



ABOUT THE CLIENT

A leading electronics consumer durable brand in India, operating through 260 distributors in 65 cities and providing a range of mobile phones and other consumer durable products to millions of customers through retail outlets and stores.

CLIENT CHALLENGE

SalesTrendz engaged with the client during a time when the mobile phone brands from China started rapidly capturing the market share threatening the dominant position of client brand. The pressure to compete led to pushing of inventory at distributor level and managing the distribution process became a key challenge. The fire fighting with distributors about their unsold inventory and outstanding balance became an everyday event as there was no mechanism to monitor the actual sales happening at distributor level. The client made several attempts to automate the secondary sales process on their own with little to no success. As secondary sales monitoring is highly fragmented and arguably one of the most complex and stressful process in consumer durable distribution, the client lacked a way to have live and reliable data from diverse sources.



Established a mechanism of live authentic secondary sales reporting offering 100% visibility into unsold inventory Vs. outstanding with distributors that were otherwise unmonitored. The consumer durable brand continues to improve stock efficiency and collections delighting more distributors and customers and improving the sales productivity for their organisation.



THE SALESTRENDZ TRANSFORMATION

SalesTrendz was mandated to implement its distribution process automation solution (DPA) to centralise and automate the secondary sales across the client's multiple distributors. DPA was able to automate sales and inventory related process at distributor level that integrated with client's own inventory at each warehouse and outstanding payable by each distributor. The solution significantly accelerated the stock moment from distributors to retail outlets and improved the payment collections. The client was also pleased to see that our cloud software and app was able to effortlessly streamline the process of tracking unsold inventory against the outstanding for each distributor. The client now has visibility into sales happening at distributor's level, identifying new strategies to win over competition from Chinese brands. And with live updates and chat that offers real time visibility into all stages of distribution, the client is able to constantly monitor distributor performance on real time basis- a feature not available when they handled distribution process manually.

THE RESULTS

By implementing SalesTrendz Software and App for distribution process automation to monitor secondary sales, this consumer durable brand was able to:



Increase secondary sales
against un-sold inventory by:

76%



Reduce outstanding
credit period by :

46%



Increase stock
turnaround ratio by:

92%

SalesTrendz software and app is a product by SalesTrendz Corporation which rethinks and rebuilds field sales and distribution processes for the digital age by combining the speed and insight of design thinking with the scale and accuracy of data analytics. We have been helping our clients across industries from consumer durables to cement, tyres and furnishing, achieve harmony amongst the distributors, sales executives, higher management and dispatch locations and generate automated experiences at all levels. The synergy from such transformation drastically improves sales team and distribution performance and empowers the client products and brands win over competition.

Distribution process
Inventory & outstanding
Automation
Secondary sales

For more information on how we can help you transform your distribution process, visit us at www.salestrendz.com

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