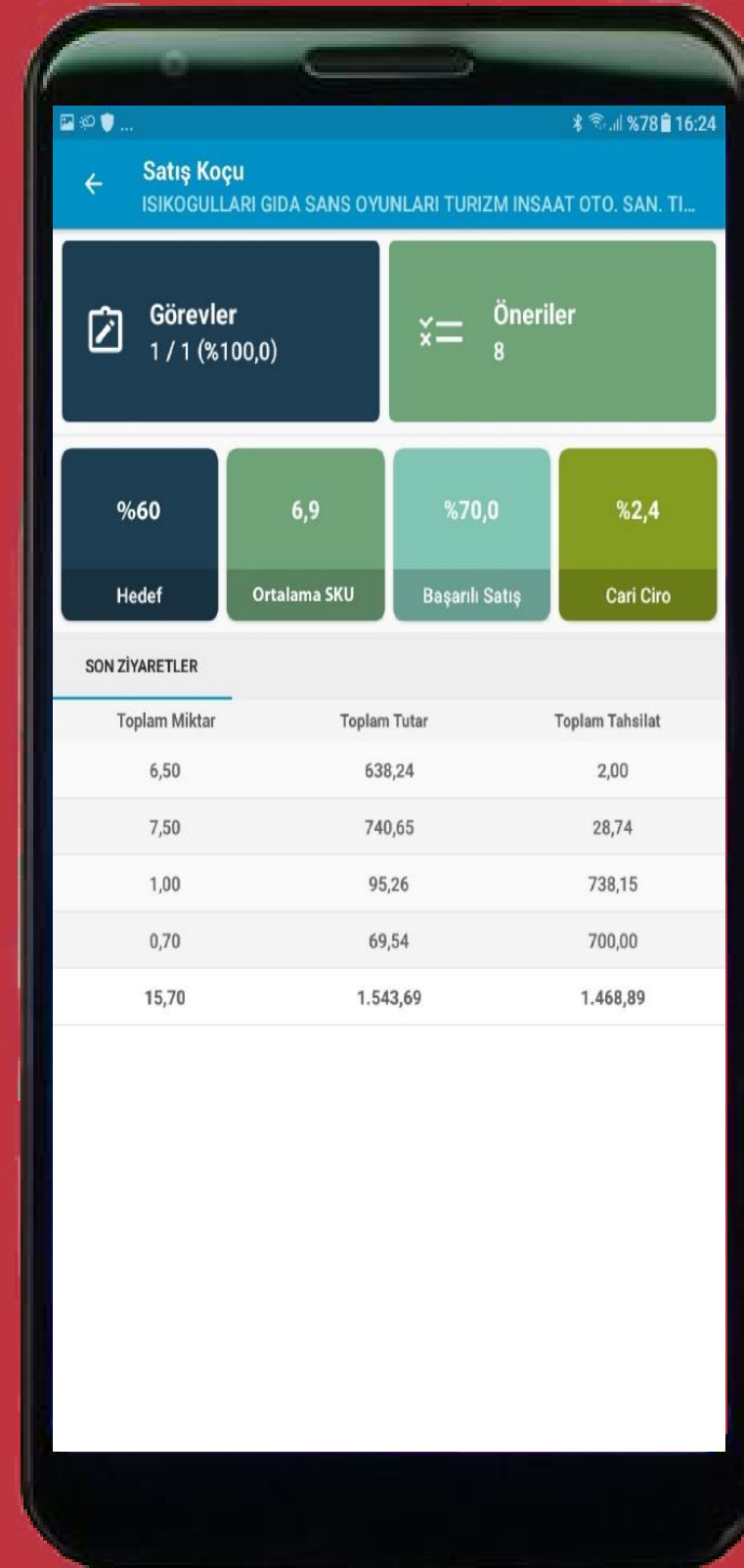
Primary Sales Data

- Monthly, Annual and Daily Sales
- Customer and Product Based Sales
- Recent Visits
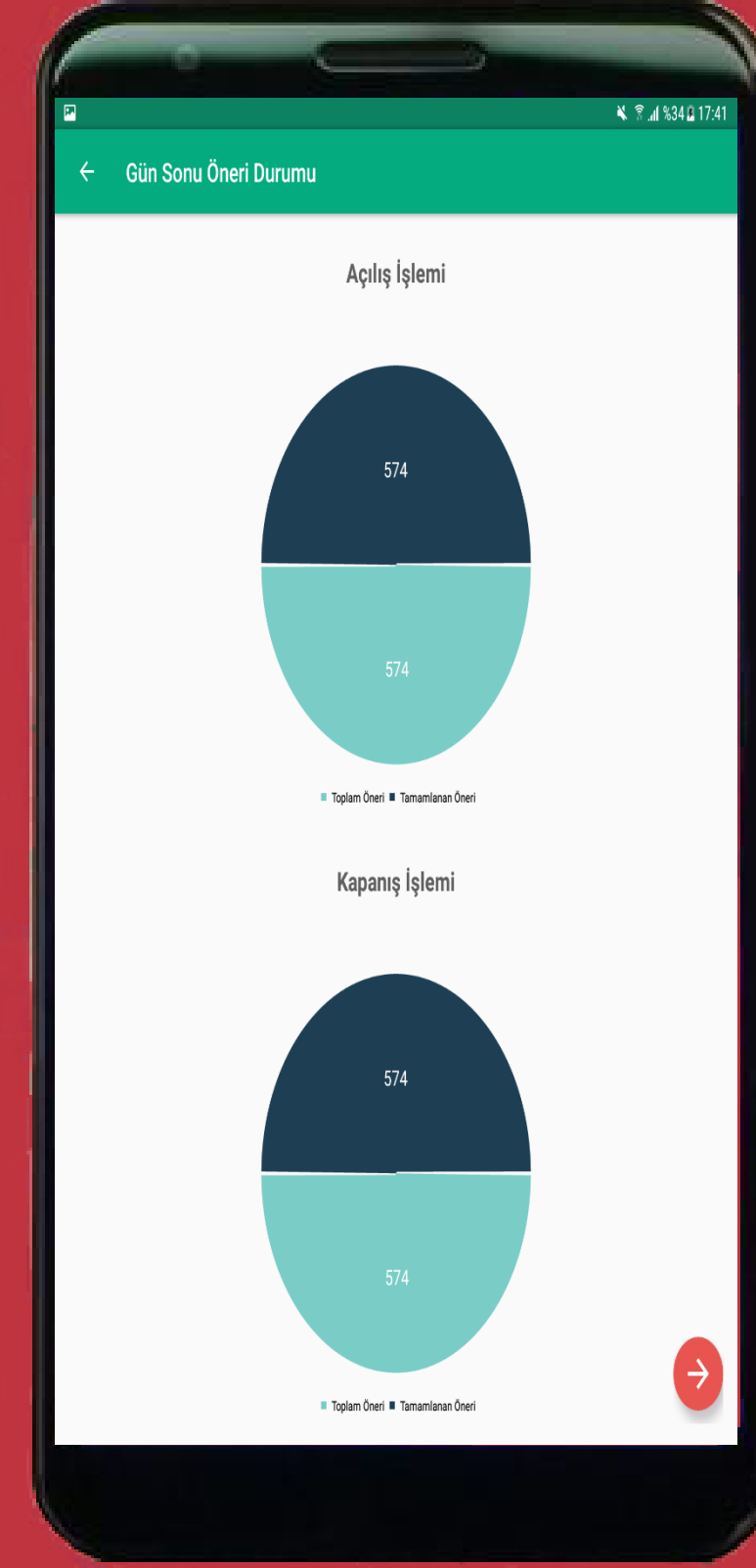
ST Performance Tracking

- Successful Visit, Successful Sales Rate
- Average SKU Rate
- Current Turnover Rate

Task Management

- Task, Suggestions
- Task and Suggestions Prioritization
- Start of Day and End of Day Information

Features of Sales Coach Module

Analytical Rules

- **Customers Not Receiving Critical SKUS**
- **Low Buy Customers**
- **Current Management**
- **Shelf Allowance Suggestion**
- **Comparative Product Analysis**
- **Top 5 SKUs**
- **Current / Turnover Rate**
- **Recent Visits / Critical Purchases**
- **Regular Number of SKUs**
- **Debt Aging**
- **Number of Recurring Open Invoices**
- **Sales Comparison by Location**
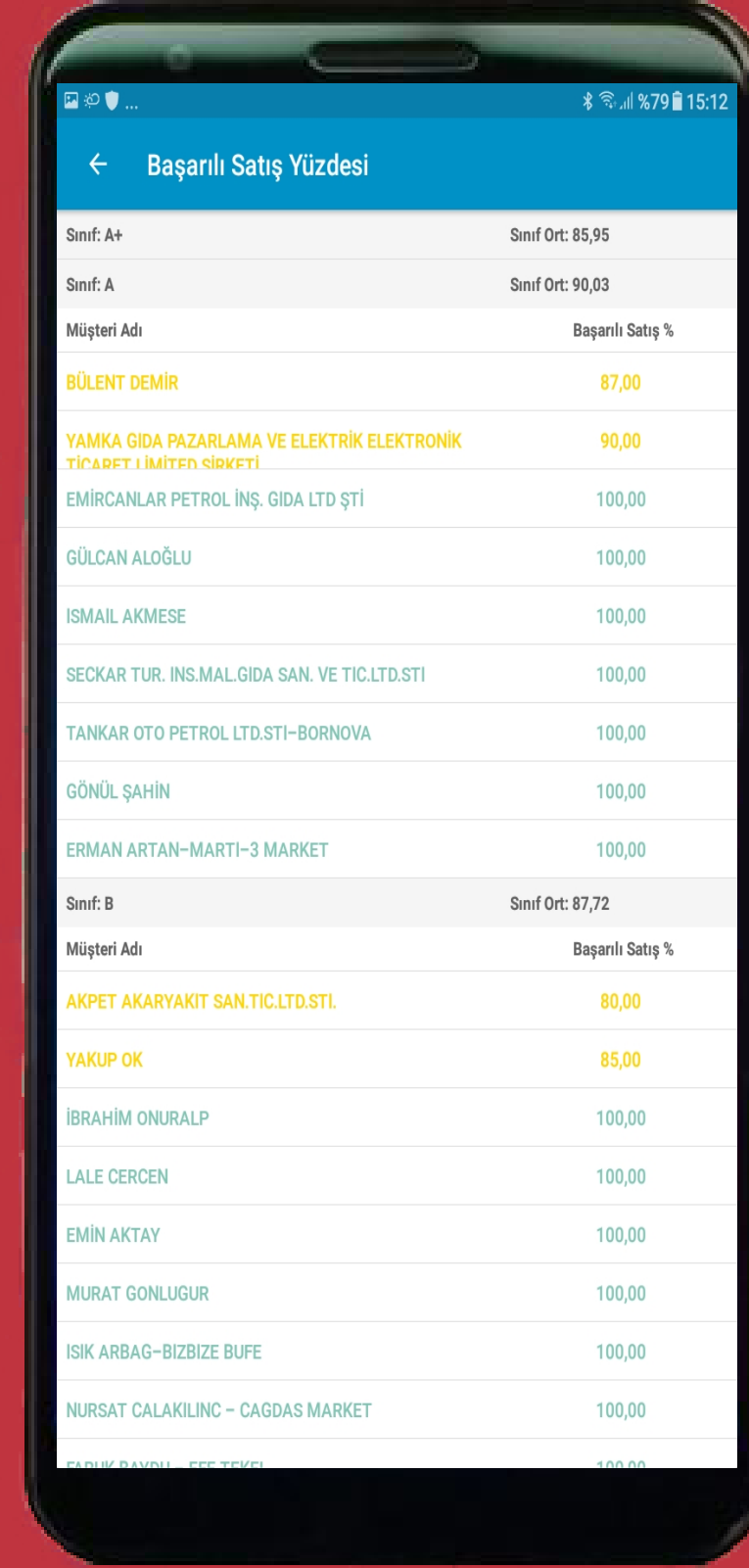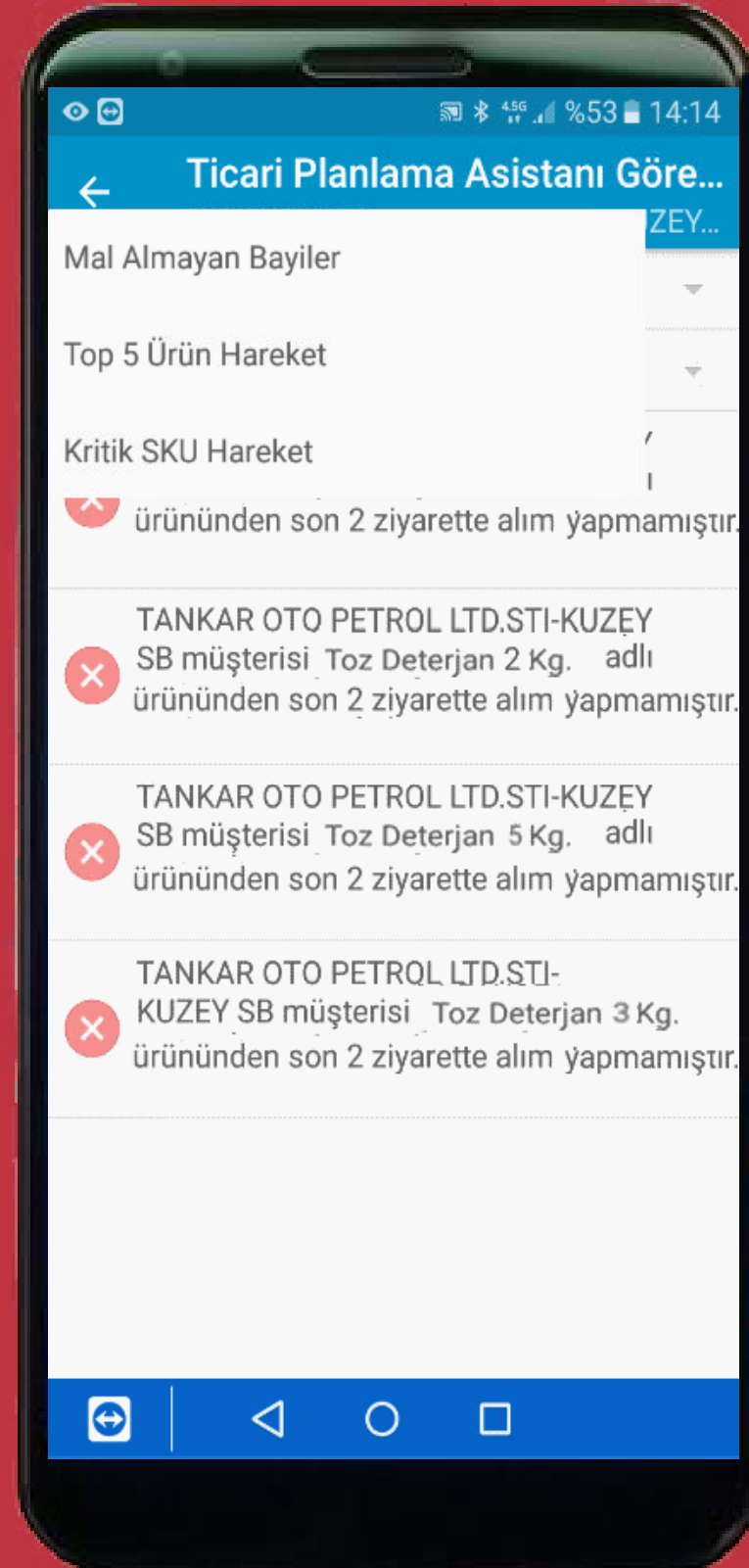
# Features of Sales Coach Module

At the Start of the Day

- **Voice messages from senior management**
- **Necessary information before the route**
- **Recommendations regarding the current situation**

Customer Visit

- **On customers specifically ;**
  - **Product Sales Performance**
  - **Current, Turnover and Visit Performance**
  - **Return Rate**

At the End of the Day

- **Daily Overview**
- **Sales and Current Performance**
- **Visit Performance**
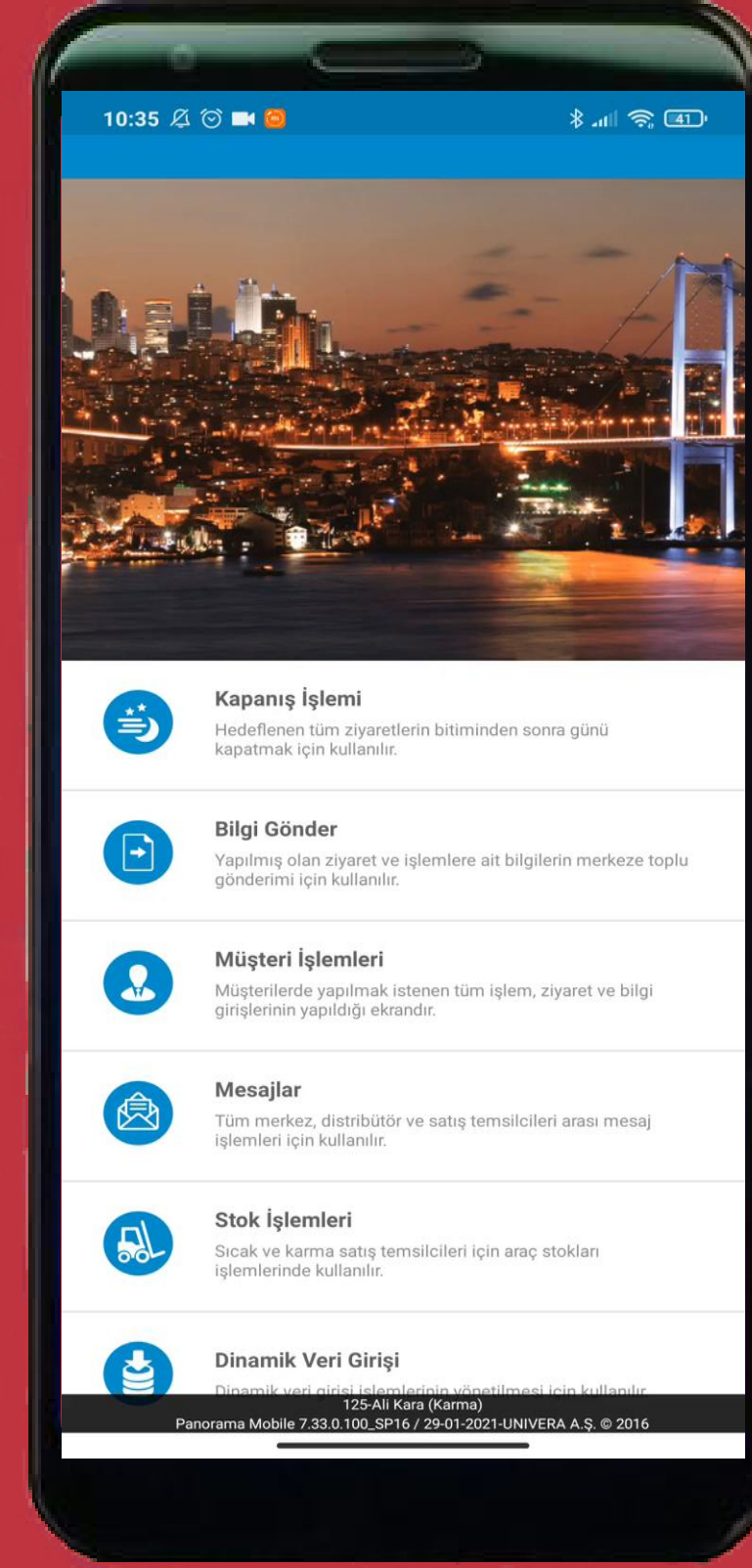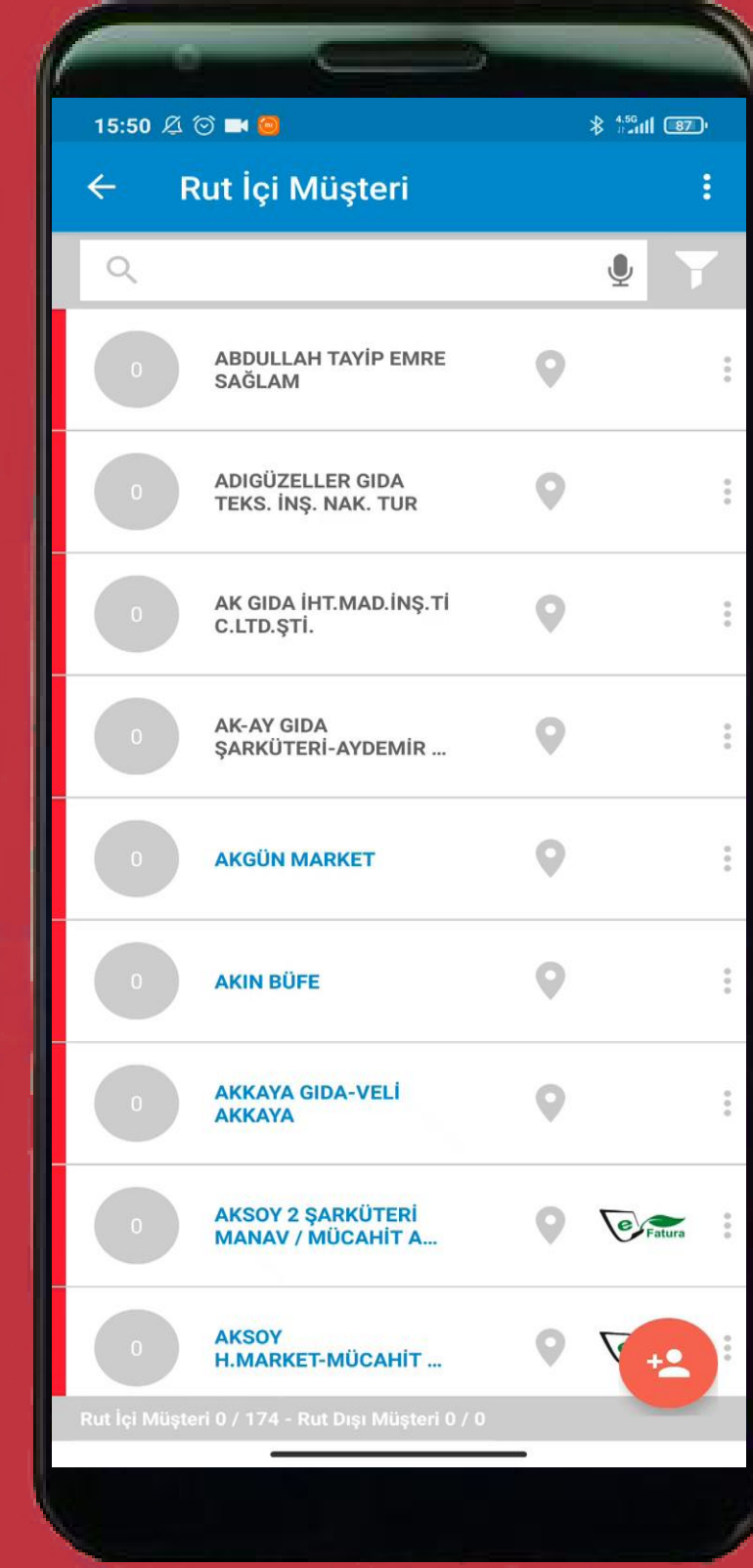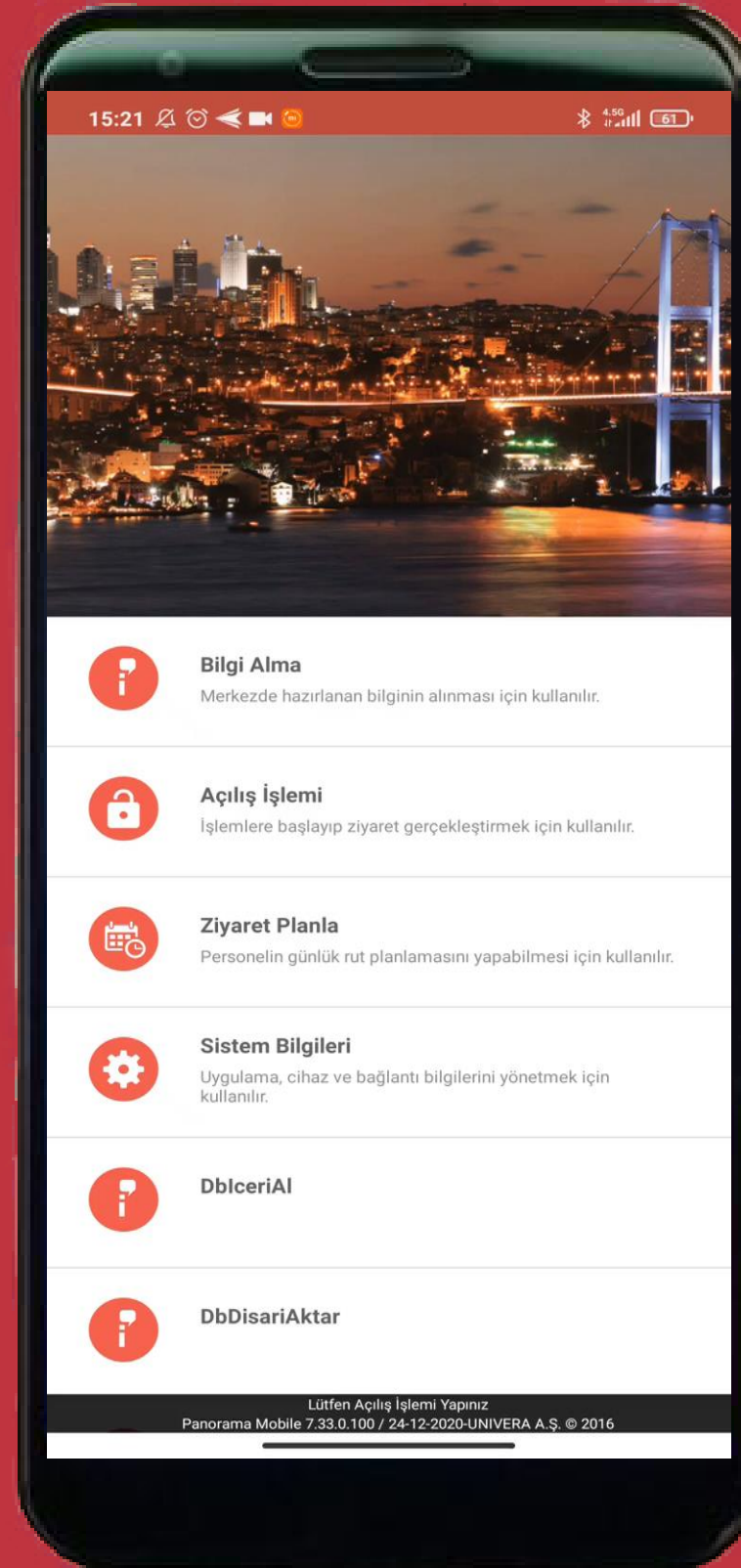
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EnRoute