

GENERO SALES

Genero Sales Striker | Genero Sales Officer | Genero Consulting

About Genero

We develop sales tools for field sales forces within the FMCG, OOH and general retail markets. Our sales tool Genero Sales is being used in 14 different countries by over 200 field sales forces. Our head office is situated in Stockholm, Sweden.

Genero Sales Striker

Field sales reps around the world use Genero Sales Striker in their tablets or smartphones to plan, execute and follow up their sales visits. Genero Sales Striker is a cross platform app with full offline support.

Genero Sales Officer

A complete back office tool where administrators and sales managers can manage customers, products, orders, refunds, campaigns, activities etc.

Genero Sales Officer is built to support the entire sales organization with focus on FMCG and OOH and contains many special functions designed for these markets.

In Genero Sales Officer the sales force activity can be monitored through KPI, reports and widgets.



A more profitable sales force

Genero Solutions AB was founded 15 years ago by four entrepreneurs that wanted to make life easier for the nation's field sales forces. By being open to new ideas and methods they managed to make Genero the number one sales force tool in Sweden.

Genero Sales has over the years grown into a flexible system that fully supports the sales staff's daily tasks and the follow up demands from the management.

As of today, Genero Sales is being used in over 14 different countries in over 200 sales forces. The unique thing with being a customer at Genero, apart from gaining access to the market's leading sales force tool, is to benefit from Genero's extensive experience in how to manage the sales force in an optimal way.

All Genero customers have a committed and dedicated Key Account Manager at their disposal that can offer guidance and support to create the most optimal way of working with Genero in harmony with the needs of the organization. All the Key Account Managers at Genero have a long



Genero Consulting

Whether you are a Genero customer or not you can always engage one of Genero's consultants for lectures, projects or workshops.

Consumer insights & increased sales

Henrik Öhman is the retail guru that helps companies better understand their market and to better influence the shopper in store. For over 15 years he has helped suppliers and brands develop their concepts.

Category development and market analysis

Michael Dahl has for more than 25 years helped organizations sort out their customers, projects and portfolios by identifying which customers and products generate real value. He is specialized in working with sales, business and market data and is passionate when it comes to conveying strategic visions and insights.

Sales force management & Motivational workshops

Björn Salomonsson has 25 years' experience from various sales organizations. He now helps companies train sales reps and sales managers within FMCG and general retail. Björn also helps develop motivating sales force strategies for entire sales organizations.

experience from sales force management in several different countries and many different types of organizations, from big multinational enterprises to small local sales force companies.

This results in Genero being more than just a digital tool, it's also a partner to consult with to make your sales force reach its full potential.

Customer-oriented development

Genero has a team of highly qualified engineers and developers that are working with customer-oriented development of Genero Sales. Just as we are striving to always be the frontrunner regarding technology and cyber security, we are also determined to make Genero Sales the number one sales force tool on the market.

Genero's development team is continuously launching new updates and improvements in Genero Sales. Since we want all our customers to benefit from the improvements we launch, all updates are included in the product. That means that all Genero customers are using the same version of Genero Sales.

Book a meeting with us!

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