



# Building Sales Machines

John C Aulabaugh

*“The Pet Rock? A Rock as a Pet?!! Why didn’t you come up with that?”*

Judgmental words of wisdom from my new father-in-law some 38 years ago. I think everyone dreams of the quick and easy buck, less earned and more subject to windfall profit or capital gains taxes. But the truth is, that for most of us, the one thing that makes us successful is our unique ability to imagine, organize, plan, execute and persist.

Over the past 30 years of creating systems for small and medium sized companies, I have seen the wide range of entrepreneurial talent. These companies ranged from shoestring operations with almost no cashflow or staffing to multi-billion-dollar companies with so much bureaucracy and attitude that it cannot respond. *The one thing that always improved performance was properly presented, relevant, and timely information.*

When I started Mobile Commerce Network back in 2000, the primary focus was to automate the transfer of information from the salesforce to the office accounting system. Fresh out of the gates was Microsoft’s Windows Mobile operating system, only a slightly better platform than PalmOS...automating clerical tasks seemed to be a huge selling point at the time.

## Fast-forward what seems a lifetime!

MCNi360 now includes a full suite of features to not only automate the movement of sales and inventory data through your organization, but it also acts as a customer service coach that will make sure your people follow proven practices to prevent churn and optimize customer satisfaction.



# MCNi360's Three Prong Approach

## Integration

MCNi's Hippocratic Oath is to "*first, cause no additional work!*" We make sure that if your office systems have information that your reps need in our app, we do not make you enter that data twice. We have the tightest integrations with commonly used accounting and ERP systems on the market!

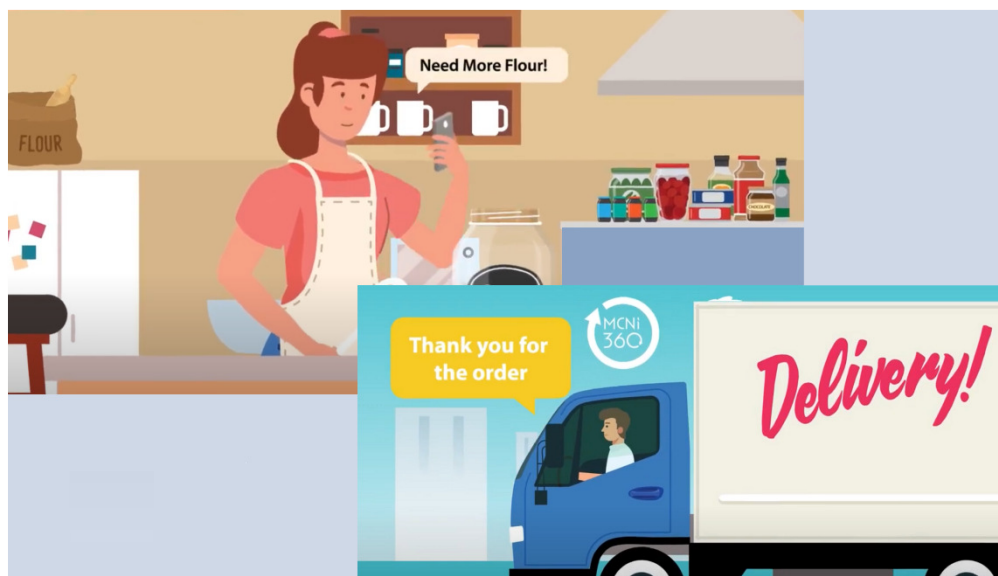
Experiences with our customers have identified common pain-points in typical processes. Whether it is helping your reps manage their Accounts Receivable or moving inventory through the warehouse, we built features that eliminate time wasting clerical tasks.

## Collaboration

MCNi360 Advanced, Sales Rep Management (SRM) and MCNiGo provide platforms to give you, your staff, and your customers the ability to work together better.

The strength of these apps is the clarity and accountability that it adds to the communication process. For example, with the MCNiGo app, your customers have a way to

- message you for questions or support
- retrieve copies of invoices and product documentation
- reorder product





MCNi360's Sales Rep Management module establishes structure in your organization that is difficult to do without a framework. Our SRM application provides you proven steps to accelerate customer conversion and propel customer growth.

All CRM packages offer the same processes, WHICH INCLUDES sales funnel, planning, and communications. MCNi360 extends these features with Sales Rep Objectives and Results Management. This gives you a planning board THAT IS shared between you and your sales rep with sales planning and growth tools.

The screenshot displays the MCNi360 Sales Rep Management interface for a user named Kevin Smith. The interface is divided into several sections:

- Past Performance:** A table showing monthly sales performance for 2021. The total for 2021 is \$1,254,009.
- Sales Plan:** A table showing the sales plan for 2021, with a total of \$1,307,225.
- Change Customer Goal:** A form for setting a monthly goal for a customer, with a dropdown for the month (April, 2021) and a table of invoices.
- Customer List:** A list of customers with their addresses, phone numbers, and last dates.
- Customer Details:** A detailed view of a customer, A L M Mall of GA, including their address, phone number, and last date.
- Timeline:** A timeline of events for January 2021, including SMS messages, sales checklists, and invoices.

Month	LastY\$	Plan\$
January, 2021	\$78,000	\$83,500
February, 2021	\$78,000	\$83,500
March, 2021	\$78,000	\$83,500
April, 2021	\$78,000	\$83,500
May, 2021	\$78,000	\$83,500
June, 2021	\$78,000	\$83,500
July, 2021	\$78,000	\$83,500
August, 2021	\$78,000	\$83,500
September, 2021	\$78,000	\$83,500
October, 2021	\$78,000	\$83,500
November, 2021	\$78,000	\$83,500
<b>Total 2021</b>	<b>\$1,254,009</b>	<b>\$1,307,225</b>

Month	LastY\$	Plan\$
January, 2021	\$205.00	\$305.00
February, 2021	\$299.12	\$0.00
March, 2021	\$697.50	\$0.00
April, 2021	\$135.90	\$744.80
May, 2021	\$505.00	\$0.00
June, 2021	\$223.70	\$0.00
July, 2021	\$97.53	\$0.00

Set Goal	Monthly	Route Card	Invoices
Delivered	From	To	
	mm/dd/yyyy	mm/dd/yyyy	
>	102254	10/12/20	TEAM VALLEJO DGGG: DETAIL \$170.12
>	102307	10/27/20	TEAM VALLEJO DGGG: DETAIL \$206.00
>	102404	11/04/20	TEAM VALLEJO DGGG: DETAIL \$144.50
>	102519	11/15/20	TEAM VALLEJO DGGG: DETAIL \$512.17
>	ZWK10212		
>	ZWK10197		
>	CVT12		

Customer	Address	Phone	Est\$	Last Date
A L M Mall of GA	4228 Buford Drive	(770)555-1212	485.50	09/20/20
AUTOMOTIVE CONNECTION INC	12 Rue De Pain	(770)555-1212	73.00	11/27/20
BEDFORD TIRE & SERVICE	3530 Jefferson Highway	(770)555-1212	150.00	01/13/21
BOB MOORE CHRYSLER	7410 NORTHWEST EXPWY	(770)555-1212	90.00	04/10/20
CHRIS NIKEL'S AUTOHAUS	2920 N. ASPEN	(770)555-1212	100.00	12/23/20
CHRIS NIKEL'S CHRYSLER	2920 N. ASPEN	(770)555-1212	50.00	12/10/20

**A L M Mall of GA**  
4228 Buford Drive  
Buford, GA 30518  
(404)555-1212

**Timeline**  
January, 2021

- 16 Jan SMS Message - upcoming visit  
Hi Brent, I'll be by in the morning. Please let me kn...  
5:43pm
- 10 Jan Sales Checklist  
14 checklist items reviewed  
9:12am
- 10 Jan Invoice 70878  
3 products for \$379.00 total  
9:08am
- 10 Jan Email Message - Thank you for your business!  
Thank you for your business! Please feel free to con...  
9:08am

MCNi360 Advanced acts as your sales reps' assistant. "I didn't see your email" and "I forgot to check that" become excuses of the past. The MCNi360 platform exposes all expectations you have of your team and measures what you value.

## Building Sales Machines

The biggest advantage of MCNi360's ability to organize and model your sales process is that it helps to focus your sales reps' attention to their customers in detail. You and your team have visibility to all customer activity and planning / customer service tasks.

- Process Flow and Checklists make sure that nothing is missed when there is a customer visit
- Customer inventory tracking helps you manage shelf space and product usage
- Detailed Customer Metrics help identify trends and opportunities
- Marketing and Promotion tools keep you in front of your customer even when you are not there
- MCNiGo keeps you connected with your customers
- Reduce inventory errors and loss



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