

Add more Force to your Sales Process

Customer Relationship Management (CRM) has become de rigueur. However, well run companies have always known that revenue growth comes from effective communication efforts with both your target market and well-designed sales channels. However, in the last fifteen years we have begun to pay more attention to the results of our sales efforts. Primarily due to the explosion of software tools that help us to not only improve our communication with customers, but to measure the results of this improved communication. In keeping with our philosophy of complete integration, AVMAN has incorporated CRM and linked it to all the points you would expect. AVMAN's CRM helps you manage customers, leads, and quotes.

Managing customers in AVMAN is the beginning of the CRM process. Here you can add or modify customer accounts. AVMAN support both individual and organizational customers (businesses). In addition to the typical customer information, you can specify default pricing, special discount information, and specific fuel price handling.

AVMAN provides the tools necessary to manage the leads generated by the sales and marketing activities of your FBO. As new or returning contacts and customers reach out to you, AVMAN's lead system lets you begin to record the conversation and track the lead. Once the conversation begins, you can track items such as Lead Type to track the business area. For example, you could have lead types of fuel sales, aircraft repair services, and aircraft charter. You can even track the Lead Source to specify the origin of the lead (tradeshow, web-site, etc.) and the Lead Status to specify where the lead stands in the sales process. The lead system is flexible in that you can define the contents of many of these items. Leads can be assigned to specific users in AVMAN with required follow-up dates. Users will receive alerts when a lead is assigned and the lead will be added to the user's dashboard where they can connect directly to it from any device including their smartphone. Each communication with the customer will be recorded as a lead event which you can review at any time.

There are many reports available to track your leads such as Lead Activity, Quoted Leads, and Leads with Orders; each of which can be prepared for activity in any specified period. You can also prepare reports for leads with follow-up required or even Dead Leads.

Once a lead has been "qualified", AVMAN provides the ability to create a price quote to customers for products or services. AVMAN's quotes are integrated with leads, customers, and products. You can track follow-up dates, projected order dates, probability of success, and salesman responsible for quotes. You can add items directly from your product list or you can include special offerings for a customer. You can also include items that are marked as options on your quote. Options are displayed on the quote but not included in the total quoted price. There are many reports available to track your quotes such as Outstanding Quotes, Quotes Issued in Period, Quote Aging, and Rejected Quote report.

AVMAN takes it one step further in its ability to assign quotes to orders. Allowing your FBO to actually link fuel orders to your sales efforts. AVMAN seamlessly guides your contact customer process from first contact through invoicing and payment. AVMAN's CRM will help your FBO increase your fuel sales and generate new business opportunities.