

A more efficient sales force

An internationally acclaimed manufacturer wanted to give its direct and indirect sales teams more time for face-to-face selling by reducing the amount of time it takes to write sales proposals. It also wanted the documents, which could run to 20 or more pages, to be professionally written and fully compliant with its brand guidelines – regardless of who would be authoring the proposal.

The Signals team created a secure online system which can populate a blank proposal with information written by a professional copywriter or, if preferred, a member of your own staff.

To create a proposal, the sales person simply selects a design template, enter the customer's contact details and choose the desired products and optional extras from an on-screen menu.

Because the information is maintained and provided by a centralised system, it is always accurate and up to date.

A 20-page sales proposal - professionally written and attractively presented – complete with a personalised cover letter, statement of requirements, proposed solution and optional extras, benefit statements, financial information and other pre-approved corporate messaging such as environmental statements are all included. Some sections can be edited for extra versatility.

But these days, a process which often took four hours can be completed by an experienced user in around 30 minutes.



Interested?

If you think that a similar solution could make it easier for your customers to do business with you, call us now on

01491 571 812 or [click here](#) to send an email to our Client Services Director, **Alastair Paines**.

Benefits at a glance

- Automatic generation of professionally written sales proposals
- A more effective sales force
- Increased face-to-face selling time
- Reduced cost of sale
- Better compliance with brand guidelines, even via an indirect sales force