

## Situation:

A new sales manager has been put in charge of the Indore region to put sales on track.

How is the new team performing?

# Don't Wait

for the reports to reach  
your table.

LERA offers iFast – to help you take complete control of such situations and react appropriately at any point of time, from anywhere.

*iFast can provide you the answers right away.*



***LERA changes the way you do business...***



***iFast***

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# Sales Force Automation System

iFast is a fully net-centric Sales Force Automation System that helps you streamline and improve sales practices within the organization.

iFast assists you to keep a track of critical parameters in the sales process at anytime, anywhere. Now all the information that you ever needed is right on your finger tips with iFast.

## Core Modules:

Field Target Management

Target Allocation  
Target V/s Actual  
Route Analysis

Field Activity Planning

Automatic Plan Generation  
Sales Tracking – Primary/Secondary

Field Expenses Management

Expense Reporting  
Actual V/s Budget Analysis  
Online Approvals

Sales Forecast

Advance Monthly Confirmation  
Quarterly Forecasts  
Indent Collation

Current Assets Management

Distributor Stock Visibility  
Online Receivables  
Samples, Freebies Accountability

Lead Management

Task & Event Management  
Sales Cycle Tracking  
Key Account Management



## Features:

- ✓ "Cockpit" view of all critical information
- ✓ Availability of information at the minutest level
- ✓ Track sales performances and processes based on proactive Alerts/Milestones
- ✓ An effective reporting system capturing every relevant piece of information