



Sales Force Management & CRM That Works in the Real World



CONTACT US

PHONE - 713 - 466 - 7177

TOLL FREE - 888 - 534 - 1253

EMAIL - Sales@TraxSales.com

WEBSITE - TRAXSALES.COM

OUR MISSION

TRAXSales mission is to provide the most accurate, easiest to use traffic counting products and software in the world and to double every companies profitability within the first 6 months of use and then do it again every year.

ABOUT

TraxSales, Inc. is a privately held corporation specializing in peek traffic counters and other traffic counting applications, automated upboard hardware and software, and consulting services for the retail industry. We serve a variety of private and public companies ranging in size from small businesses to Fortune 500 companies. Our clients manage a large number of salesmen and customer traffic using our people counters and tracking systems.

SOME OF OUR CLIENTS



TRAX Upboard CRM & Follow-Up System

The TRAX system tracks all aspects of salesperson activity and sales results, ensuring every customer opportunity is handled properly and sales are maximized. Organize your sales floor & improve sales success today.



TRAX UPBOARD CRM?

Do you know how many customers your salespeople speak with each day? Do you know what proportion leave without buying anything and why? Do you wish you had a way to track these “be back” customers to get them back to sell to later? This is one of the biggest challenges in retail, and now there is a solution that makes it not only possible, but also much easier, both for the salesperson and for the customer.

CUSTOMER RELATIONSHIP MANAGEMENT

The TRAX Upboard CRM Follow-Up System for sales force rotation and customer relationship management (CRM) addresses these challenges in a way that brings more unsold customers back to your store or showroom to become real customers. And, it can make the process efficient, automatic and even pleasant for everybody.

UPBOARD SYSTEM BENEFITS

- Streamlines Sales Force Management**
- Enhances Salesperson Responsiveness**
- Tracks Sold & Unsold Opportunities**
- Improves Customer Satisfaction**
- Increases Sales & Profits**
- Creates Harmony On Your Sales Floor**



SELLING UNSOLD CUSTOMERS

With the TRAX system, you improve your sales efficiency by automating the process with which the “be back” customers are brought back to buy from you instead of your competition. How does this happen?

First, the TRAX system helps capture all information on both sold and unsold customers. Second, it provides a process to get a higher proportion of those opportunities back for a second visit. Third, the customer opportunities that come back a second time are typically many times more likely to buy compared to a first time opportunity. The bottom line is that you sell more customer opportunities consistently.

SALES PEOPLE LOVE IT

Salespeople love the TRAX system once they use it. Why? Because, it organizes their day, makes their job easier and improves their sales success. We are so confident that we offer a 90-day total satisfaction guarantee for all clients using our Upboard CRM System.

REPORTS ANYTIME & ANYWHERE

The TRAX system tracks all aspects of salesperson activity and sales results, ensuring every customer opportunity is handled properly and sales are maximized. The reports upload automatically to your PC, smartphone or tablet to view 24/7, anywhere you have access to the web. Now, you can check store performance and salesperson statistics at any time. Reports cover every important aspect of sales and customer relationship activity, including:

- Performance Summary Report by Salesperson**
- Daily To Do Lists**
- Advertising Cost Per Opportunity**
- Customer Reasons For Not Purchasing**
- Advertising Opportunities by Product**
- Below Average Sales Volume Analysis**
- Below Average Closing Ratios**
- Customer Information Gathering Efficiency**
- Time With Customers Averages**
- Employee Activity**
- Monthly Goals**
- Unsold Customer Activity**

OTHER FUNCTIONS

- Capture of Customer Information**
- Automatic Thank You Letters**
- Personalized Performance Letters**
- Customer Lists & Action Dates**
- Unsold Customer Automatic Mailing & Lists**



COMPLETE CUSTOMER CONTROL

- ✓ Send Emails to Sold & Unsold Customers
- ✓ Set, View & Change Follow Up Dates
- ✓ View & Create Daily To Do's
- ✓ Add Additional Customer Information
- ✓ Create Next Item Needed
- ✓ Add & Review Comments for Each Customer
- ✓ Track Returns & Credits
- ✓ Review Information Gathering Efficiency
- ✓ Understand & Track Marketing Impact
- ✓ Review Data on Year to Year Trends
- ✓ Create & Email Weekly Performance Summary



1 ANALYTICAL REPORTING

TraxSales helps you take guessing out of the equation. Our automatically generated reports will turn store data into insights. Increase Your Business Profits & Sales with Real Time Analytics that are the most accurate in the market today.

2 UNDERSTAND THE DATA

Getting the Retail Store Traffic Counting System up and running is only step one. We will walk you through the key unique reports to help you understand and act on the data collected to ensure growth in sales revenue for your business.

3 TECHNICAL SUPPORT

If you need help with anything regarding our retail door counter systems, we are at your service. From day one we will provide training and support to ensure that your TRAXSales system is working properly at your retail location.

The retail sector in the business world is about more than furniture, clothes, jewelry and electronics. It's about determining the best way to make your customers happy and increase the total number of clients and closing ratios, by providing great customer service, following up with clients and choosing marketing that impacts their buying habits.