

SALES FORCE AUTOMATION

The pace of customer service excellence has been set, and it's fast. You simply can't afford to have your salespeople lagging behind the pack in the race for revenue. Enabling your field sales force with TeamSFA will help them do their jobs better, shorten sales cycles, improve first impressions and follow-through, access hot leads faster, and generally become more productive. TeamSFA will help your management team better supervise and direct sales activities. Plus, increasing adoption of mobile technology will increase the flow of business information, which, in turn, yields deeper business intelligence.

Equipping your sales team with TeamSFA's robust mobile functionality and connectivity, supported by its well-defined business processes, will dramatically reduce costly latencies in sales order delivery and impact overall profitability, revenue generation and customer satisfaction.

TeamSFA optimizes field sales automation by coordinating the synchronization of five critical elements:



TeamSFA empowers you to go the extra mile for your mobile sales team, by giving them the tools they need to succeed. The payoff will be quick, and will only increase in value as your field productivity turns from business advantage to business expectation.



Frontline employees drive your competitive edge

Bridging the Chasm between the Field and the Office

The lifeline for today's mobile sales professional is the cell phone. When they have questions that need immediate answers, need a data look-up, or want to submit an urgent customer order, they place a call to an administrative assistant and dictate their requests. This is a process that can take several minutes or more and ties up at least two people until it's resolved. TeamSFA turns this into a one-person operation.

Sales organizations have been plagued by these inefficiencies engendered by loose connections among field sales and critical back-office functions. TeamSFA enables a steady flow of incoming and outgoing data with centrally stored customer data, product inventory, call history, client activity, and committed sales orders. Office workers have up-to-date sales order information from the field, eliminating order re-entry, faster inventory turns, improved invoicing, and increased customer satisfaction.

Empowering Competitive Advantage

Today's mobile technology represents the greatest promise for creating new business efficiencies and developing competitive business advantage. Whether closing sales, managing relationships, helping customers, your company's remote sales team relies on up-to-the-minute information access for their success and yours. TeamSFA will help you stay ahead of your competition by replacing traditional paper- and telephone-based systems with a solution that empowers your field sales team with instant access to key information.

TeamSFA has been designed specifically for small and mid-sized companies that have few or no IT staff, but large enterprise requirements and expectations of their IT solutions.

Frontline Sales drives your competitive edge

Equipping your sales force with Windows Mobile phones running TeamSFA provides them with immediate access to customer and product data at their fingertips in real time as needed. TeamSFA ensures that your sales people never fly blind when visiting a customer or prospect site and that you have a complete picture of your entire company's customer and prospect activity. This ensures extraordinary customer service, the customer's perception of your entire organization and translates into intense customer loyalty, leaving the competition wondering where they went wrong.

Unlike bulky laptop systems, Windows Mobile handheld computers turn on instantly and are very compact. As a result, TeamSFA powered sales professionals tend to use the devices before, during, and after sales calls much more readily than they do laptops. This convenience and ease of use translates into more and better data from representatives in the field, which means better forecasting, better customer service, and competitive activity tracking for management. Handheld access also allows representatives to productively use their downtime to prepare for meetings and to follow up with customer requests. This results in a more effective sales force and better customer interactions.

The logo for TeamSFA, featuring the word "teamsfa" in a lowercase, blue, sans-serif font. To the right of the text is a graphic of several small blue dots of varying sizes, arranged in a pattern that suggests a globe or a network.

TeamSFA's On Demand Mobile Sales Force Automation will:

- 1) Boost your productivity
- 2) Cut costs by automating processes
- 3) Improve revenue generation
- 4) Build competitive advantage

The benefits of mobile working are irrefutable. The technology allows staff to minimize downtime by working productively pretty much anytime and anywhere.

Studies have shown that:

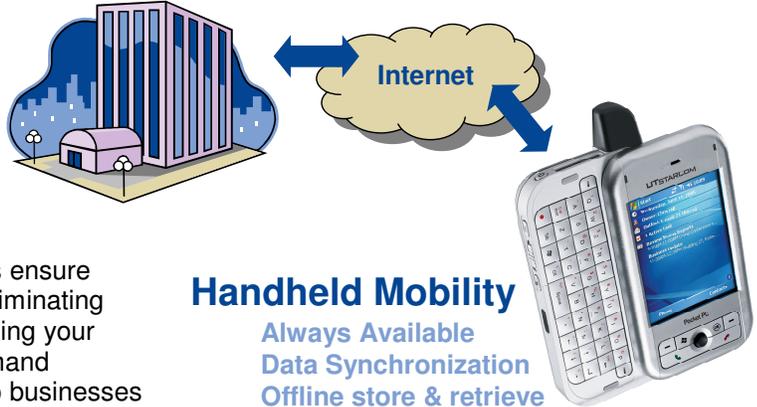
90% of sales representatives would use their SFA system more if they had handheld mobile access

Over 80% of sales representatives believe that a mobile SFA solution would make them more productive in the field

Over 50% of sales management believe a mobile SFA solution would increase customer satisfaction and contribute to higher revenue growth

Mobilize your Business

Today's office is not defined by walls or doors or even desks, but by access



Handheld Mobility

Always Available
Data Synchronization
Offline store & retrieve
Occasional Connectivity Required

HOW IT WORKS

TeamSFA is a complete web-based and wireless field sales management solution. Office staff connect directly using an Internet connected desktop PC. While your mobile and remote sales force personnel connect through wireless devices such as Windows Mobile phones, PDAs and laptops.

TeamSFA manages and hosts the servers that handle all the complexity of data synchronization, communication and database storage. These servers ensure your access - 7 days a week, 24 hours a day, while eliminating the need and your expense of deploying and maintaining your own inhouse web and database servers. This on demand infrastructure delivers enterprise class performance to businesses of any size, without incurring additional capital costs.

Synchronization is the key to ensuring each mobile sales professional always has access to the same company data at the same time. For example, the master product catalogue is maintained by a office manager(s) and effortlessly shared (sync'd) to each TeamSFA member.

TeamSFA Mobile is a software program that is installed on a Windows Mobile handheld, that when connected to the Internet, communicates with the TeamSFA hosted servers to send and receive; customer information, a company product catalogue and sales transactions. Building quotations and sales orders takes seconds – and seconds more to print a receipt to a mobile printer, or even email or fax receipts and quotations to a customer or inside order administrator.

PRODUCT FEATURES

Product Catalogue – maintain a single product catalogue and synchronize updates with each mobile user. Users can view your entire product catalogue for accurate and up-to-date product information to:

- check/confirm pricing and product numbers
- search by part number
- use bar code scanning for instant access to any product detail

Client Database – This application provides a view of the entire client database which each member has been granted permission to view. Users can:

- Enter new or modify client details
- Record client activity
- Collaborate with other team members

Order Management – allows users to be in complete control of their business activities. They can:

- View, edit or create new transactions in seconds
- Organize prospect opportunities, quotations, and closed sales orders
- Instantly deliver receipts to customers by email, fax or printed hardcopy using a one-button delivery option
- Instantly commit orders to the inside order administrator

ADMINISTRATION

Workforce Management – allows administrators to control mobile sales team member access to TeamSFA and synchronization functions.

Team Management – allows Administrators to improve management of sales team members by:

- Managing and grouping sales personnel into sales teams
- Modifying and synchronizing client records for access by the entire sales team
- Sharing individual client activity status to enable collaboration in the field

Your Company's Business Profile – a one time entry of profile data for synchronization to each mobile worker's handheld device, which ensures consistent company information on every customer receipt.

SUBSCRIPTION SERVICE

TeamSFA is a pay-per-use subscription-based service that delivers a number of business advantages, including:

- No software licensing fees
- Free upgrades for the life of an active subscription
- No infrastructure or maintenance costs
- Scales with your business – simply add new users

Wireless devices are making it easier and easier to gather and share data everywhere, anytime. Consider the typical challenge of distributing sales leads, and tracking the follow through accountability. With TeamSFA, a mobile worker can sync their device, and check for new, hot leads and make schedule adjustments to get the best opportunities first. They can build customer quotations and instantly deliver an email or faxed copy to their prospects and customers in seconds.

Unlike other SFA and CRM offerings, TeamSFA focuses on the productivity of your entire product selling enterprise. TeamSFA offers the ultimate handheld computer automation benefits for your sales professionals to engage in more effective and efficient customer interactions. The business process automation of TeamSFA enables office admin to focus on delivery and fulfillment activities versus tactical data entry. While sales management gains visibility to prospects, client activity, sales forecasting and funnel management.

TeamSFA delivers tangible cost reductions that are realized by; increased sales productivity, eliminating data re-entry, increased information accuracy, and reduced costs of operations. Top line revenue growth is further achieved through increased sales force and sales management effectiveness, sales process optimization, and increased customer value.

Companies have been investing in technology automation for decades. Successful organizations are able to leverage computerization and automation into competitive advantage. For most companies, the final mile of automation is often the last to receive automation – the sales professional. Automating where the work is performed, at the job site, with the customer, offers the greatest cost savings and differentiated value-add, which translates directly into sustainable competitive advantage for your business.



About TeamSFA Inc: TeamSFA is an innovator in the area of mobile sales and service force automation solutions for the global market, offering the most advanced and comprehensive product of its kind on the market today. Through our unique on demand, subscription-based model, we empower customers of any size with full-scale, enterprise level sales and service force automation capabilities at a fraction of the cost of other solutions.

Our solutions leverage the power of wireless connectivity to deliver highly sophisticated capabilities in real-time to enhance productivity in the field, streamline internal administration and power business with industry leading customer service.

For more information on TeamSFA, please call (877) 878-8326, or visit teamsfa.com

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