

Raising the Bar on HME Sales Efficiency with CRM and GPS

Today's HME Sales Environment is demanding; transparency and accountability. We are looking for ways to gain market share and increase opportunities within our medical community. An HME that adopts Customer Relationship Management (CRM) and Global Positioning Systems (GPS) will have the competitive advantage.

Current methods of following and tracking sales calls have had limited success. By joining the tools found within CRM and GPS, we have tools that will bring us a greater return on our investment and comprehensive real time information about our sales efforts.

CRM offers tremendous benefits to the sales person and also leadership. CRM will allow you to increase sales efficiencies with tools that provide a view of sales reps schedule, meeting notes, assigned tasks, track expenses, and view data in real time.

A CRM that provides access via the web in real time on a PDA or Blackberry device will provide quick and easy access to your sales team while on the road. No more taking valuable "sales zone time" when sales calls could be made and being in the office typing in notes. Now you can use that time to make sales calls and be more efficient and productive than ever before.

Global Positioning Systems (GPS) brings great benefit to a sales team and leadership as well. GPS will provide fleet or vehicle management (even if the sales rep drives their own vehicle). The asset here is the sales person and their time. GPS also provide expense control for your business with the capability of planning an efficient route and automating expenses specifically mileage reporting.

We all know that GPS can tell us where we are going. GPS for an HME sales rep should also tell us where they have been. A sales route is similar to a delivery route for our service personnel. With GPS in your sales vehicles, sales reps will make better routing decisions, lower or completely eliminate the personal use of the vehicle during company time and, the historical data will provide analysis opportunities for continuous improvement in routing and territory management. Actively using GPS fleet management for your sales team will pay for itself with reduced vehicle or mileage reimbursement expenses along with an increase in productivity resulting in greater sales. Providers have documented savings greater than \$100 per month for their sales using GPS fleet management.

The combination of CRM and GPS truly raises the bar on your sales transparency and accountability. With CRM you will know the where, when, why, and how of the sales call; and GPS will further validate and assist in coordinating a more efficient sales territory.

With CRM and GPS your sales team will be able to make more "Productive Sales Calls" every day.

"Replace Sales activity with **Sales Productivity**"

Ty Bello, RCC