

Sales Automation Suite

Develop a winning data-driven sales strategy using next level sales force automation tools.

It has become almost mandatory for businesses to exploit data into their processes and operations to enhance productivity, maintain competitive edge, and increase profitability. An effective data-driven sales strategy can empower sales managers and sales representatives to make informed decisions by transforming data into actionable insights and better customer experiences.



What is Data-driven Sales Strategy?

Data-driven sales is an approach to sales strategy in which sales teams collect data and use it to inform every decision they make from the products they sell to the time of day they reach out to prospects and customers.

Our Solution

Hitachi Solutions Sales Automation Suite not only provides your sales team with key insights to improve sales strategies, but the solution also promotes productivity and efficiency with proactive assistance every step of the way. Transform data and information into actionable insights to improve business outcomes by integrating Location Intelligence (LI) and Business Intelligence (BI) with Microsoft Dynamics 365 Customer Engagement.



The Value

- Increase field sales output with intelligent route planning.
- Improve lead generation efficiency.
- Enhance conversion rates and sales velocity.
- Gain faster and valuable insights into sales to improve execution.
- Understand the approach and effectiveness of your sales representatives.
- Automated field expense management.



The Proof

- Holistic view of sales team performance.
- Define, track, and analyze your sales team's goal to make better business decisions.
- Review sales statistics in context to spatial data for better informed decision and strategy making.



The Outcomes

- **Insights** - Analyze data with a click of a button.
- **Productivity** - Increase real face time to sell to customers.
- **Proactive** - Get timely information that keeps you ahead.
- **Spatial** - Put Geospatial data into action.
- **Mobility** - Access the solution from any place, any time, using any device.

Feature Functionalities

For Sales Representatives

- Create daily schedule based on parameters to increase customer visits per day and conversion rate per month.
- Optimize customer visits by reducing travel time and cost.
- Track surface travel distance to improve expense reporting efficiency and accuracy.
- Auto creation of field reports for accurate and timely tracking.
- Propose new opportunities discovered in the field.

For Sales Managers

- Optimize sales territories to increase close-rate per month and maximize opportunity value.
- Review and visualize field reports to plan efficient sales visits.
- Identify new opportunities.
- Overlay many sub-sets of data on a map to uncover relations not found in database analysis.

Get Started

Interested in learning more about Hitachi Solutions Sales Automation Suite?
Talk to one of our experts to see how you can re-imagine your business solutions.

[Contact us now!](#)

The Business Problem

“I need to implement more strategic sales by smoothly sharing information among our sales representatives and sales managers.”

The Opportunities

Improve Sales Strategies

Better understand key areas and improve sales efforts by visualizing sales activities.

Increase Productivity

Equip your sales team with a complete solution to provide them more time to sell.

Identify New Opportunities

Understand data and gain insights into creating new offers, products, and service.

Improve Decision-Making

Analyze data to validate the sales strategy and make business decisions dynamically.

40%

of companies indicate that scattered information and limited visibility into data impair their sales organization

59%

of sales reps say they are using too many sales tools

64%

of the time spent by sales reps are on non-selling activities

Sources: CSO Insights, Accenture, and Pace Productivity

As part of the 110-year-old Hitachi Ltd. family, we uphold its legacy of quality, integrity, and excellence. This strong foundation allows us to build trust with our clients, attract the best and brightest people, and create a culture rich in innovation. Through industry-first cloud solutions, we help organizations everywhere to be better every day.

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