

B2B Sales Dr Engagement Activities

Launch of Sales Force

Sales force automation is a solution that replaces the traditional sales process and approach and equips the field force representative with devices such as iPad and software's to reduce the amount of manual, repetitive tasks. With the sales force automation solutions, companies can get benefits like real-time information from the market such as daily sales, monthly sales forecasts, reduced printing cost of marketing collaterals and enhanced productivity of their field force. For a while now B2B field force doing reporting manually and maintain data in excel for its review by the management. The use of this apps has been useful in tracking live updates and providing the user freedom from doing reporting manually, maintaining data in excel or having to be in office or in front of a computer. This proves to be a major advantage as medical representatives are required to always be on the move, visiting doctors and other people of interest.

INDIRA IVF HAS LAUNCHED FForce Sales Automation tool

Features Of FForce

FForce manages and connects all information associated with the field force to monitor the duties and route of the sales team. It serves as a centralized application for sales administration.

- Standard Tour programme
- Monthly Tour programme
- Daily Call reporting (DCR)
 - GPS Tracker
- E-detailing of Visual Aids
 - Lead management
 - Activity management
 - Expense management
 - Leave management
- Inventory management
 - Analytical Reports

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Benefits of FForce

- Easy and timely reporting
- Easy and fast sales report generation
- Easy & centralized Drs information
 - In-Clinic Information
 - Improves Call Efficiency
 - Effective communication
- Geo-fencing - Easy to locate Drs
 - Patient Information
- Reduces administrative work & cost
- As the field force is equipped with devices such as iPad, all the marketing collaterals like leaflets, brochures, catalogues can be stored on the device itself.

Glimpses of FForce

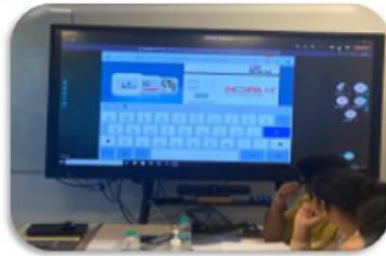
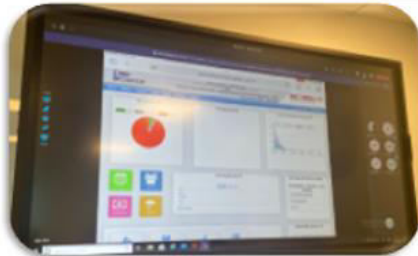


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Fforce-Sarjen –Demo & Training of Sales Team INDIRA IVF FERTILITY & IVF CENTRE

Successfully completed the Sales Force Automation (Fforce-Sarjen) Demo & Training & Distribution of i-Pads for
Mumbai Team on 21st Jan'22



Successfully completed the Sales Force Automation (Fforce-Sarjen) Demo & Training & Distribution of i-Pads for
ROM Team on 28th Jan'22



Fforce-Sarjen –Demo & Training of Sales Team INDIRA IVF FERTILITY & IVF CENTRE

Successfully completed the Sales Force Automation (Fforce-Sarjen) Demo & Training & Distribution of i-Pads for
UP Team on 1st Feb'22



Successfully completed the Sales Force Automation (Fforce-Sarjen) Demo & Training & Distribution of i-Pads for
RON & Delhi NCR Team on 2nd Feb'22



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Fforce Sarjen –Demo & Training of Sales Team INDIRA IVF FERTILITY & IVF CENTRE

Successfully completed the Sales Force Automation (Fforce Sarjen) Demo & Training & Distribution of i-Pads for Raj/Guj/MP Team on 4th Feb'22



Successfully completed the Sales Force Automation (Fforce Sarjen) Demo & Training & Distribution of i-Pads for East Team on 7th Feb'22



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Fforce Sarjen –Demo & Training of Sales Team INDIRA IVF FERTILITY & IVF CENTRE

Successfully completed the Sales Force Automation (Fforce Sarjen) Demo & Training & Distribution of i-Pads for South Team on 15th Feb'22



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