

NIGHTMARES *of a* SALES HEAD

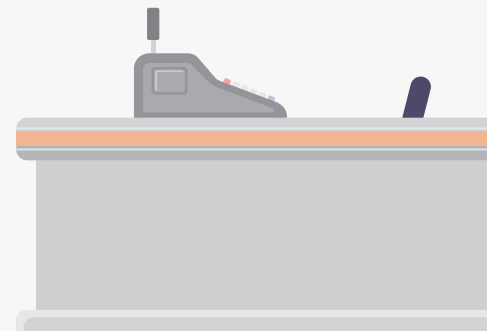




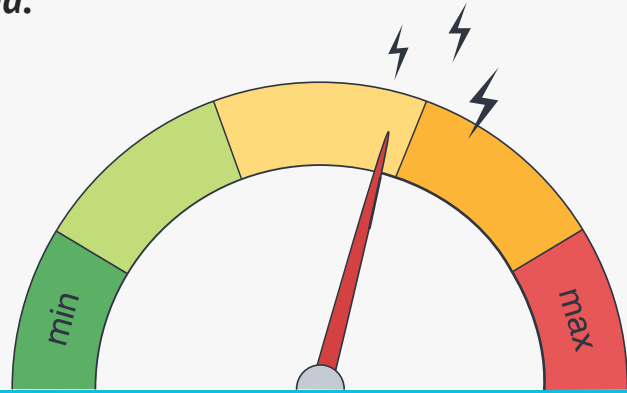
Suppose you are in the business of supplying fresh fruit juices. They're pretty perishable things right, the tricky part is how you get this juice right from the farms to the retail outlets in less than 15 days, perfectly packed, looking, and smelling nice. That process has a lot of background to it, a whole setup to grow & procure the fruits, manufacture the bottles, run appealing campaigns, and above all, having the right sales team and a scalable distribution network.

And if one thing breaks down from manufacturing to grocery store, the whole thing turns into an enormous, foul-smelling mixture of slime.

That's what we call real stress, a nightmare for anybody owning the sales and growth of a brand in a consumer business.



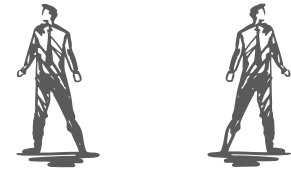
We have identified few indicators that can cause unnecessary stress to sales heads like you and further explained how it can be mitigated with the right strategy and technology in hand.



You see, your team is demotivated



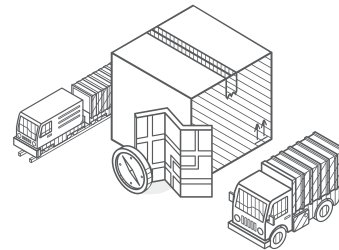
Data, data everywhere and not a clue on how to act



You talk to your teams, but they don't with each other



It's a will gap or skill gap



Replenish, Replenish, Replenish

You see, your team is demotivated

Demotivation is like flowing water; you don't know where you are and where you want to go. When you see your teams lost, dull, and not working towards their goals. That's an alarming situation.

We understand taking up an FMCG salesman job is not the first job choice of anyone; it's not easy to chase down the streets to cover 40 outlets in a day, its sheer hard work.

Research suggests that significant drivers of employee motivation could be

- Belongingness
- Public recognition and social gratification
- Contests that boost peer to peer competition



If you don't know from where to begin, you can explore sales force automation and gamification tools that can show your teams their performance in real-time, reward them by giving public recognition and keep them engaged throughout by giving them a real gamification experience right in their hands.

Data, data everywhere and not a clue on how to act

Standard sales-driven organization uses at least 30+ sales reports, collected from multiple data points, excel sheets, MIS systems to give a single picture of what's happening at the ground level. Getting these reports is the first challenge and even if you get it, do these reports talk to each other. Remember, your data hides more than it reveals, make it more actionable.

To give you an example, 60% of the sales call happens in the first half of the day; now, if you have real-time data, you will know who is making the productive calls and who is struggling. Based on the real-time snapshot, you can guide your salesperson on his lagers and give suggestions. You can't just rely on excel sheets; be proactive, a report created at noon becomes obsolete by 2 pm. ***You must give real-time data in the hands of your middle managers.***



Begin using Analytics App and BI tools that can provide you real-time data and personalized dashboards across market intelligence, team performance, and product visibility to make informed decisions.

You talk to your teams, but they don't with each other

Suppose your marketing team launched a company wide New Year campaign. As a sales head, you have a full-proof GTM plan for your teams, but if one team doesn't know what's happening with the other, they cannot learn from others' strengths and weaknesses and act accordingly.

You must ***create a cadence of responsibility where your middle management is always active and ready to act.*** To explain with the above example, sales managers can identify and evaluate effective marketing tools to communicate product information and communicate the same to the marketing teams on what will work for particular locations and consumer segments.



For effective communication, adopt workplace collaborative tools that can help you communicate and over-communicate between teams. Let there be open sessions, real-time team performance visibility, and transparent data for marketing schemes, training, reviews, etc.

It's a will gap or skill gap

There will be people in your team who lack the right skills or need to reinforce certain traits.
You cannot have one size fits all treatment for everybody.

Your team managers should identify where the person is lacking and design training schedules accordingly. E.g., As soon as a person starts his day in his field app, he can be prompted with a video on "Golden steps to do productive calls," similarly, if a person needs training on soft skills, he can be given a tutorial on "How to greet and maintain relationships with multiple retailers". These small steps can help them learn with fun and in real-time while being on the job rather than sitting in training rooms and taking notes.



You can find various Learning Management Systems (LMS) Tools to impart multiple training pieces like training on sales strategies, business values , soft skills, effective negotiation, etc., where you can track your teams' progress in real-time.

Replenish, Replenish, Replenish

Suppose you have launched an F&B product, targeting corner stores and top retailers. The launch was a hit, you sold a lot of units, but after a point of time, the sales started falling. The biggest reason is the non-availability of the stock on the shelf, leading to consumers picking competition over you. ***Remember, continuous movement of the inventory is a key to survival.***

Evolving customer demands, scarcity of raw materials, change in the land, labor, or capital, uncertainty in the government policy, and trade regulations could be some of the factors that can hinder your entire supply chain. Keep an eye on your stock's availability, where it is in the supply chain, and how fast you can avail and rotate your inventory.

It is always good to have an Omnichannel approach to manage and track your supply chain. With omnichannel integration your sales platforms, distribution management systems, retail systems; you can reduce the risks that previously arose with multi-channel business operations by getting everything under one roof.



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