

technical document



Empower distributors to boost sales with LTIMindtree's DistriSales, powered by Salesforce Consumer Goods cloud

The Consumer-Packaged Goods (CPG) industry is projected to reach a global market size of **USD 18.9 trillion by 2031¹**. Over the past three years, there has been an **eight percent²** increase in technology budgets. This uptick underscores a rapid shift toward digital technology adoption. However, distribution supply chain operations investments have been lagging substantially. According to **Forrester**, channel sales constitute **75%³** of the world's commerce. So, companies must recognize the importance and necessity of channel sales enhancement.

Channel partners facilitate convenient entry into the burgeoning small and midsize business segments. They enable manufacturers to explore new geographical markets without extensive investments. Implementing this strategy can help increase sales and revenue without hiring extra headcount.

A recent Salesforce research shows that sales representatives dedicate just **28%⁴ of their week to active sales**. Essential yet time-consuming tasks like deal management and data entry consume the rest. The demand to eliminate non-productive tasks from representatives' agendas is increasing. This enables them to allocate more time to engage with customers and close more deals.



Primary challenges in the CPG supply chain across regions include:

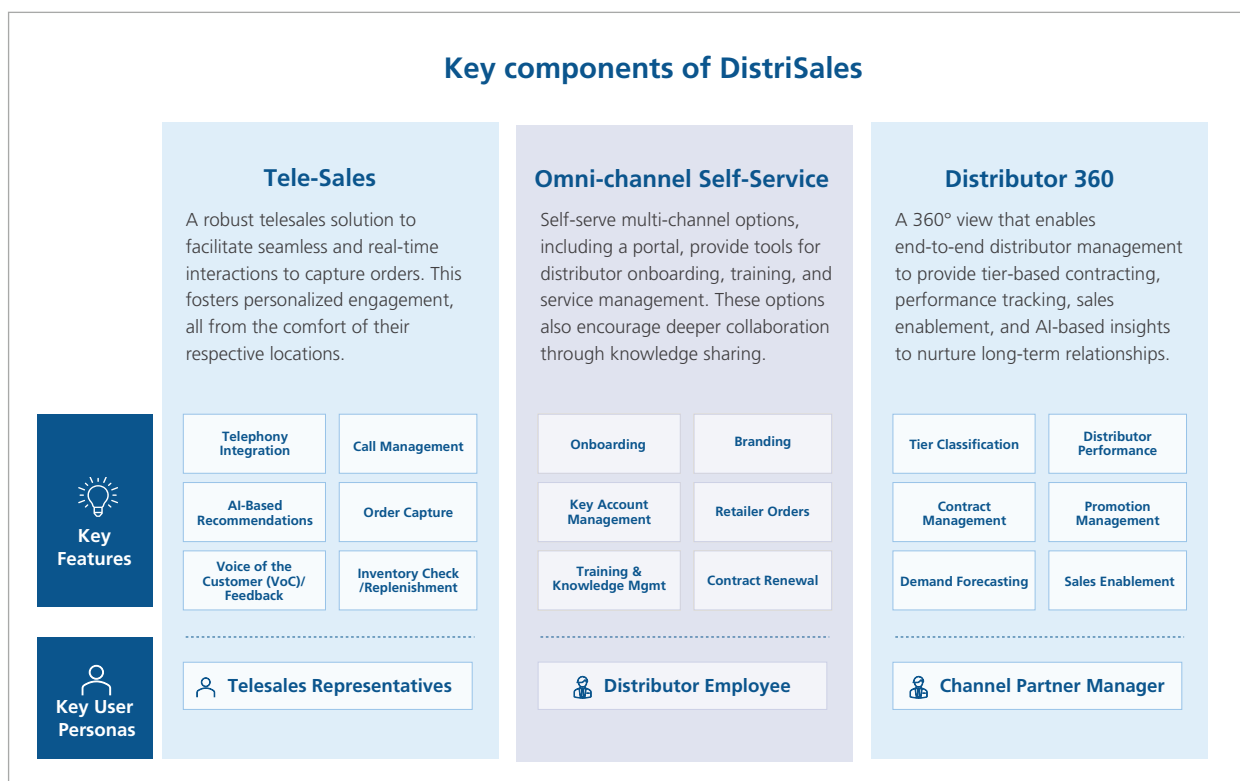
- Absence of a **centralized order management system** that connects manufacturers, distributors, and retailers
- Lack of **collaboration among distributors** hinders comparing and sharing best practices to sell efficiently in their regions
- Emergence of **demand-driven selling** methods requiring active partner engagement
- Distributors, short of selling tools, often resort to **adhoc methods** with many **manual touchpoints** for sales completion
- Lack of a **comprehensive view** of distributor performance to launch motivational sales incentive programs
- Limited insights into partners' activities for **end-to-end distributor management**

Organizations looking to accelerate channel sales need to harness the power of digital technologies. This will boost distributor-led sales and empower them with enterprise-grade tools to sell efficiently. This move is increasingly important during economic uncertainty.

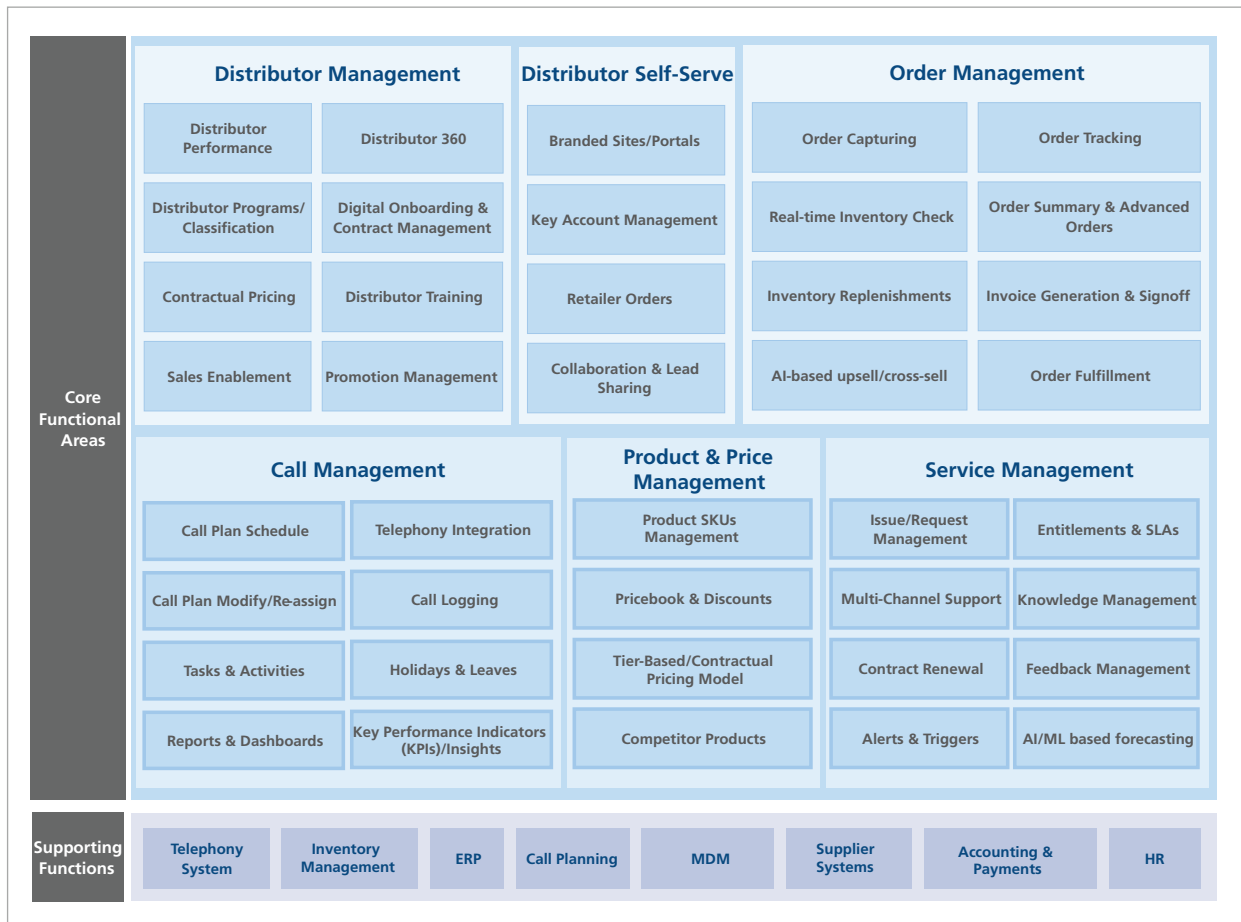
LTIMindtree's Salesforce solution designed for CPG companies

LTIMindtree’s DistriSales solution is built on the Salesforce Consumer Goods cloud. It offers a connected ecosystem featuring **AI, Data and Customer Relationship Management (CRM)** powered enterprise-grade tools for distributors. This empowers distributors to sell effectively through seamless integration and offers efficient communication, personalized engagement, streamlined purchasing, and strengthened relationships. This industry-specific CRM solution provides superior sales or service experience across channels. It combines the **capabilities of the Consumer Goods (CG) cloud and Data cloud**, augmented by intelligent recommendations from Einstein for contextual and proactive actioning.

The solution encompasses the following key components:



The solution focuses on the areas below to help companies achieve holistic operational efficiency across the distribution value chain.



Our solution provides a wide range of benefits as highlighted below:

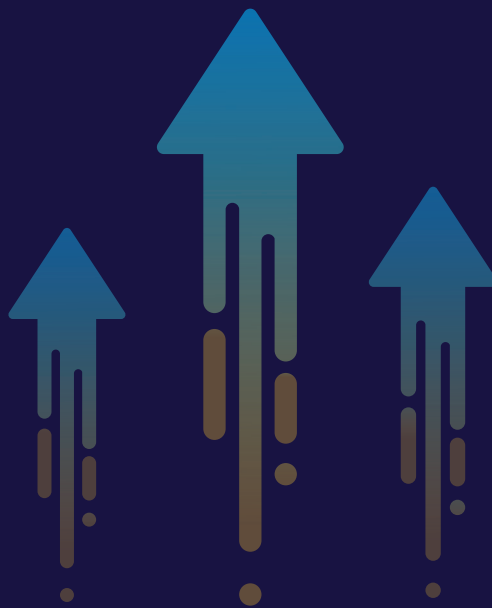
Unlock new revenue streams through deeper collaboration with distributors	
01	Enable a new revenue model – Sales via teleseller in a streamlined and time-efficient way
02	Centralized operations with order capture capabilities that are enabled on multiple channels
03	A stable platform for rapid distributor onboarding and expanding reach
04	Better demand forecasting with the involvement of manufacturers, distributors, and retailers
05	A distributor 360° view for end-to-end distributor management and engagement
06	Tracking distributor performance against defined KPIs and identifying strategies to increase sales enablement
07	Maintain consistent branding and pricing across distributors and potential conflicts over territory
08	Allow experimentation with new product or service packages, marketing techniques, and sales approaches, in a low-risk setting
09	Help manufacturers focus on product development and innovation while relying on distributors to handle sales and customer relationships
10	A platform that can enable visit planning, execution, and trade promotion depending on the operating model

To learn more about how LTIMindtree’s DistriSales solution can expedite your business’s journey to get to the future, faster, please connect with us at info@ltimindtree.com.



References

1. *Global FMCG Market: Opportunity Analysis and Industry Forecast, 2022-2031*, Dinesh T, Indranil C, Vidit G, & B, Allied Market Research, January 2023:
<https://www.alliedmarketresearch.com/fmcg-market>
2. *From chaos to insights: Digital transformation trends for CPG*, Deloitte, 2020:
<https://www2.deloitte.com/us/en/pages/operations/articles/digital-transformation-trends-for-cpg.html>
3. *Through-Channel Marketing Represents The Third Stage For Sales And Marketing Leaders*, Jay McBain, Forrester, April 25, 2018:
<https://www.forrester.com/blogs/through-channel-marketing-represents-the-third-stage-for-sales-and-marketing-leaders/>
4. *State of Sales report*, Salesforce, 2022:
<https://www.salesforce.com/resources/research-reports/state-of-sales/>



About LTIMindtree

LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 82,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit <https://www.ltimindtree.com/>