

Business Case

Streamline Sales Performance & Collections

info@nexomagroup.com
www.nexomagroup.com

Presented by
Nexoma Consultants

Table of Content

- Company Overview
 - Challenges
 - Objectives
 - Problem Statement
 - Proposed Solutions
 - Contact
-

Company Overview

At Nexoma Consultants, we specialize in empowering manufacturers through smart automation solutions designed for the next era of industrial innovation. Founded with a vision to modernize India's manufacturing ecosystem, we deliver cutting-edge technology services that streamline operations, reduce downtime, and boost productivity. From factory floor automation to enterprise system integration, Nexoma is your trusted partner for end-to-end industrial transformation.

www.nexomagroup.com



Challenges

A mid-sized manufacturing and distribution company was struggling with sales team performance tracking and collection management. With multiple branches and field sales representatives, monitoring targets and collections became a major challenge.

Sales Performance Challenges

- No real-time visibility of sales team performance.
- Manual data entry & reporting time-consuming and error-prone.
- Salespersons lacked clear KPIs and performance dashboards.
- Delayed decision-making due to late availability of reports.

Collection Challenges

- Scattered collection data across Excel, WhatsApp, and emails.
- Difficulty in tracking overdue payments.
- Inconsistent follow-ups with clients delayed collections.
- Cash flow pressure due to longer collection cycles.

Objectives

Sales Performance Objective

- Provide real-time sales performance dashboards for all levels (executives, managers, directors).
- Automate reporting to save time and improve accuracy.
- Enable transparent tracking of targets vs. achievements.
- Support faster and more data-driven decision-making.

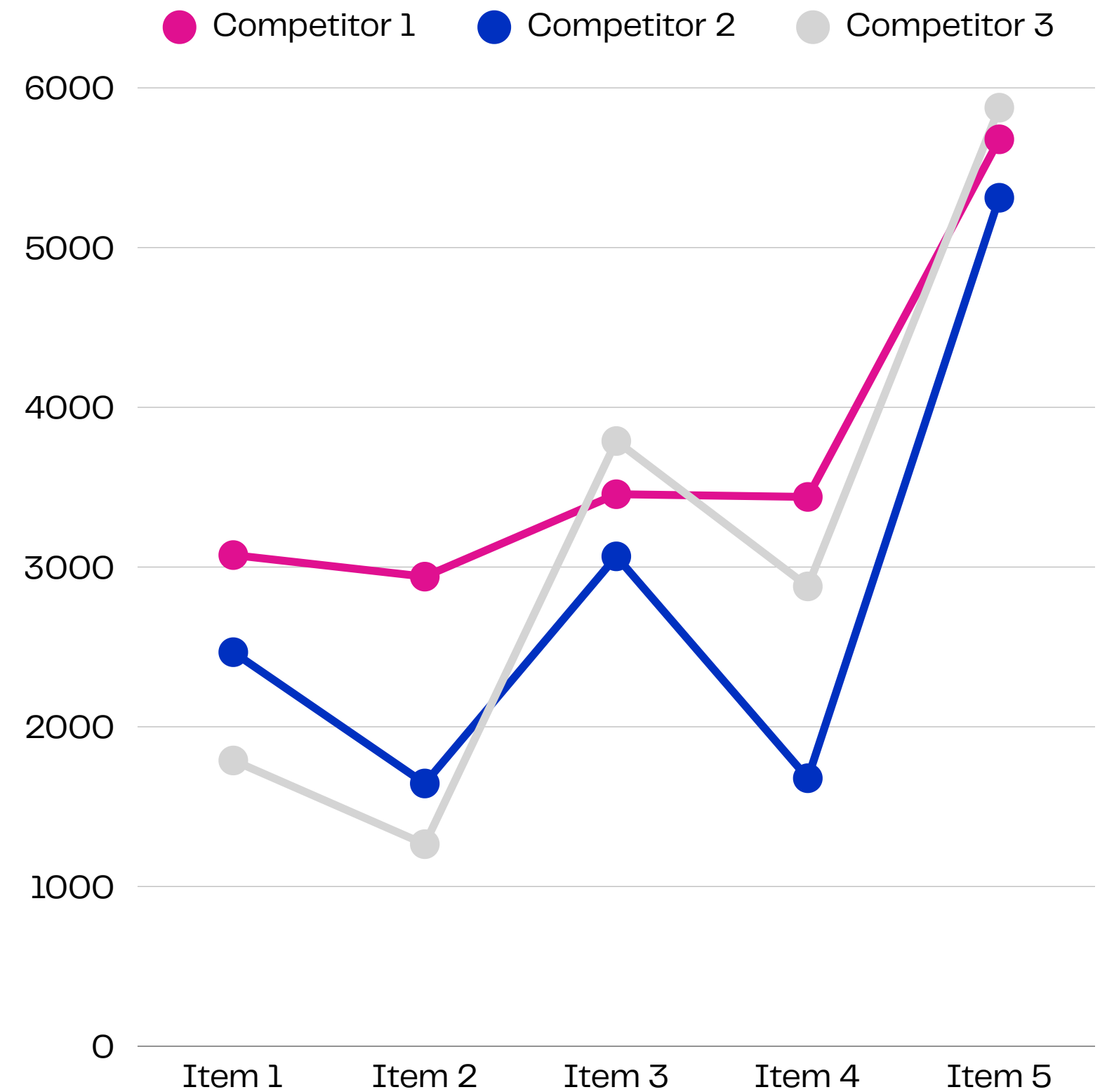
Collection Objective

- Centralize collection data integrated with billing/ERP.
- Track pending payments and overdue invoices in real-time.
- Automate client reminders and sales team alerts.
- Improve cash flow by reducing the collection cycle time.



Nexoma's Solution

Nexoma Consultants implemented a custom Sales Performance & Collection CRM integrated with the client's existing ERP(Tally).





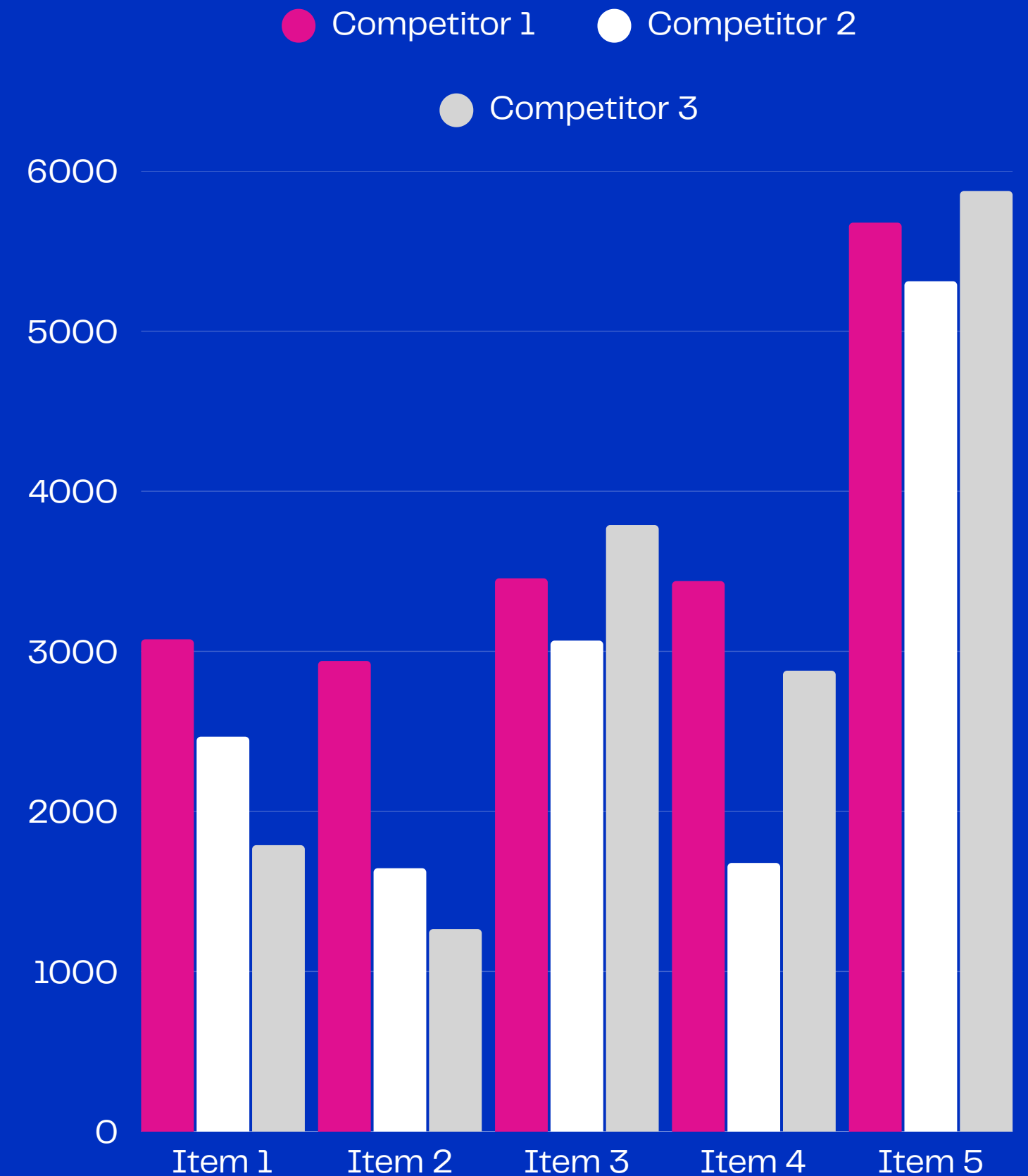
Key Features Deployed

Sales Performance Module

- Role-based dashboards for sales executives, managers, and directors.
- Real-time tracking of sales targets vs. achievements.
- Territory-wise and product-wise sales insights.
- Automated daily/weekly sales reports.

Collection Module

- Integration with billing & finance software.
- Centralized tracking of pending payments, overdue invoices, and customer history.
- Automated reminders & follow-up notifications to sales team and clients.
- Collection performance reports for branch-wise and salesperson-wise tracking.





Challenges Resolved After Implementation



Sales Performance Improvements

- Real-time visibility of sales progress for management and team members.
- Reduced manual reporting automated dashboards saved 30% of reporting time.
- Improved accountability each salesperson tracked their own KPIs daily.
- Faster decisions management could take corrective action instantly instead of waiting for end-of-month reports.

Collection Improvements

- Streamlined data all payment & collection info available in one place.
- Proactive alerts overdue invoices identified early, reducing defaults.
- Better follow-ups automated reminders improved client communication.
- Improved cash flow collection cycle time reduced by 20-25%.



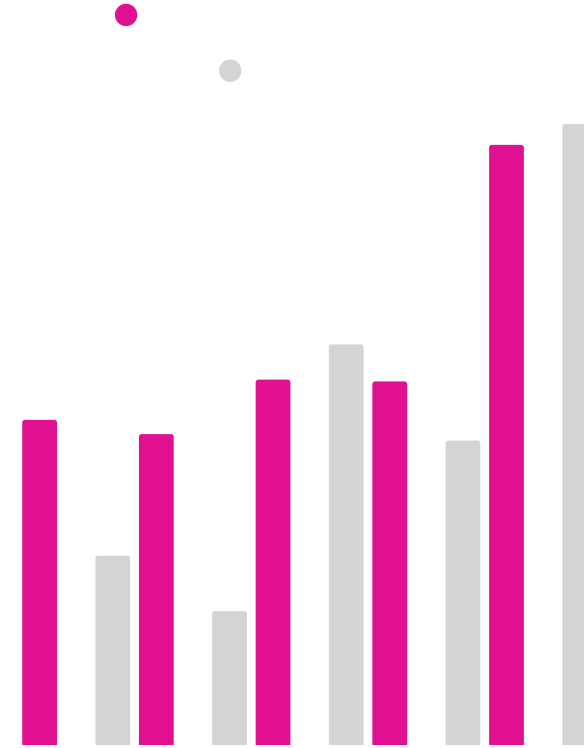
Business Impact After Solution



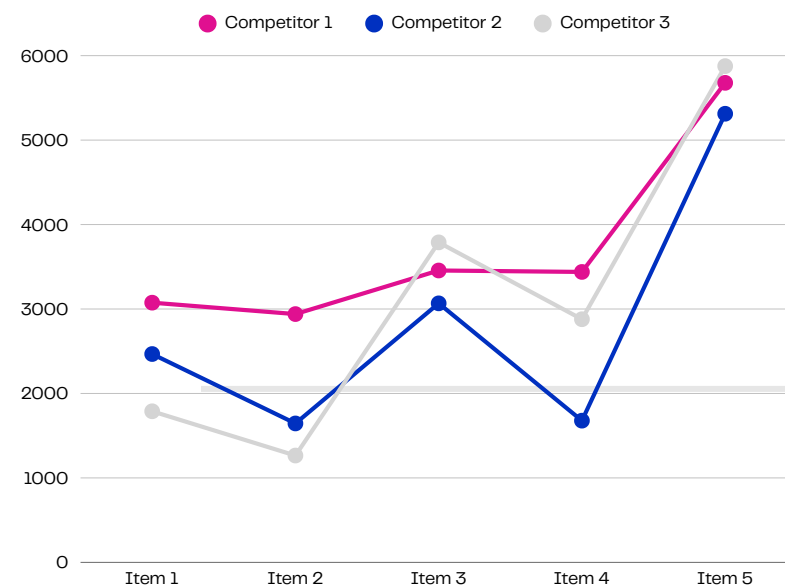
- 20% faster collection cycle
- 30% time saved on reporting tasks.
- 15% increase in sales team productivity through real-time tracking.
- stronger cash flow & reduced working capital pressure
- management acted quickly on underperforming territories
- Improved decision-making



Conclusion



By implementing a Sales Performance & Collection CRM, Nexoma Consultants transformed the client's sales and finance operations from manual, reactive processes into a streamlined, proactive system. This resulted in better visibility, faster collections, and improved overall efficiency allowing the business to focus on growth rather than firefighting.





Contact Us

- +91-7743875262
- info@nexomagroup.com
- www.nexomagroup.com

Let's Connect