



INTEGRATED ECOMMERCE, CRM & INSIDE SALES SOLUTION

Grow Your Business

NVal Solutions offers a unique combination of customized eCommerce and CRM software fully integrated with an inside sales service to jump-start and enhance your net new business development activities for office supplies.

This custom solution has been developed especially for United & SP Richards dealers based on an in-depth knowledge of the market & industry, research and assessment of the prospective target market, experience and expertise in building eCommerce and CRM systems, and a good understanding of the key drivers of the office products industry.

The combination of software and services includes:

- eCommerce Site for online sales
- CRM System for tracking of prospects
- List of 1000+ prospects - pre-loaded for initial call activity
- Inside Sales Call Activity - typically with a qualified sales person dedicated half the time for one month every quarter to make sales calls on your behalf
- Training, system set-up, communications and infrastructure
- Hosting and support - for ongoing modifications
- Updates relating to XML product & price files - done quarterly
- eMarketing - custom htmls with direct links to the website



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Product and Service Lines

eCommerce

eCommerce sales are expected to double between 2008 and 2012. Office supplies as a product category is second only to travel in terms of volume of online sales. The three superstores are among the top 10 online players. Our scalable and flexible eCommerce solution with all products, images and matrix pricing, uploaded not only creates the necessary platform for your dealership's future growth but also turbo-charges your sales. Attract and convert prospects, provide them with a good online experience and custom pricing, and expand your market reach.

Our eCommerce solution provides you with your own website for transacting office supplies sales online. You not only get a professional website, but one on your own domain. This is important because with search engine optimization, you can build online traffic to your website which is not possible with other 3PVs. With your own custom site, you can also add your own products and edit/modify pricing or content to suit your specific needs at any time.

We build the eCommerce sites in Zencart, Magento and dot net. Customizations include a back-end administrative interface that allows you to track both sales and costs. Orders can be transmitted to multiple vendors by line item. Also track gross margins by customer, category and vendor. Payment and shipping integration are included as part of the package all for one flat affordable fee.

Inside Sales

Inside sales is one of the more efficient ways of reaching out to new prospects. Our methodology based on proven process steps and consistent call activity by trained sales professionals generates predictable results. Inside sales complements your direct sales efforts and can help to boost your sales.

We offer inside sales as a shared service to help increase your net new business. Our trained sales persons make calls from our office on your behalf to your targeted prospects to promote your company, create awareness, capture second level details relating to the decision maker and their current vendor, and direct them to your website, thus helping close more accounts for you. Our focused inside sales efforts by trained and experienced sales persons can deliver anywhere in the range of 2-4 new accounts every week after the initial sales cycle.

CRM

The major benefits of CRM are increased revenue and profit, improved capture of sales leads, account management, increased cross-selling and up-selling opportunities for existing customers, accessible decision-driving information, and improved customer profiling and target marketing. A customized CRM solution does more to deliver all of the above and our system captures employee size to compute the monthly revenue potential for easier prioritization and targeting among many other features, thereby assuring you of increased sales productivity of at least 25%.

Our CRM solution is customized to track prospects in the targeted territories that you select. Not only do we have the system programmed to walk a sales person through the process steps of selling office supplies as outlined by United Dealer Training (UDT), but the system also makes it easy to track current vendors of the prospects being pursued, and their key items of purchase. The system allows you to identify and follow up on opportunities based on the sales stage and/or category, determine annual volume potential, and track account penetration over time so that you can target a larger "wallet share" of the account. So it helps to close new accounts, it also helps with same account growth.

We upload data pertaining to prospects with company name, address, size and key contacts so that the system is ready to use upon delivery. The workflow design follows the sales process steps of UDT. The system is intuitive to use and the initial list makes the work of converting prospects to customers much easier. The system is so powerful and affordable that with the conversion of just a few accounts it pays for itself.

eMarketing

We offer a service to convert any PDF flyer into an html format with links going back to your website. This is a key tool for eMarketing as email campaigns with html content can be run effectively targeting both prospects and customers. Data has shown that customers and prospects receiving regular promotions are 30% more likely to buy.

Hosting & Updates

We provide hosting services on dedicated multi-processor, multi-core, high-memory servers. This assures you of fast processing speeds and high bandwidth connectivity and uptime. For those who host their ecommerce sites with us, we offer a service to update the xml or other format data on a quarterly basis, something that typically takes 12-18 hours for each update, and we do it for a very nominal fee.



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