

Celebrating 8 years of success in the Sales Force Effectiveness space



VSM Software (P) Ltd



Overview

A decade ago, pharmaceutical companies in India were slowly moving towards sales force automation – any application that would help them keep track of what their medical reps were doing in the field. Most of the processes at that point of time within big organizations were still manual and on paper. With the growing sales force size and hence sales, keeping track of such things was becoming difficult and challenging.

They were in search of an application that would help the Head Office analyze how sales force productivity and efficiency could be improved.

We were one such IT player in this sales force effectiveness space then and after 8 years of being successful in this space; we know we have brought some value to our clients.

Achievements

- Have currently more than 6000 users for our application
- Our clientele includes 8-10 leading pharmaceutical giants.
- Our geographical presence stretches in India, Sri Lanka, Bangladesh and Vietnam
- Our application has outlived many other IT applications of our clients – be it an ERP Application, HR System etc.

Our Advantage

- We bring in strong domain knowledge in this space
- Our application is much more than mere automation. Currently our application consists of 12 modules spread over three areas of Sales Force – Lead Management, Sales Force Administration and Commercial Operations.
- We constantly work towards innovating ourselves – both in our technology and our processes
- Strong customer centric approach

“SFE product built by VSM will be reaching nearly 1200 Strong sales team of our organization. The application has been well designed and relatively easy to use and provides 100% reporting success”

**SFE Head,
A Large Pharmaceutical MNC**