



Van Sales Software by Ivy Mobility

Powering DSD Distribution Operations for Consumer Goods

In a rapidly evolving consumer goods market, achieving a short product journey from distributors to in-store can be a big win. Van sales strategy plays a crucial role in helping CPG companies achieve that. As part of the Direct Store Delivery (DSD) strategy, van sale works well with SKUs with low shelf life and those with low volume. It offers flexible deliveries of SKUs while supporting other activities of distribution, like order taking, compliance, stock levels, etc.

Each van or driver acts like a distributor, where orders are booked in advance or on the spot. Van loading is according to the orders received or the sale projection for a route on a particular day. By the end of the day, there will be unsold goods, which can be sold the next day or returned to the warehouse.

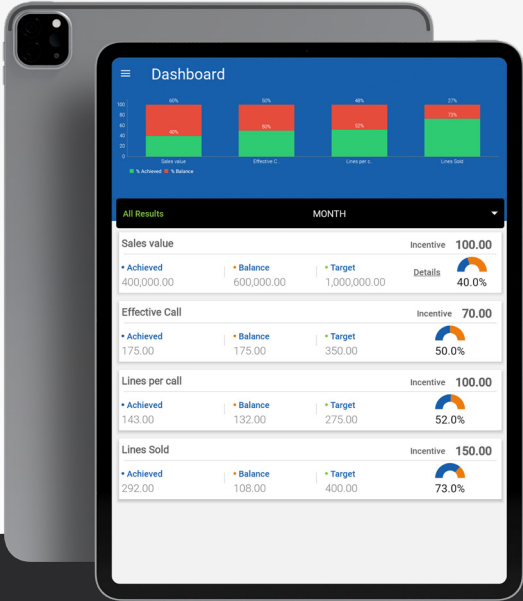
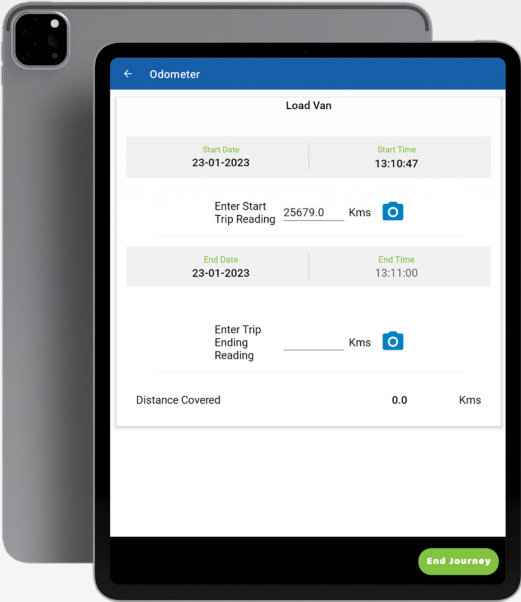
The Van sales distribution model is the backbone of the consumer goods supply chain because of flexibility, efficiency, and sales capability. However, it can be complex with sales tracking, out-of-stock management, and more. A robust van sales software can help alleviate some of these pain points.

Van Sales Software by Ivy Mobility is an intelligent solution for managing van on the move. With van load recommendations based on past sales history on a route, you can increase sales on each trip. Track van location, do on-spot billing, and more with the solution. With real-time inventory status with returns and damage traceability, you will have complete visibility of field activities. The solution also has an electronic invoicing capability. From the van seller getting on the van to when he reconciles the stock, our van sales mobile app helps him get through a day's work seamlessly.

Ivy Van Sales Software Features

Attendance

Van sellers can start and end their working days on the app. The app will capture the van's exact timings, location, and odometer readings to track the distance they cover daily. In case of sick days, they can mark their absence and get it approved by the authorizing Supervisor or Sales Manager.

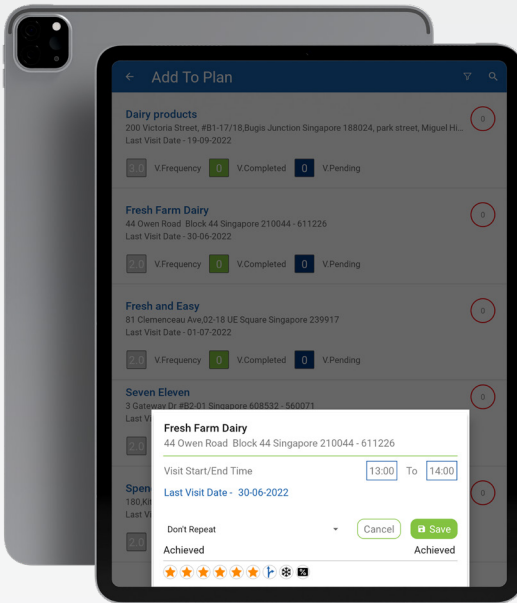
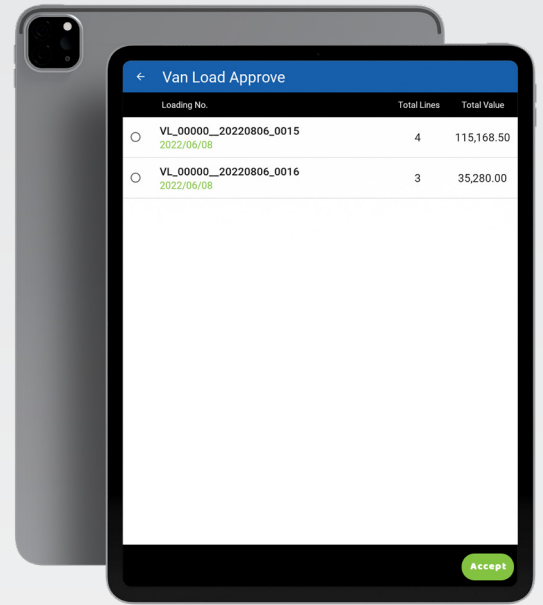


KPI Dashboards

Incentives are an important part of every van seller's lifecycle. Based on his sales, he is offered incentives by the manufacturers. The KPI Dashboard offered to every van seller helps him analyze how much sales target is due. Incentive calculation of sellers must sell SKU targets achieved vs. pending are also visible on the dashboard.

Van Load

Every morning, sellers replenish the load inside the van, and van sellers choose between manual and automated van load options. Manual van load allows sellers to finalize the SKU stock in the vans. Auto-van load provides van sellers with a predefined yet modifiable list of products to load.

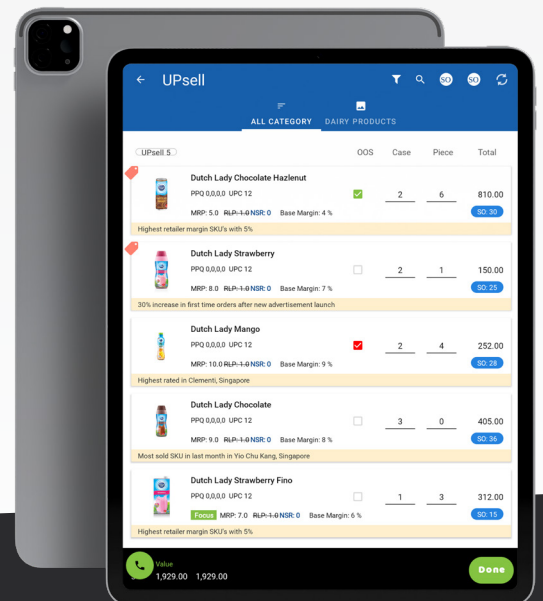


Visit Plans

Van sellers can look at their visit schedule at the start of each day. It allows them to plan ahead of time, modify plans to optimize routes better, or shift the order of store visits effectively based on the urgent requirements of retail stores.

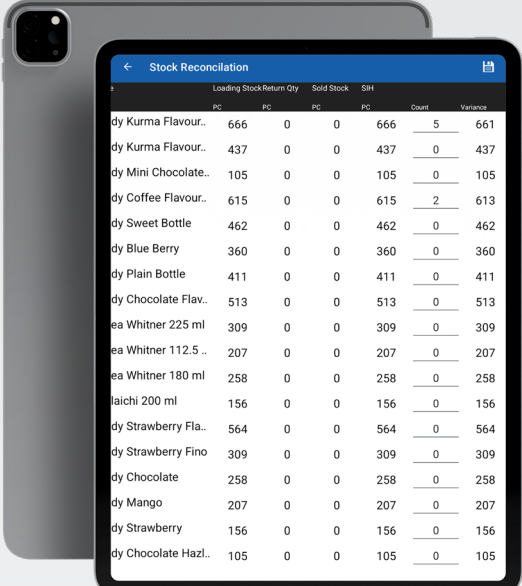
In-store Activities

In addition to van sales, van sellers can complete a list of activities at every retail store, as mandated by the manufacturer. These activities may include stock checks, sales orders, returns, expiry checks, surveys, collections, and competitor tracking. To complete their store visit on the mobile app, van sellers must finish the checklist of activities at each store. Geo-location to visit timings are captured within the app to track the performance of each seller.



Stock Reconciliation

Van sellers must reconcile the available stocks at the end of each working day. They have to tally the sales orders, stock-in-hand values, and the returns placed. The collection dues and balances must also be reconciled and submitted to authorizing stakeholders before they leave for the day.



	Loading Stock	Return Qty	Sold Stock	SH	Count	Variance
dy Kurma Flavour..	666	0	0	666	5	661
dy Kurma Flavour..	437	0	0	437	0	437
dy Mini Chocolate..	105	0	0	105	0	105
dy Coffee Flavour..	615	0	0	615	2	613
dy Sweet Bottle	462	0	0	462	0	462
dy Blue Berry	360	0	0	360	0	360
dy Plain Bottle	411	0	0	411	0	411
dy Chocolate Flav..	513	0	0	513	0	513
ea Whitner 225 ml	309	0	0	309	0	309
ea Whitner 112.5 ..	207	0	0	207	0	207
ea Whitner 180 ml	258	0	0	258	0	258
laichi 200 ml	156	0	0	156	0	156
dy Strawberry Fla..	564	0	0	564	0	564
dy Strawberry Fino	309	0	0	309	0	309
dy Chocolate	258	0	0	258	0	258
dy Mango	207	0	0	207	0	207
dy Strawberry	156	0	0	156	0	156
dy Chocolate Hazl..	105	0	0	105	0	105

Other Key Capabilities of Ivy Van Sales Software

- Role-based accessibility across processes and modules
- Configurable system wherein functionalities can be turned On or Off for sales reps based on responsibilities
- Visibility on out-of-stock/expired products at retail outlets
- Assist sales reps with Suggested orders for SKUs during order capture
- Tracking of assets, competitor products, and promotions at retail stores
- Reports/dashboards on the performance of sales reps against various configurable KPIs
- Track retailer satisfaction levels and expectations through Surveys
- Monitor sales reps and retail outlet to-do lists using tasks

Van sales software by Ivy Mobility will help you cut distribution costs, merchandising efforts, and delivery time and increase new sales opportunities for your business. Our solution is highly intuitive for all user levels and provides actionable insights in real-time to improve performance.

About Us

Intelligent Route to Market Solution for the Consumer Goods Industry

Ivy Mobility is a global leader in cloud-based software for the consumer goods industry. Since 2002, the company is providing smart route to market solutions that lead to client wins. Ivy has its head offices in Singapore and operations in North America, Europe, Asia, the Middle East, and Latin America.