

Internet and IT applications in selling and sales management

Need of MIS for Marketers?



E-Reporting

Basic IT Skills
for
Marketers

E-Presentations



Data Management &
Processing



Communication



Need of MIS for Marketers?



• Roles of sales team members in MIS

Sales Executives/Sales officers/Area Sales Managers Role

1. MIS is the key in the sales data customer wise at the end of each day using the company intranet
2. MIS is the key in the schemes data(classification) at the end of the each day
3. MIS is the key in the incentive pending to distributors/dealers
4. MIS is the key in unstructured data from retailer level
5. MIS is the key in unstructured data on competitor activities
6. MIS is the key in structured data about each sales team member

CEO, National Sales and Marketing Head, Regional Managers role in MIS

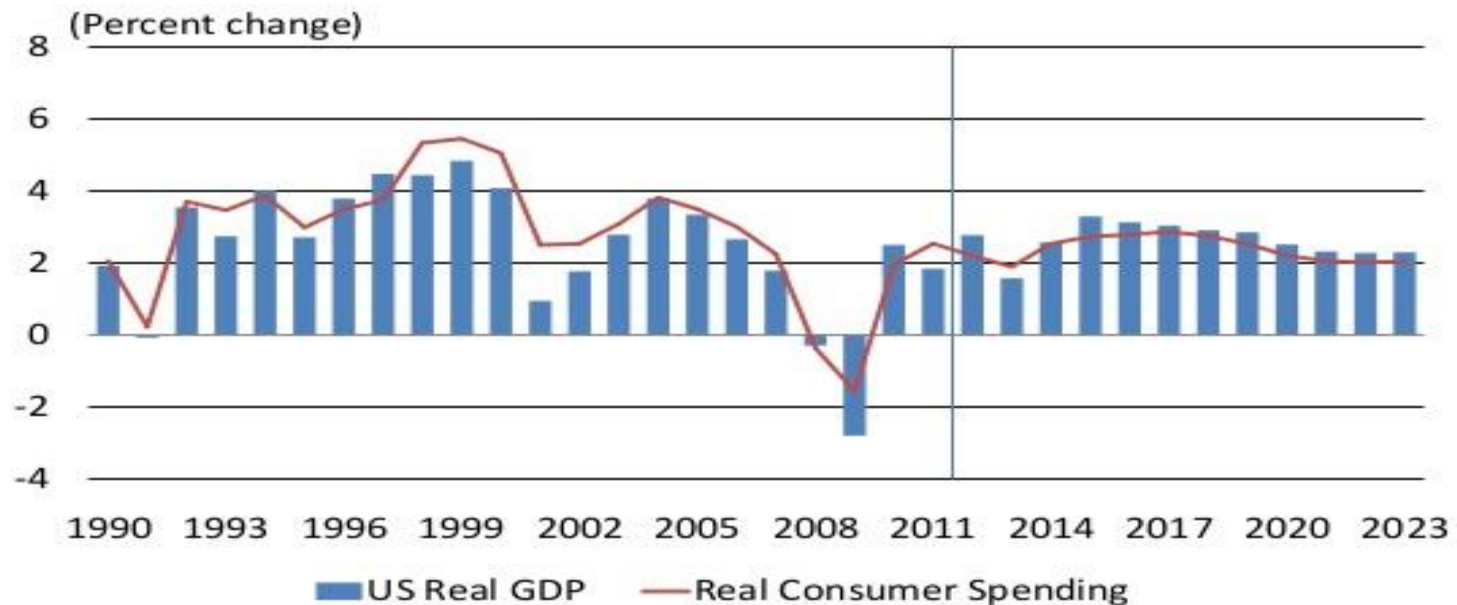
1.Develop Customer Profile :

Analysis of customer lifecycle offers insights into

- Features most valued
- Customer spending outlook
- Segmentation and predictive modeling

Customer spending outlook

US: Consumer spending will not be a strong driver of recovery



2. Segment customers on the basis of effective criteria

For Example:

- **Channel Preference** (What channel the customers like the most)
- **Buying Patterns** (Marketers often try to understand buying pattern and its relation with geographical, demographic and psychological characteristics of the consumer. In order to understand the buying patterns, marketers conduct comprehensive surveys.)

Etc.,

3.Customer databases



4. Predictive Modeling and Customer Profitability

Customer Analysis –

- To develop retention strategies
- To acquire/attract new
- To build future models
- Win back the dissatisfied

5.Develop Multiple Channels to Interact with Customers

- Web
- E-mail
- Telephone
- Customer Support Executive

6. Identify Customer Channel Preference

- Analysis of channel usage of high value customers
- Communicating using most preferred channel

7. Synchronize Channels

Integrated all channels forms

8. Understand the cost structure of each channel

- Balance cost with channel/customers factors

9. Personalize / Customize

- Personalize the Customer Experience
- Individualize Content
- Enable Customers to Customize the Environment
- Personalize Interaction through all channels

10. Optimize(improve) the value of Every Customer

- Micro-Level

Optimize every level of customer interaction

- Macro-Level

Optimize Customer Lifetime Value

11. Understand Key Elements that build Customer Loyalty

- Basic Value
- Trust
- Commitment
- Enhance(Improve) Value
- Anticipation(prediction) of customer needs