

# Agricultural Sales Management Software

Helping to automate and maximize  
sales per account (farmer)



**SOFT4**

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# What to expect from SOFT4Agro?



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# Benefits

- **All data in one place:** Full customer potential is visible, easy-to-forecast season sales, send offers, see communication history
- **Full customer assets information:** Yearly season plan with automated tasks helps to maximize sales and profit
- **Clearly seen profitability and maximum sales per account**
- **Real-time reporting** via Power BI analytics tools
- **Various-sized companies** can use the software thanks to its structure
- **Saves time** on sales managers tracking sales team performance and reporting

## What to expect from SOFT4Agro?

# Benefits

- **Multilanguage, multicurrency**
- Increases administrative **productivity**
- Increases the **speed** of recurring tasks
- **Shorter time** to contact customer
- **Shorter sales cycle** due to full customer knowledge
- **Minimizes response time** for customer inquiries
- **Increases revenue** from each account (farmer)

# A few words on the platform

Based on Microsoft Dynamics 365 Sales

# Full CRM system

- **Ready configuration.** Take advantage of the best-practices from agricultural trade industry expertise: tailor-made processes and process automation.
- **Trusted platform.** SOFT4Agro is built on Microsoft Dynamics 365 - grow your business on a single, secure and scalable platform.
- **Flexible.** Open for integrations, configurable and adaptable to your specific business needs. Available on-premises or as a monthly subscription in the Cloud.

# Customer profile

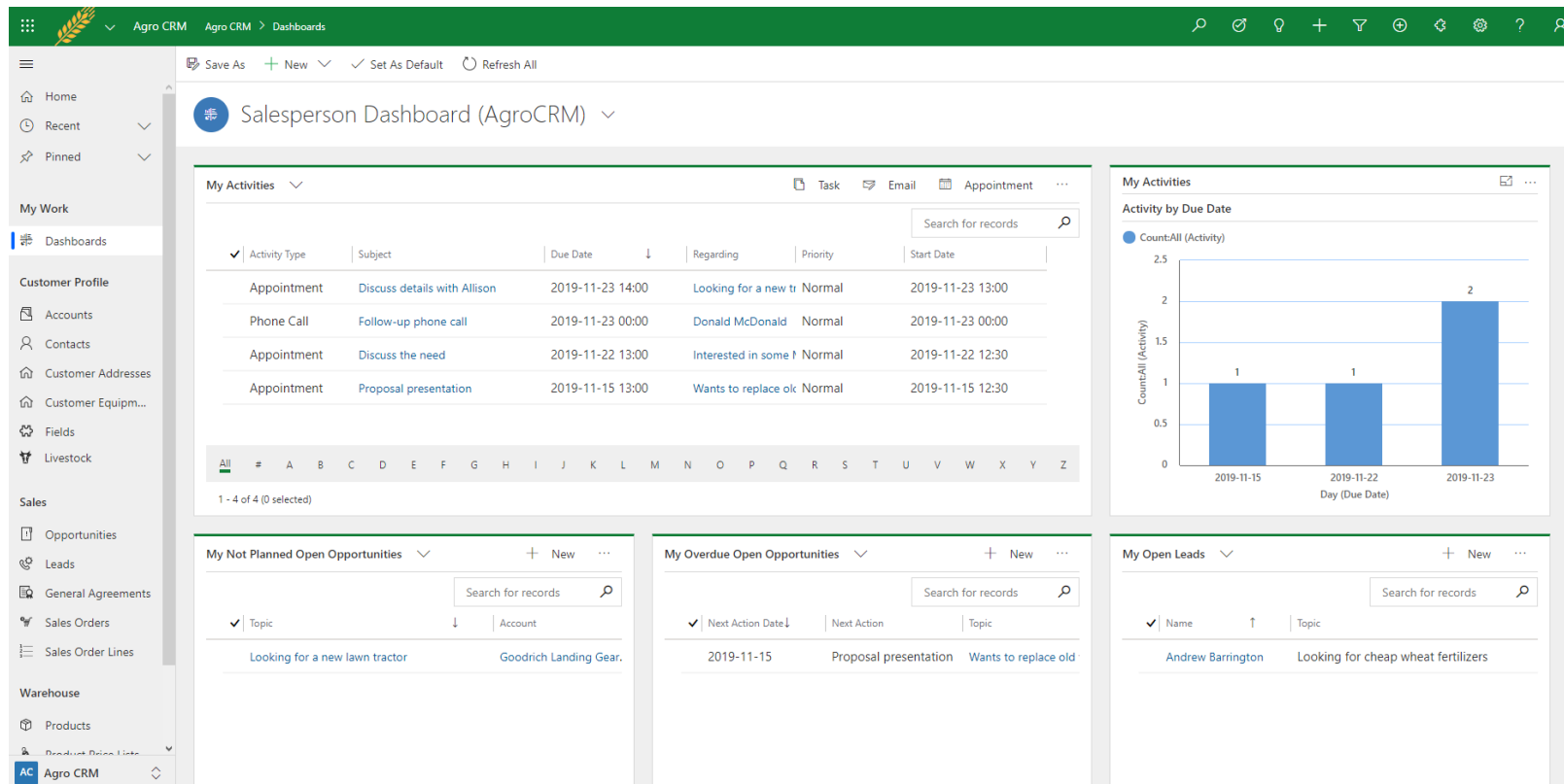
All customer details and communication history in one system.

The screenshot displays the 'McKenzie Organic Farm' customer profile in the SOFT4Agro system. The interface is divided into several sections:

- Header:** Shows the breadcrumb 'Agro CRM > Accounts > McKenzie Organic Farm' and a green navigation bar with various icons.
- Left Sidebar:** Contains a 'My Work' section with 'Dashboards' and a 'Customer Profile' section with a list of navigation items: Accounts, Contacts, Customer Addresses, Customer Equipm..., Fields, Livestock, Sales, Opportunities, Leads, General Agreements, Sales Orders, Sales Order Lines, Warehouse, Products, Product Price Lists, Warehouses, and Inventory.
- Customer Profile Summary:** Includes a notification 'This customer has high profile completeness rating. Completeness rating: 95'. Below this are tabs for 'Summary', 'Possessions', and 'Related'.
- ACCOUNT INFORMATION:** A table with fields: Account Name (McKenzie Organic Farm), Phone (+1 (123) 456-7890), Email (info@mckenziefarms.com), Parent Account (---), and Primary Contact (Allison McKenzie).
- Primary Address:** A table with fields: Street (Country Acres Ave 10), City (Wichita), County (---), State (Kansas), Country (USA), and Zip Code (KS-67212).
- Profile Completeness:** A green circular progress indicator showing 95%.
- Total Revenue:** 71 701,00 \$, Last updated: 2019-11-18 12:45.
- Opportunities:** A table with columns: Topic, Potential..., Email Ad..., Status, Actual Cl..., and Actual R... It lists two opportunities: 'Interested in wheat fert McKenzie Orga' (Won, 2019-11-18, 6 426,00) and 'Looking for a new tract McKenzie Orga' (Won, 2019-11-18, 70 000,00).
- Sales Orders:** A table with columns: Sales Order No., Agreement, Sales Stage, and Sales Status. It lists one order: 'SO-01002-20191118 GA-01003-20191118' with a status of '1-Reservation' and 'Open Order'.
- Details:** A table with fields: Legal Type (Company), Account Type (Farmer), Size (Medium), Specialization (Mixed Farm), and Segment (Agricultural customer).
- Contacts:** A table with fields: Name (Allison McKenzie), Email (allison@mckenziefarms.com), and Company (McKenzie Organic Farm).
- Notes & Activities:** A section with a 'Timeline' and a note: 'Auto-post on wall Interested in wheat MOD Administrator won Opportunity for Account Mc...'.

# Sales automation – maximize your sales

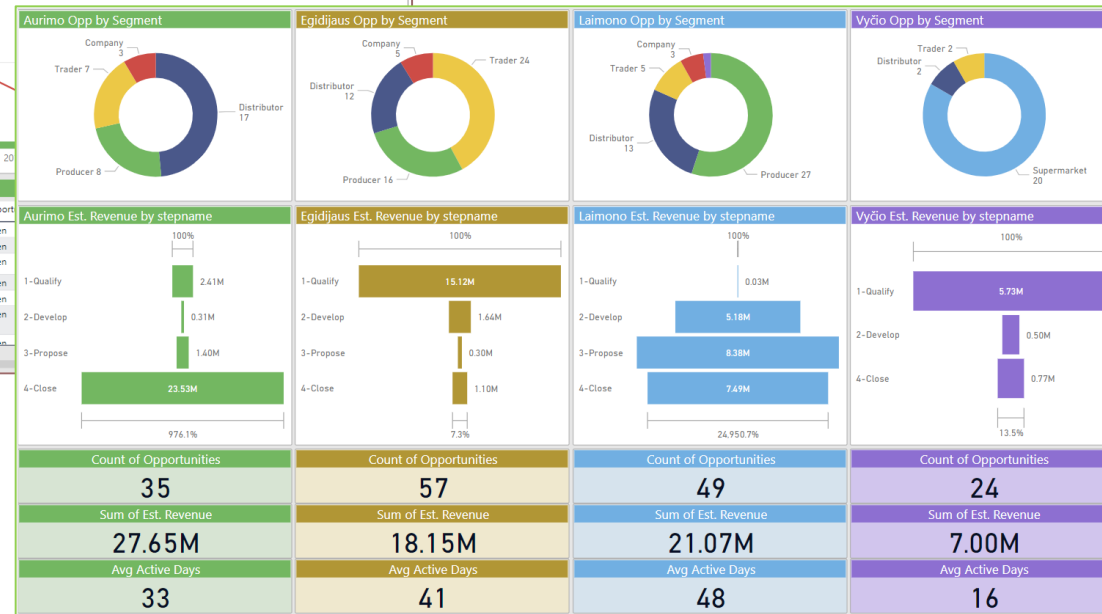
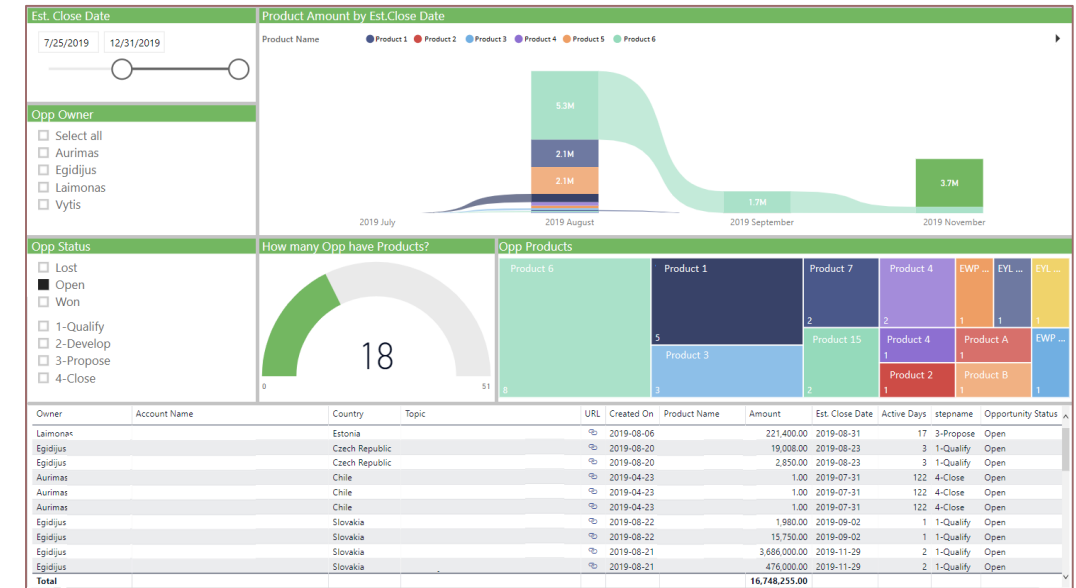
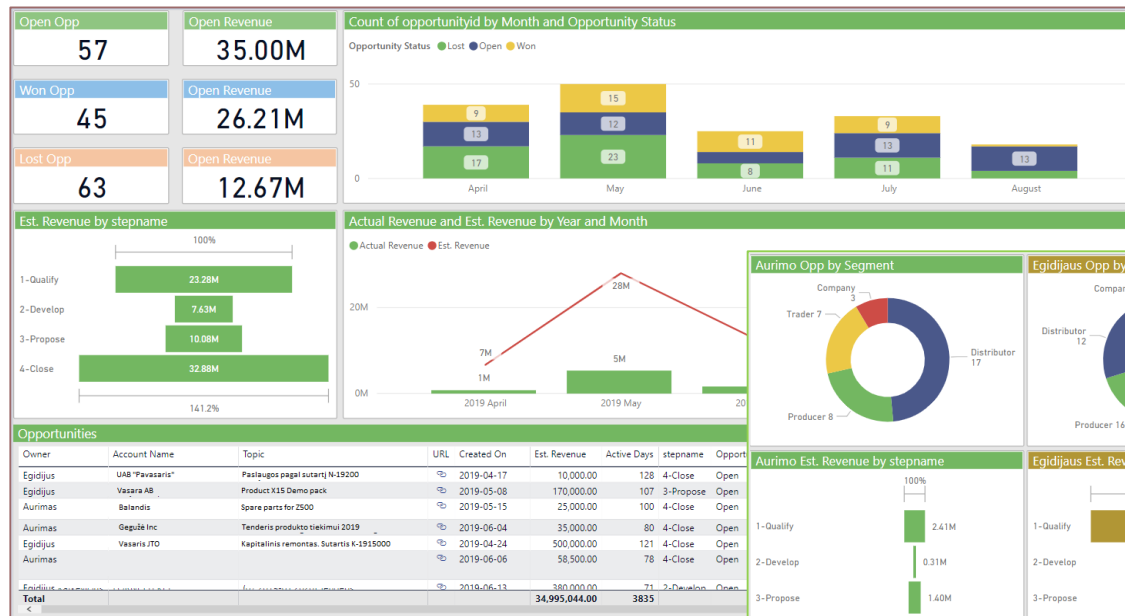
Season sales plan automation & automated sales tasks.





# Business Analytics

Real-time data: reporting and statistics.



# Microsoft eco-system

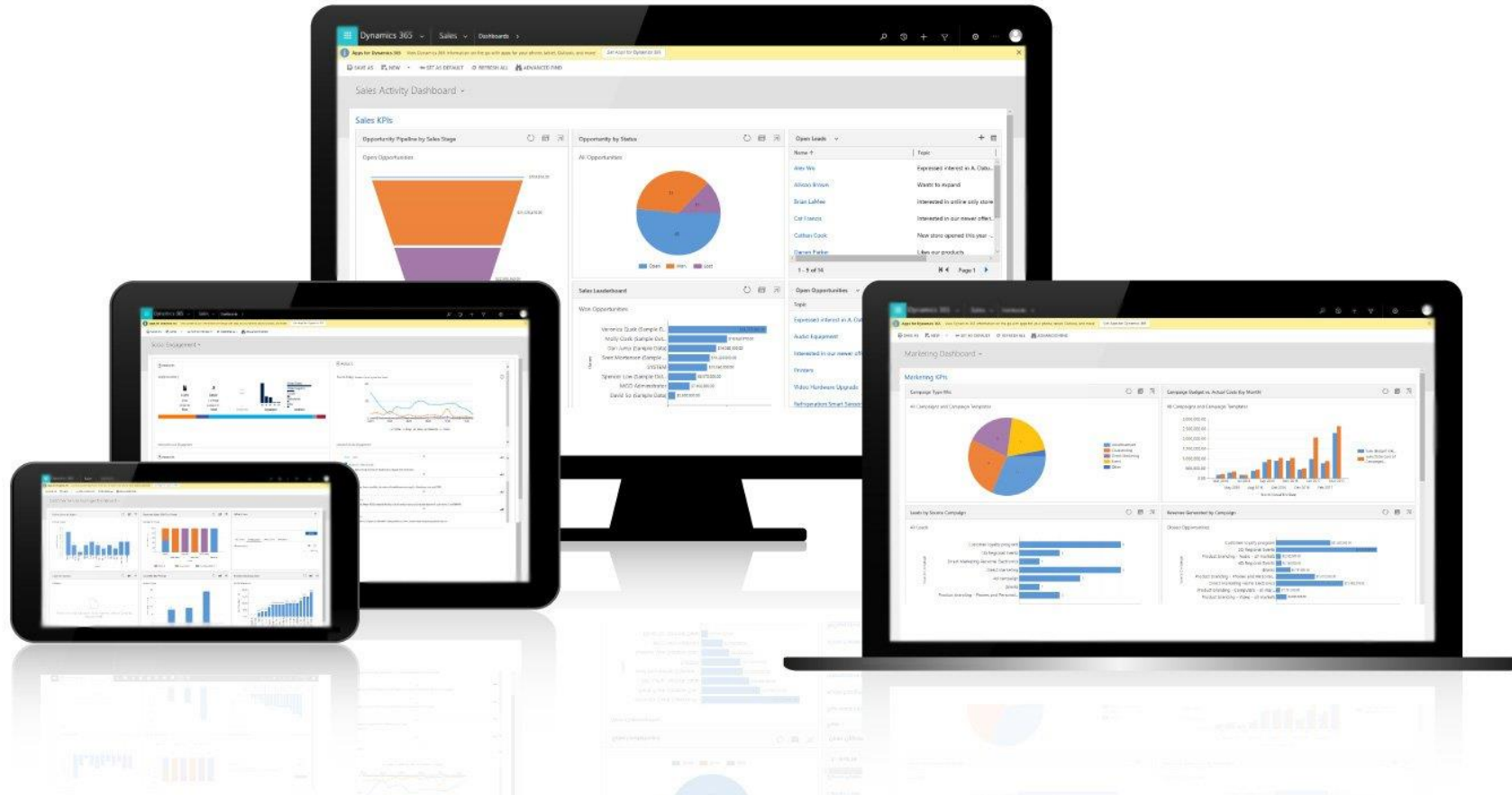
Seamlessly integrated with other Microsoft products.



SOFT4Agro

# Mobility

Software access via multiple channels (web, phone, tablet)



Who will benefit from  
using SOFT4Agro?



## Target Customers

# Agricultural trade companies working with farmers



Grain buyers supplying plant protection products to the industry



Sellers of agricultural equipment and machinery



Sellers of fertilizers, seeds, plant protection or other products



Sellers of feeds

# Customer Triggers

- The Sales Manager requires annual sales plans. The seller does not know how much land his customer has and what crops the farmer cultivates - there is no data to estimate potential and annual sales.
- The farmer refuses to sell the grain (the price of grain has increased, the signature on the contract has not been taken in time)
- A Manager has left the company - there is no information on his customers in any system
- The CFO asks for cash flow forecasts - no annual plan, difficult to pre-order during peak season.
- The farmer complaints due to the lack of timely delivery of fertilizers
- Customer has bought from a competitor – salesperson was slow to contact.
- The Sales Manager does not know the load of his team.



We are looking forward to  
doing business with you!

For more info, please contact us at

E-mail: [ask4soft@soft4.eu](mailto:ask4soft@soft4.eu)

or visit

[www.soft4.eu/soft4agro](http://www.soft4.eu/soft4agro)