TradeEdge SFA

Digitize field sales operations to boost productivity and expand market coverage

Brochure

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Effective field sales performance is imperative for business growth

To capture the market potential and expand their reach in emerging markets for consumer goods, organizations need efficient sales operations. However, field sales teams are tied up with manual routine sales tasks and lack real-time insights. In addition, they are burdened with administrative work, which impacts their productivity and overall effectiveness.

Sales teams lack real-time information and insights

Sales representatives spend ~70% of their time on administrative tasks

Sales representatives utilize less than 50% of trade promotional offers

Limited visibility into a sales representative's performance prevents corrective actions

Lack of reliable data impacts sales, inventory, and last-mile planning

Sophisticated DMS is ineffective in regions with poor IT infra and connectivity

"Enterprises need an effective sales force automation solution to manage, digitize, and optimize field sales processes."

Organizations need a scalable salesforce automation (SFA) and digitization solution that can seamlessly integrate with their existing technology infrastructure. The solution must be easy to use, even by non-tech savvy users. It should be able to function in the remotest of areas so that each field sales agent can access insights and recommendations to improve their performance. It should allow sales managers to understand sales representative's productivity and effectiveness clearly.

Empower Your Field Sales Teams with TradeEdge SFA

TradeEdge SFA helps organizations build high-impact sales teams with timely insights at each step of their market visits. Our easy-to-use mobile application allows sales representatives to perform all their tasks faster and digitally, even in regions with poor connectivity. Equipped with real-time visibility into retail execution, sales teams can be more responsive to changing customer buying behavior and enhance market coverage.

Proven solution in emerging markets

Serving 8+ clients, covering 2M+ outlets, 15000+ users
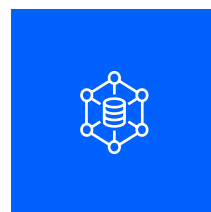
Easy to use and scale

Intuitive UX, works on both iOS & android, offline mode

Built-in Intelligence

Suggest routes, orders, SKUs for improved sales

Cloud, DMS, ERP agnostic solution

Easy to integrate and exchange info.

01

Single configurable application for multiple scenarios

One easy-to-use app can be leveraged for general trade, modern retail, institutional sales, pre-sales, and van sales delivery.

02

Easy integration

Seamless integration and data exchange with DMS, ERPs, and other backend systems offers near-real-time visibility into downstream sales, inventory, and demand to enhance sales forecasting, analysis, and planning.

03

Support for online, offline, and disconnected modes

Tuned to work on low to poor network bandwidth regions, it allows automation even in remote areas. Sales representatives can conduct retailer, consumer, and merchandising surveys and easily share images captured at retail outlets.

04

Easy to use interface with multi-language support

Onboard and train sales representatives in little to no time. Streamline sales representative activity, improve productivity, deliver insights on target outlets, utilize more promotions, and much more.

05

Geo-fencing and in-built navigation

Complete support for navigation, tracking, and accountability of sales representative activities, allowing managers to take corrective action where required.

06

Built-in intelligence engine

Customized recommendations on outlet sequence, must-sell, cross-sell, promotions, and focus SKUs for each outlet to maximize order value. Achieve faster fill rates and reduce order fulfillment cycle time with reliable data and better visibility into inventory and consumer demand.

A multinational brewing company in Africa improves salesforce efficiency by 15-20%, scales to 10 countries in two years

- Enabled 100% invoicing through the app

- Reduced manual work

- Ensured seamless visibility into secondary sales data

- Standardized operations across markets

- Ensured a consistent experience for distributors at all maturity levels

Leading Indian consumer care company increases effective coverage area by over 50%

- Increased effective coverage area from 50% to 77%

- Enhanced brand penetration into the region with ~15% increase in productive calls and ~14% increase in value per sale

- Increased effective utilization of promotional schemes and recommendations on cross-selling and upselling

With TradeEdge SFA, free up to 70% of your sales representative's work week to focus on what truly matters...selling.

Ready to amplify salesforce success with
TradeEdge SFA? Get in touch

contact@edgeverve.com

About TradeEdge

TradeEdge is a cloud-based SaaS platform that delivers channel visibility, driving demand planning and short-term replenishment to brand manufacturers across the globe. In the aftermath of the pandemic, TradeEdge has transformed itself into a peer-to-peer networking platform extending its relevance to the supply side. With the explosion of e-commerce and new product introduction, demand signals have become even more fragmented. Supply disruptions and meet increasing consumer expectations have called for innovative ways to orchestrate orders and fulfill demand. TradeEdge is playing a key role in driving this transformation for the top 20 global brands connecting them with more than 6000 distributors and 1000 retail partners across 130 countries.

EdgeVerve. Possibilities Unlimited.

www.edgeverve.com/tradeedge

About EdgeVerve

EdgeVerve Systems Limited, a wholly-owned subsidiary of Infosys, is a global leader in developing digital platforms, assisting clients to unlock unlimited possibilities in their digital transformation journey. Our purpose is to inspire enterprises with the power of digital platforms, thereby enabling our clients to innovate on business models, drive game-changing efficiency and amplify human potential. Our platforms portfolio across Automation (AssistEdge), Document AI (XtractEdge), and Supply Chain (TradeEdge) helps inspire global enterprises to discover & automate processes, digitize & structure unstructured data and unlock the power of the network by integrating value chain partners. EdgeVerve, with a deep-rooted entrepreneurial culture, our innovations are helping global corporations across financial services, insurance, retail, consumer & packaged goods, life sciences, manufacturing telecom and utilities, and more. Visit www.edgeverve.com to know more.

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