

Make the most of your opportunities

Freeing sales force potential with Vodafone mobile solutions



How are you?



Make the most of your opportunities

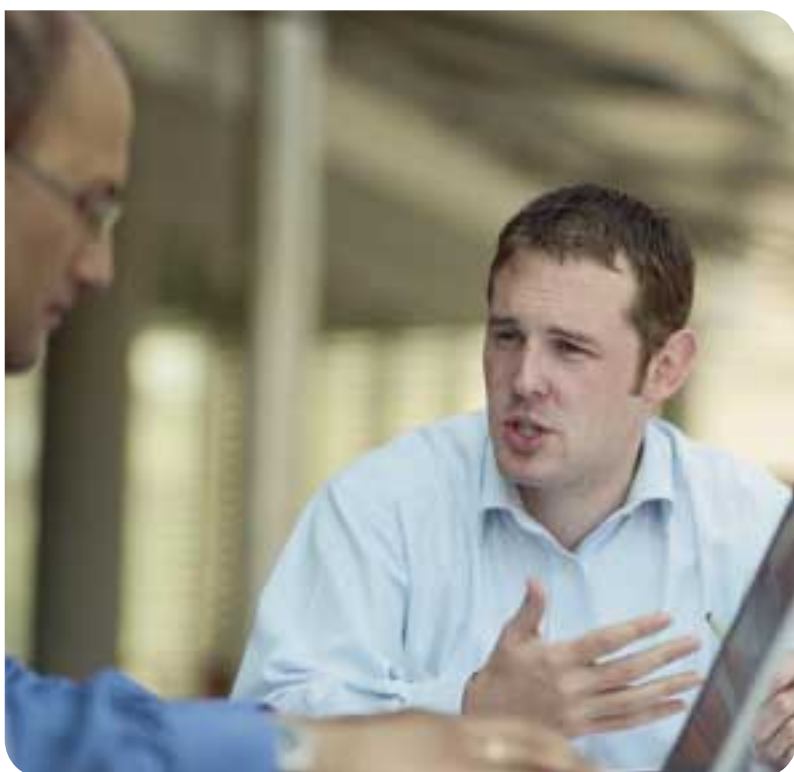
Vodafone solutions allow your sales
force to fulfill their potential.

A Vodafone mobile solution for your sales force means:

- › Sales Manager and sales force can remain in constant contact
- › Sales person has access to diary, office files, and Internet at all times
- › Customer can reach sales person at all times

Serving your customers by serving your sales force

Today's business environment is increasingly complex and demands that, to be successful, your sales force has accurate and timely information to hand. Your sales managers, too, will need the time and data necessary to coach and manage their teams.



A successful sales force is one of your greatest assets. You invest heavily in them – training, cars, marketing, IT, office space and company benefits. You need to make sure that their working environment allows them to fulfill their potential.

Mobile technology can help your sales people realise that potential. It has the power to take the effectiveness of your sales force to a new level. Implementing the right mobile solution immediately gives your sales force access to the data and support of your back office systems.

Key information can be made available to your sales people when and where they need it, increasing responsiveness to customers and enhancing their experience. Giving your sales force the power to directly enhance the sales process while on the road has a direct impact on increasing revenue.

Take your sales force effectiveness to a new level

Putting your sales force in front of your customers

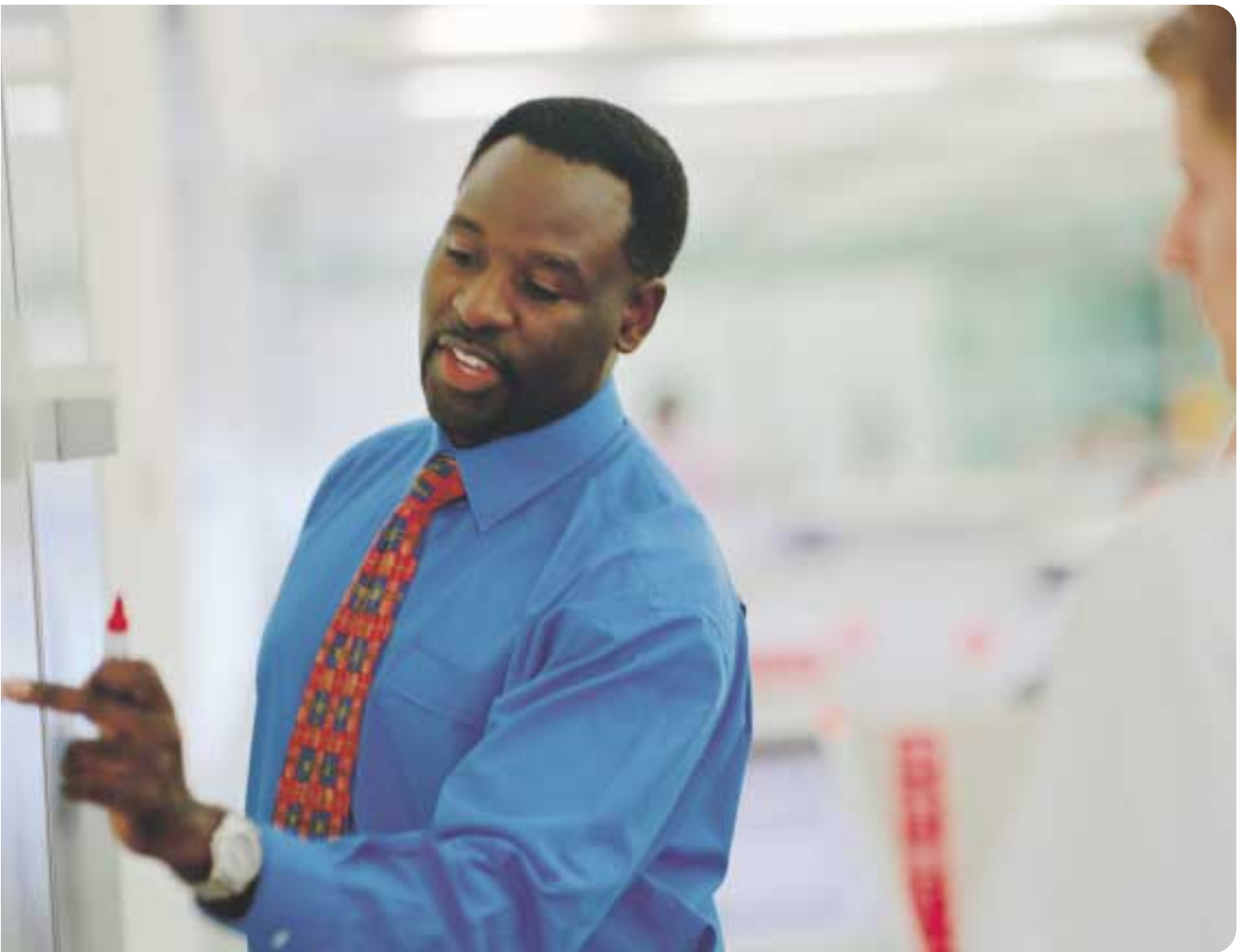
The demand of customers for immediate information and faster service, whilst also chasing competitive prices and ever-smaller margins, keeps the pressure on your sales force to return higher productivity at lower costs.

Wireless technology is creating new opportunities for businesses to reinvent internal processes. The ability to interact with customers virtually anywhere through convenient and easy-to-use web and wireless services can play a vital part in a company's business processes. Mobile devices can have a considerable impact on today's mobile, aggressive sales force.

In a technology-driven world, increasingly populated by automated customer service centres, selling is still often about good old-fashioned chemistry, face to face meetings, and relationships. People buy people and the more you can do to get your sales force in front of your clients and prospects the more likely they are to succeed. Allowing your sales staff to access their email on the move, using a **BlackBerry** handheld, a **Mobile Connect Card** in their laptop, or with **Mobile Alert**, can mean more time with prospects and less time in the office.

Your sales force needs constant communication with the home office for sales leads, invoicing, inventory tracking, order fulfillment and other supporting information. Vodafone can help you mobilise your sales force applications. Mobile field sales teams need to manage their time and sales leads while management requires efficient reporting. **Vodafone Rapide** offers a means of communicating easily with your whole team while on the move.

Equip your sales team so that scheduling, order entry, order status, promotions and pricing requests can be handled efficiently while on the road, and you could be giving them the tools that hand your company competitive advantage. The **BlackBerry** handheld device and the **Mobile Connect Card** can provide your mobile staff with access to calendar functions and Internet sites on the go.



The successful implementation of a mobile strategy for sales teams leads to:

- › Improved collection and sharing of customer, market and product data
- › More efficient communication between field, office and customer
- › Reduced sales force travel and waiting time
- › More effective use of 'dead time' between customer appointments
- › Improved sales management and improved sales force morale

“Implementing a mobile solution for your sales force may be the difference between winning and losing business in today’s fast-paced marketplace.”

Giving your sales force the tools they need, anywhere*

Your mobile sales force expects the same functionality on the road as they have at the office, whether in the UK or travelling abroad. Mobile devices and services are the solution.

Vodafone can provide you with a range of products and services that help you meet the expectations of your customers while addressing your own budget restrictions. Device solutions such as **BlackBerry** handholds or **Mobile Connect Cards** are simple to integrate into your corporate environment and economical to run. Service solutions such as **Vodafone Rapide** can be set up – improving communication between your staff and with customers – almost instantly.

Our network is truly global. That means when you use Vodafone to extend the reach of your sales force, their reach becomes global.

Vodafone has data roaming agreements in over 30 countries. Our high speed GPRS network can connect your sales people to the Internet, your company intranet or their email wherever they are in one of those countries. They can use a **BlackBerry** or **Mobile Connect Card** while travelling.

“Our sales team now have access to centralised information wherever they are working – even in front of the customer”

David Amos, IT Manager, BSS Group



A successful day – a sales story

Over breakfast Fiona checks the day's appointments on her laptop using a **Mobile Connect Card**.

A morning meeting at a new prospect and another meeting after lunch at her biggest client. She has some new emails, too, but they're not relevant to the first meeting so she ignores them for now. She quickly accesses the prospect's company web site to read some press releases.

The morning meeting goes well. The prospect is impressed by Fiona's up-to-date knowledge of the company. The prospect is keen to conclude and Fiona clinches the deal by connecting to her company intranet and bringing up the latest prices and checking the availability of stock. She also emails an order form and helps the new customer fill it in.

From the car park Fiona calls the **Rapide** service and dictates the minutes of the meeting and the details of the order. Copies will be sent to the customer, the area sales manager and Fiona's inbox. The customer will get the minutes before Fiona leaves the car park. She then sends a short text message thanking the customer for the meeting and the order.

Over lunch Fiona answers her emails before heading to the next meeting. There is an urgent request from a potential client. Fiona checks her calendar and sees that she can fit in a visit on the way to her later meeting. She calls and lets the prospective client know she'll be with them soon. They are impressed by the quick response and Fiona's ability to provide instant information on pricing and delivery times. Fiona goes on to her last visit of the day with another order to her credit.

A successful day.

The best mobile solutions for your sales force

At Vodafone we offer a range of voice and data services that allow your sales force to take full advantage of the wireless world of mobile working. They can connect instantly to their company's network, pick up emails and access the Internet from wherever, and whenever, they choose.



Service and support

Reliability and coverage

At Vodafone we understand that communication delayed can mean opportunities lost. So we invest £10 million every week in our network, allowing our customers to make more calls from more places with the assurance that the quality and reliability of our service is second to none. OfTel – the communications industry watchdog – agrees, voting us the best network for successful call rate.

We're the only mobile operator that makes regular comprehensive measurements of the performance of its network against the competition from over 490 routes.

Our engineers make at least 21,000 test calls every 6 months, typically covering 70 towns and cities, major A roads, and motorways.

Transition Management

Vodafone's Technical Sales Group is there to make sure your chosen service is right for you, is implemented as seamlessly as possible, and that your customer experience is positive.

Whatever solution you choose and whatever the implementation route taken, a named Account Manager remains your single point of contact with Vodafone. At every stage in the process the Account Manager will seek to prevent problems proactively, liaising with you every step of the way to ensure that your expectations are matched by the outcome.

Successful implementation is not the end of the journey. We'll continue to provide the same level of support after you've transferred your business to the Vodafone network.

A comprehensive Service Level Agreement lets you measure our performance and a dedicated Account Manager will offer ongoing training, advice and information while concentrating on making our new relationship continue to meet your evolving business needs.

Products and services

BlackBerry

The BlackBerry gives effortless access to corporate email accounts. It makes it easy to stay in touch and be more productive wherever you are – in the office, away from your desk, on the road or working from home.

The BlackBerry handheld is small, light and can be taken anywhere. There are no wires and you don't need to dial in to use it. The 'always on' connection and unique 'push' technology means email is sent to you automatically. The user interface is intuitive and there is a full QWERTY keyboard, so composing new emails or text messages on the move is simple and convenient.

BlackBerry from Vodafone gives you more than just email. You can keep your calendar up to date, send a text message, surf the web and even make a phone call – everything you'd expect from a completely mobile device. It's like having your desk in your pocket.

Rapide

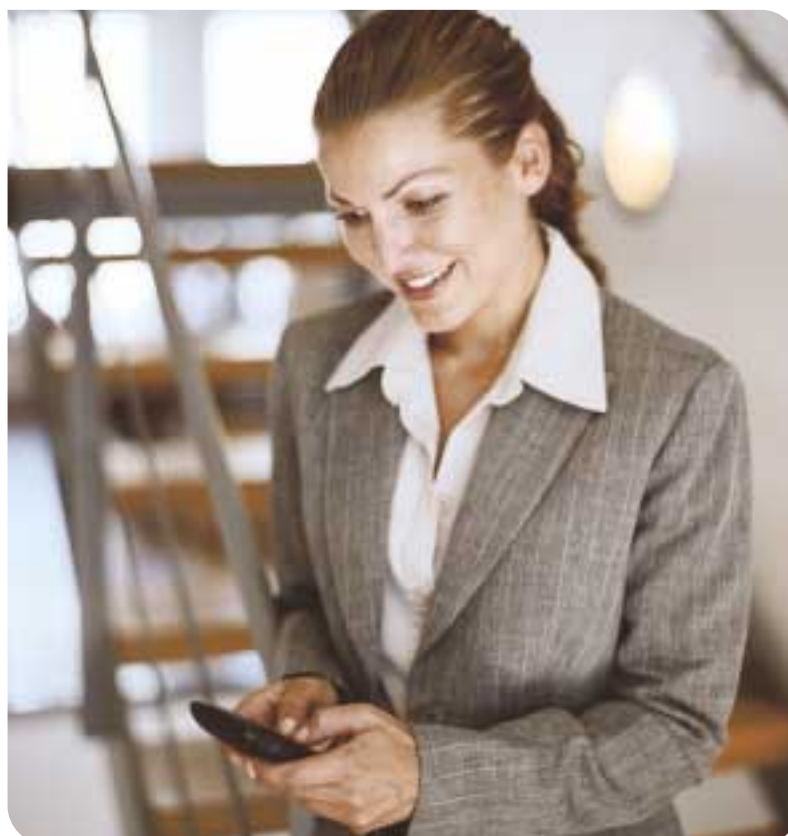
Vodafone Rapide is easy to set up and simple to use. It's like having a PA on your mobile phone, wherever you are, and it gives your sales staff instant and secure access to all the contact information they need. Simply by dialling 1500.

They'll be able to communicate more effectively via text, email and voice with individuals and with groups of colleagues, customers and suppliers, wherever they are.

Mobile Connect Card

A Vodafone Mobile Connect Card gives your sales staff the combination of hardware and software they need to access email, the Internet and the office network while on the road.

The card slots into your laptop and gives you always-on access to the Vodafone network and unique dashboard interface for full control of all remote applications.



Vodafone solutions let your sales staff focus on selling

You're looking for a solution that gives on-demand information to your sales personnel, is easily deployed and is integrated seamlessly with your existing applications. The answer is a corporate mobile solution from Vodafone.



The benefits?

- › Improved productivity and lower costs through increased efficiency of work processes
- › Improved cash flow as data gathering for creation and delivery of invoices made more efficient
- › Reduced paperwork and double keying as wireless interfaces are used to capture data and immediately store it in back office systems
- › Improved response time and co-ordination between the mobile sales force and office-based staff

The next step

Vodafone understands the opportunities and issues that businesses face. We have built our success on helping our partners seize those opportunities and confront those issues, whether they arise from changes in strategy or from factors beyond your control.

We have a proven track record in reducing customers' costs and improving their competitive edge.

To find out how you could benefit from Vodafone's experience and innovation, contact your **Vodafone Account Manager**.

You need to increase the time your sales staff spend in front of customers.
You need to ensure they have access to the power of your back office systems.
You need to be able to do it in an efficient and cost-effective manner.

Vodafone has the answer. Mobile solutions that:

- › Increase sales force productivity
- › Improve quality of customer interactions
- › Streamline business processes
- › Integrate seamlessly with corporate IT infrastructure

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