POBUCA SALES SOFTWARE DESCRIPTION

GENERAL

Pobuca Sales is a software that enables field sales representatives working away from company offices to automate their sales processes.

It is available on mobile phones, tablets and computers and offers offline tools, so that sales representatives can perform their tasks efficiently, increasing their sales and productivity. Pobuca Sales integrates with the company's ERP or accounting system, so that it can receive and push the necessary data (customers, products, prices, orders etc).

Using Pobuca Sales, sales representatives can create orders, issue invoices, perform stock counts on their customers' shelves, take pictures, answer surveys, show pictures or other product information and also increase their customer base.

Pobuca Sales can be used by sales representatives' teams, sales supervisors and sales managing directors. Sales representatives and sales managing directors have access to customer data in mobile devices and all those working in the company offices can use the back-office system that is available in a web environment.

You can see more information about Pobuca Sales on its website: Pobuca Sales

You can watch a video about what Pobuca Sales does here: Pobuca Sales Video

POBUCA SALES FEATURES

Route planning calendar
Sales representatives can manage their daily visits using the calendar screen. They can copy scheduled visits from one day or week to another. The back-office system can also make proposals for routing optimization based on customer location.
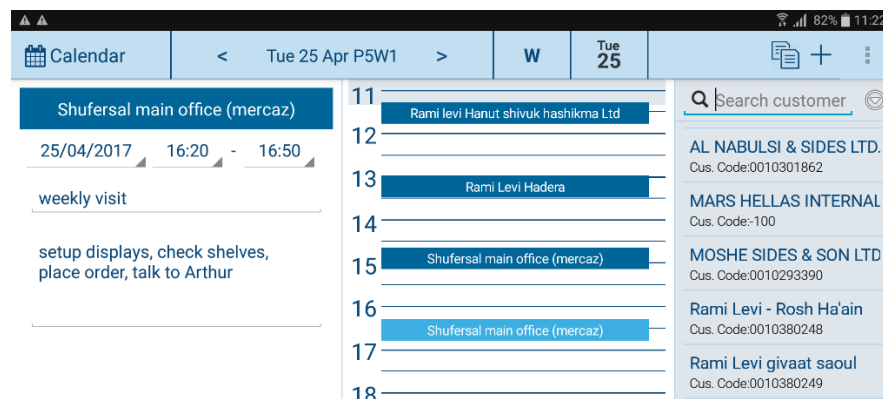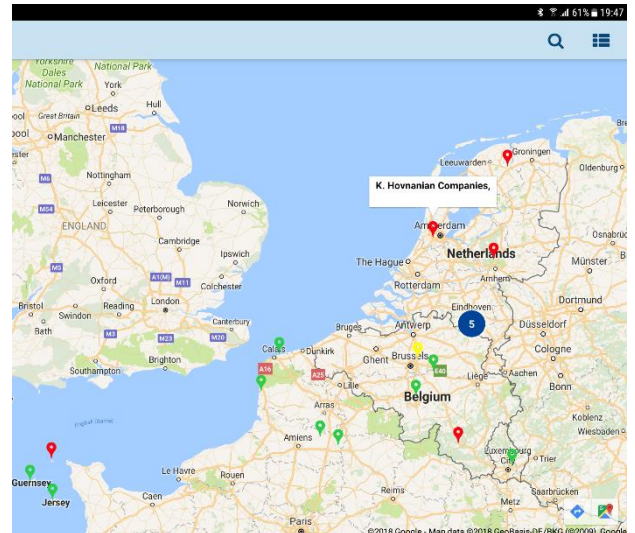
Customer list and customer data

The customer list shows the customers of the sales representatives using the app. The user can search for a customer by any of its attributes (name, address, phone, district etc.). Customers can also be shown on a map.

After selecting the customer, sales representatives can find more information about him/her, view reports concerning the customer's sales, call him/her on the phone or open the maps and navigate to the customer.
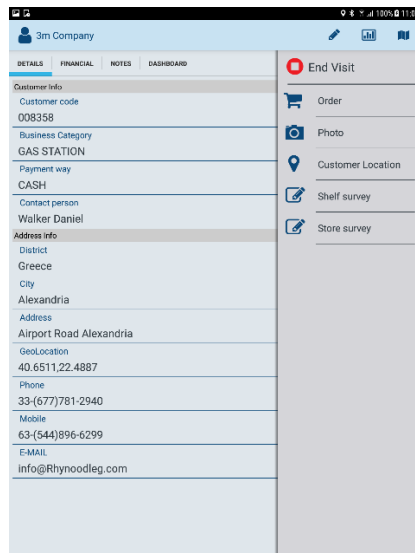
Sales representatives can also record a visit to a customer. The exact time they started and finished the visit is automatically recorded. During the visit they can record any tasks they execute at the customer (orders, merchandising, answers to surveys etc.). This way, the validity of the visit entries is ensured.
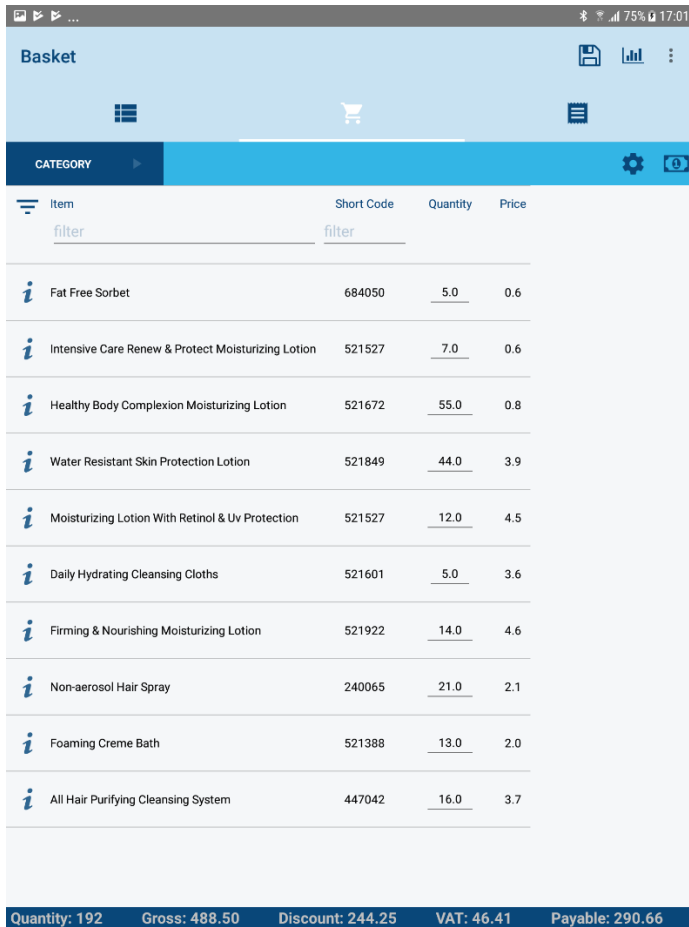
Sales representatives can also state the reasons why they didn't make a scheduled visit to a customer.

Order taking

During a visit to a customer, sales representatives can view the product catalogue, search for the wanted products by certain criteria or category and enter the order quantities. Sales representatives have easy access to the customer range (products previously bought by customers) and previous orders.

While taking an order, pricing policies for customers and products are automatically applied. Complex invoicing, pricing or discount policies can also be applied. The total cost of the order is calculated on the device and sales representatives can view it as they are entering the order quantities.

There is also the ability to view related images or other files for each product (eg videos, product attributes and certifications).

Item	Short Code	Quantity	Price
filter	filter		
Fat Free Sorbet	684050	5.0	0.6
Intensive Care Renew & Protect Moisturizing Lotion	521527	7.0	0.6
Healthy Body Complexion Moisturizing Lotion	521672	55.0	0.8
Water Resistant Skin Protection Lotion	521849	44.0	3.9
Moisturizing Lotion With Retinol & Uv Protection	521527	12.0	4.5
Daily Hydrating Cleansing Cloths	521601	5.0	3.6
Firming & Nourishing Moisturizing Lotion	521922	14.0	4.6
Non-aerosol Hair Spray	240065	21.0	2.1
Foaming Creme Bath	521388	13.0	2.0
All Hair Purifying Cleansing System	447042	16.0	3.7

Quantity: 192   Gross: 488.50   Discount: 244.25   VAT: 46.41   Payable: 290.66

During the order, the app can suggest products matching the ones that have been added to the order (cross sell).

The order can be completed with the use of a barcode scanner and printed or emailed to the customer or the warehouse that will prepare it.

The order can also be completed with the use of pdf product catalogues, which is something really useful especially if such catalogues are already available.

Finally, there is the ability to approve the orders before sending them to the ERP/accounting system.

Merchandising

One of the tasks that sales representatives can fulfil during a customer visit is merchandising audits. They can view a list of company and competitive products and audit shelf faces, pricing, availability, promotions and discounts on a screen similar to the one used while order taking. They can also search for products by categories or other characteristics, in the same way as they can do it while order taking.

While at the customer, sales representatives can take pictures of products or shelves. Those pictures are viewed on the back-office system, so that they can be easily shared in the company.

Business development

With the help of the business development module, sales representatives can register new leads, visit them and fulfil common tasks (orders, merchandising etc.).

Sales managing directors can prepare surveys about sales (locations, promotional actions, compliance agreements) using the back-office system and assign sales representatives to answer them while at the sales points.

Van Sales

Sales representatives can also use order taking screens to issue invoices or other sales documents through the app. In this case, they can view van stock and sell only the products in stock. The application also supports: Return of Spoiled or unspoiled goods, managing van stock, automatic issue of corrective documents, triangular sales and all the features offered while order taking.

Payments

The Payments module enables sales representatives to view the customer's open balance, balance sheets and aging report. Sales representatives can also record the payments they have received, issue invoices and match payments with open invoices.

POBUCA SALES VERSIONS

Pobuca Sales is available in two versions, Pro and Enterprise. Each one includes specific features, as analyzed in the following table.

		PRO	ENTERPRISE
Work offline	The sales representative can work offline, and periodically send/receive data from and to the cloud servers.	●	●

ORDER TAKING

Create orders	Enter sales orders, return orders, free goods orders or any other type of document.	●	●
Product info, pictures and files	Present your products with pictures, videos or specifications documents.	●	●
Product range	Filter your products based on what the customer usually buys.	●	●
Manual discounts	Enter discounts manually.	●	●
Multiple pricing and discount scenarios	Apply complex pricing scenarios (prices and discounts based on quantity, customer, order value etc.)		●
Cross sell	Guide your sales representatives to add the most suitable products to the existing order.		●
Pdf product catalogue	Use pdf documents as product lists. Present your products and take orders, without leaving the pdf form.		●
Barcode scanning	Use a Bluetooth scanner to add products to your order.		●
Order approval	Approve orders in the back-office system.		●
Print/Email orders	Print or email your orders to your customers or partners.		●

MERCHANDISING

Merchandising	Audit shelf faces, pricing, availability, promotions and discounts of your own and competitive products.	●	●

Picture taking	Take pictures while at the customer and view them in the back-office system using multiple filters and tags.	●	●
Stock taking	Record customer stock while order taking.	●	●
Merchandising history	Use data from previous visits as default values during merchandising audits.		●
Merchandising via image recognition	Recognize shelf images with the help of artificial intelligence for an easier merchandising audit.		●
Business Development			
Creating new customers	Register new customers or edit the existing customer details.	●	●
Surveys	Create surveys using the back-office system and answer them during customer visits.	●	●
Presentations	Relate files with customers or products and show them while at a customer.		●
Van sales			
Van sales	Issue invoices, returns, delivery notes and sell directly from your van's stock.		●
Print / Email invoices	Print or email your invoices.		●
Stock management	Perform stock counts on your van and automatically issue corrective documents.		●
Payments			

Payments	View customer balance sheets and record payments. Match payments with open invoices. Print/ Email receipts		●

Additional features

Task management	Manage the tasks sales representatives should fulfil in each visit.	●	●
Dashboards & Reports	View sales graphs illustrating an overview of sales activities and goals, reports about sales progress and visits to the customers.	●	●
Route planning with agenda	Plan daily routes.	●	●
Automatic route optimization	Schedule daily optimized routes based on customer location.		●
Maps	View customer data and navigate to customers using maps.	●	●
Advanced map functionality	View sales representatives visits vs planned routes. Track your vehicles' location.		●
Import data from excel files	Import data from excel files	●	
Integration with ERP/CRM	Integrate data with your ERP or accounting system.		●
Private cloud / On premise installation	Install Pobuca Sales on your own servers.		●
Custom user interface & features	Customize user interface and create custom fields.	●	●

SLA for technical support	Our support team will respond to your technical requests within 8 hours.	●	●
Technical support services	Pobuca Sales support team has a response time of up to 2 hours and can deliver 24x7.		●
Training, user support	Get manuals, receive training and support upon the launch of the system.		●
Support service packs	Prepaid service packages for remote technical support charged by incident. The SLA for response time is within 1 working day.	**200€ / 5 incidents**	
Customized service packs	Prepaid service packages for system customization (reports, custom fields, special configurations). The SLA for response time is within 1 working day.	**80€ / hour**	