Boost sales productivity with mobile access to product information

IBM Sterling Field Sales Mobile

Benefits
- Improved customer satisfaction
- Enhanced sales productivity
- Increased revenue

Related offerings
- IBM® Sterling Order Management

View of product search results

IBM® Sterling Field Sales Mobile

When a sales representative is on site with a customer, they often need to know, on the spot, if a product the customer wants is available and at what price. Salespeople don't always have access to a computer connected to the Internet, but they often have their wireless mobile device. For customers using Sterling Order Management, this mobile application provides timely access to product content, pricing and inventory availability information from a mobile device. This allows sales representatives to quickly and easily respond to customer inquiries right away, from wherever they are.

By improving the access to product information for your sales personnel, you can respond more rapidly to customer inquiries resulting in increased revenue opportunities and improved customer service.

Improve customer satisfaction

When a customer makes an inquiry about a product, the sales representative has a mobile application in their hands to provide answers anywhere, anytime. The Sterling Field Sales Mobile application provides a sales representative the ability to quickly answer customer questions

face to face, rather than having to tell the customer "I'll get back to you." This enables a company to improve interactions with customers and give customers a positive experience.

Enhance sales productivity

Having mobile access to product and inventory information isn't just good for your customer. It's good for your sales representatives' productivity. Without mobile access, your rep may waste time calling the home office to have someone check, or worse, have to write down the customer's request, go back to the office to get online, and then call or e-mail the customer—only to find he wrote down the wrong product number. Avoid these timewasters by giving your reps access to information when it's needed.

Increase revenue

Increased competitive pressures and growing customer expectations drive the need for sales representatives to respond quickly to customers in order to optimize revenue opportunities, including the ability to up sell the customer on other products. Sterling Field Sales Mobile provides a significant opportunity for a business to enable anywhere, anytime access to product content, pricing and availability information resulting in a highly responsive and reliable sales process.

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View of inventory availability by location

Capability	Description
Remote access to product information	Deliver accurate responses to customers' and prospects' product information questions on the spot
Remote access to inventory availability	Ensure accurate inventory availability quantities using real-time integration
Remote access shortens sales cycle	Enable faster decisions with real-time product and availability information

Sterling Field Sales Mobile is supported on the following mobile digital devices: Apple® iPhone® (OS Version 3.1 or later) or iPod Touch®

About Sterling Commerce
Sterling Commerce, an IBM® Company, helps organizations worldwide increase business agility in their dynamic business network through innovative solutions for selling and fulfillment and for seamless and secure integration with customers, partners and suppliers. More information can be found at **www.sterlingcommerce.com.**

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