Digital
on demand

saleslogic

TAP INTO THE POTENTIAL OF ONLINE SALES

YOUR PATH TO INNOVATION WITH SALESLOGIC

Whether you intend on moving your business into the digital landscape or building a competitive edge in this space, Saleslogic is the partner to choose for the future success of your e-commerce sales.

Microsoft

E-COMMERCE TRENDS TO KNOW IN 2024

INVESTING IN PERSONALISED EXPERIENCES WILL LET YOU REAP REWARDS.

Building trust and relationships within an app by showing the user their purchase history and products they may have clicked or interacted with is imperative. AI can play a huge role in that by collecting data and automating the experience.

CROSS-CHANNEL MARKETING WILL BE THE KEY TO YOUR SUCCESS.

When you have first-party data, you can retarget the customer on multiple channels efficiently. For example, you could offer in-store incentives if you have a physical store.

MORE OFFLINE SHOPPERS ARE CHOOSING ONLINE SHOPPING.

It's estimated that 47% of offline shoppers should shift online within the next year, with predicted online spending sitting at an average of R 1648 per user. The current 32.55 million e-commerce users in SA are expected to increase by an additional 6.38 million users by 2024.

MOBILE SHOPPING IS DRIVING FUTURE GROWTH.

South African consumers prefer to use smartphones over computers when buying online. A mobile-first approach with high website performance will achieve the desired growth.

PRIORITISE SECURE CHECKOUTS AND TRUSTED PAYMENT OPTIONS.

The biggest barriers to shopping online include a trusted payment method and a better shopping experience, from easier-to-use websites to more product information.

Optimise your checkout page for the users to make a purchase as fast as possible. Also, ensure that you provide convenient and fast payment methods that don't require a long verification journey to increase conversion.

LET'S GIVE YOU THE LAY OF THE LAND AND SET YOU UP FOR SUCCESS.

GETTING AHEAD OF THE COMPETITION IN SALES REQUIRES YOU TO POWER UP ON THREE FRONTS:

1 B2B   **2** B2C   **3** FIELD MARKETING

At Saleslogic, we've perfected a sales solution to help you flourish in e-commerce.

6 WAYS WE HELP YOU SUCCEED IN YOUR BUSINESS-TO-BUSINESS OPERATIONS

1 MULTIPLE PRICING TIERS

Customers see the price agreed based on the contract level they are assigned to.

2 MARKETING & MAIL-OUTS

Customers see the price agreed based on the contract level they are assigned to.

3 ORDER PREDICTION

Allowing a customer to track their most ordered items.

4 SEAMLESS RE-ORDERING

We assist in facilitating quick re-ordering from previously completed checkouts.

5 CUSTOM CART UPLOAD

Import via Excel using data from your point of sale/inventory system to quickly fill your cart.

6 ADVANCED SALES REPORTING

Multiple filtering criteria allow reporting via any known data to facilitate effective business decision-making.

5 WAYS WE ENHANCE YOUR BUSINESS TO CUSTOMER EXPERIENCE

6 WAYS WE HELP YOU SUCCEED IN YOUR BUSINESS-TO-BUSINESS OPERATIONS

1 DIGITAL CATALOGUES

Showcase your products with high-definition photos and videos.

2 PRODUCT FILTERING & SEARCH

Enable customers to browse product categories or use quick search functionality.

3 MOBILE FRIENDLY

Provide your customer with a responsive website that looks great on any mobile or desktop device.

4 SECURE CHECKOUT, PAYMENT

Enable secure checkout and payment processing to give customers peace of mind.

5 MULTIPLE SHIPPING OPTIONS

Enhanced shipping functionality enables the creation of many rules, ensuring the correctly calculated shipping price.

FIVE WAYS WE EQUIP YOUR SALES FORCE IN THE FIELD

① DIGITAL ORDERING

Take orders with accuracy and quickly from any device during customer visits.

② CUSTOMER PRICING

Complex pricing can be managed seamlessly.

③ REMOTE CHECK-IN

Monitor sales teams with the field sales app that enables synchronised check-in functionality.

④ APPOINTMENT MANAGEMENT

Easily schedule appointments for reps and synchronise their calendars to track customer engagements.

⑤ DIGITAL PRODUCT CATALOGUE

Enhance marketing efforts with high-quality product images and descriptions on any device.

THE NEXT STEPS

We intend to bring you into the digital sales era through a 4-step tried and tested project methodology.

INVESTIGATION

Our skilled team will gather all the required information about your business to begin the site build, including all technical aspects of getting the site fully published to your customers.

PLANNING

A complete project plan will be presented, including a timeline to track progress. We will explain the process in detail, and our team will work with you until completion.

CREATIVITY

Our design and development masterminds will begin creating your site, incorporating product, payment, shipping, pricing, imagery, and all the technicalities to ensure your site looks and functions exceptionally.

PRODUCTION

Once we;ve tested the site and achieved all the milestones, the site will be ready for live commissioning and launched at your request.