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APPLICATIONS OF SALES AUTOMATION TOOLS AND ITS UTILITY IN MANAGING INFORMATION OF SALES FORCE

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ABSTRACT

Information Technology has revolutionized the working environment and has brought a tremendous impact in managing sales & distribution. The food processing industry, one of the largest in India & ranked fifth in terms of production, consumption, export and expected growth, started using IT applications in the field of sales management for information management of sales force. PepsiCo India Ltd, for its Frito Lays division, launched a device called SAMNA (Sales Automation Management for The New Age) for the Pre Sales Representatives for increasing the overall productivity of the process of selling. SAMNA is a sales automation device and acts as a Management Information Tool for PSRs. The case study is about of applications of sales automation tools and its utility in managing information of sales force in the areas like inventory, account, and time & territory management and overall productivity of the sales force.

KEYWORDS: Sales Management, Distribution Management, Food Process Industry, Sales Automation, Information Technology