The Use of SalesMania to Enhance Sales Team Performance and Support Sustainable Development

Oktavius Theo Andreas Riyadi[1], Andre Kurniawan Pamudji[2], Stephani Inggrit Swastini Dewi[3]

[1,2,3] Information Systems Department, Faculty of Computer Science
Soegijapranata Catholic University, Indonesia
[1]andreas.or75@gmail.com, [2]andre.kurniawan@unika.ac.id, [3]stephaniinggrit@unika.ac.id

Abstract— This research focuses on analyzing the role of SalesMania in optimizing the performance of sales distribution teams and supporting sustainable development. The distribution industry plays a significant role in the global economy, with millions of individuals engaged in sales. The complexity and manual nature of sales work can be optimized through digital platforms like SalesMania, making the carbon footprint from distribution activities more efficient. SalesMania offers an integrated solution for scheduling visits, location tracking, real-time reporting, and data analytics. These features help sales teams work more efficiently, improve communication and coordination, and maximize time and resources. The implementation of SalesMania can reduce carbon emissions, fuel usage, and paper consumption by optimizing the use of the latest technology, enabling the platform to help distribution companies achieve sales targets, enhance customer satisfaction, and contribute to environmental conservation. The research results, based on surveys conducted on companies that have used the SalesMania system, show that SalesMania has proven effective in optimizing the performance of sales teams and supporting sustainable development. The implementation of SalesMania can help distribution companies achieve their business goals and contribute to a more sustainable future.

Keywords— Sales team performance, distribution industry, sustainable development, carbon footprint reduction, digital platform optimization.

I. INTRODUCTION

Businesses in the distribution sector are among the most numerous in the world. By definition, distribution itself is a series of activities by organizations or producers that perform all the necessary and interdependent functions to deliver their products from the producer to the final buyer or consumer. According to the U.S. Economic Census, there are approximately 389,000 companies involved in wholesale distribution activities. Eurostat reports around 1.2 million companies engaged in wholesale distribution in the European Union [1], and the National Bureau of Statistics of China states that there are about 15 million companies involved in distribution activities in China [2]. In Indonesia, according to the Investment Coordinating Board (BKPM) in 2022, there are 13,500 companies operating in trade and repair services, most of which fall under the distributor category [3]. Related associations like the Indonesian Food and Beverage Entrepreneurs Association (GAPMMI) and the Indonesian Regional Retail Traders Association (APEDI) estimate the number of distribution companies in Indonesia to range from hundreds of thousands to millions [4], [5]. This number indicates that the distribution industry in Indonesia is relatively large and plays an important role in the national economy.

With the large number of distribution businesses, it also means that many people earn their livelihoods as salespeople. According to the World Federation of Direct Selling Associations (WFDSA), about 100 million people were working in

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the direct selling industry worldwide in 2021 [6]. The International Labour Organization (ILO) estimated that approximately 1.5 billion people were working in the trade sector, including sales, worldwide in 2020 [7]. In Indonesia, the Indonesian Sales Association (APSI) estimated that there were about 4 million formal salespeople in Indonesia in 2023 [8]. According to the Ministry of Manpower, around 13 million people were employed in the trade sector, including sales, in Indonesia in 2022 [9]. From these estimates, we can imagine the vast number of people whose livelihood depends on sales around the world.

Prospecting, closing, following up with customers, and reporting are the key tasks of a sales team. These tasks are usually performed manually by sales teams, often using paper for transaction processes and record-keeping, such as receipts, order records, and more. This manual record-keeping method carries many risks, such as lost records, damaged paper receipts, calculation errors, and more. Additionally, this manual method requires back-office teams like administrators, owners, supervisors, and managers to wait for sales teams to return to the office to submit their daily sales visit reports. Reporting itself is a reflection of the obligation to represent and report on the performance of all accountable activities and resources [10]. This situation means that back-office teams need more time to check the sales visit reports, not to mention the additional problems if there are discrepancies in the sales reports, such as mismatched order quantities, discrepancies in the number of returned goods, and more. All these issues make the work of sales teams and back-office teams ineffective and inefficient. Efficiency itself is the ratio of useful output power to total input power, expressed as a percentage [11]. Aside from administrative aspects, the mobility of sales teams is also usually managed manually when choosing their visit routes. Salespeople often estimate their routes independently by intuition, which may not be the shortest or most effective route. Ineffective and circuitous sales visits can lead to negative effects, such as inefficient fuel usage and increased pollution from motor vehicles. The production of fuel oil and pollution from vehicles can lead to carbon emissions, which is the process of releasing carbon into the atmosphere [12], exacerbating the greenhouse effect and causing global warming.

Given the many tasks of salespeople, a good system is needed to improve the efficiency of their activities. Advances in technology now allow for the digitization of various human tasks that were previously done manually, making them digital, automated, structured, and organized. Digitalization is the process of converting analog information media to digital media. This also applies to the work of sales teams and back-office teams in distribution companies. This technological advancement can be utilized so that all the tasks of sales teams and back-office teams that were previously manual can be done digitally, making them more effective and efficient. Moreover, the use of GPS can help address the issue of inefficient sales visit routes, reducing ineffective fuel usage and lowering the amount of pollution from non- environmentally friendly vehicles. GPS itself is a navigation system that aligns satellites with their respective orbits [13].

II. METHOD

A. Test Method

The testing process involves gathering a sample of users to evaluate SalesMania. Users are asked to fill out a questionnaire on Google Forms to assess the application and new features developed in this study. The respondents consist of supervisors, managers, and field sales teams. This testing is expected to yield conclusions about the benefits of SalesMania, as well as references and suggestions for application development for the company.

B. Population and Sample

a. Population

In this study, the population is defined as the general group or entirety of SalesMania users who are the target of the research and analysis. This population is selected based on its relevance to the research objective, which is to study the benefits of the SalesMania application for its users.

b. Sample

In this study, the sample is defined as a subset of the entire population of SalesMania users selected for research and evaluation. The sample was chosen because the population of SalesMania users is very large, making it impractical to collect data from the entire population. The sample used in this study consists of 50 companies that have used SalesMania.

C. Sampling Technique

This study employs the Cluster Sampling technique, where the population of SalesMania users is divided into several groups or clusters. Selected clusters are then used as samples, and all members within those clusters are involved in the research. Data collection is conducted online via Google Forms. Questionnaires are distributed to SalesMania users to measure their satisfaction with the application and to solicit their feedback on the new features developed in this study. The results of these questionnaires are expected to provide valuable information for the company to further develop the SalesMania application.

III. RESULTS AND DISCUSSION

This research was conducted to determine the extent to which SalesMania can help companies, owners, back-office teams, and sales teams improve their performance and productivity.

A. RESULT

A Use Case serves as a tool for creating models that outline how users interact with a system. The design methodology applied in creating Use Cases is UML (Unified Modeling Language), which is a recognized standard for system design that results in blueprints for applications. Figures are presented center, as shown below and cited in the manuscript.

Figure 1. Use Case for the development of the SalesMania application.

This design includes two distinct actors, each with unique access rights. The sales team actor is allowed to perform attendance related tasks, such as updating visit statuses, placing orders, and checking in. Meanwhile, the manager actor has comprehensive access to all features, including attendance management, scheduling visits for the sales team, adjusting settings like pricing, overseeing visit statuses, and managing customer and product information. Use Case serves as a tool for creating models that outline how users interact with a system. The design methodology applied in creating Use Cases is UML (Unified Modeling Language), which is a recognized standard for system design that results in blueprints for applications. Figures are presented center, as shown below and cited in the manuscript.

B. DISCUSSION

A platform is a digital space widely used by people for various purposes [14]. As a tool for sales teams in the field, the SalesMania application greatly assists sales representatives in checking their visit

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schedules for the day, scheduling additional visits, and inputting visit outcomes (Orders, Failed Visits, No Contact, etc.) along with any orders received. The application also serves for sales attendance during each visit, capturing photos and GPS coordinates. Attendance data is automatically synchronized with the SalesMania web platform, allowing Managers and Supervisors to monitor visit progress in real-time. Additionally, a product catalog is available within the app to help sales representatives access the latest pricing for each product and track item stock. Furthermore, the sales team can easily view the order and visit history for each customer, aiding them in preparation before visits, preventing input errors, and assisting distributors during sales team transitions.

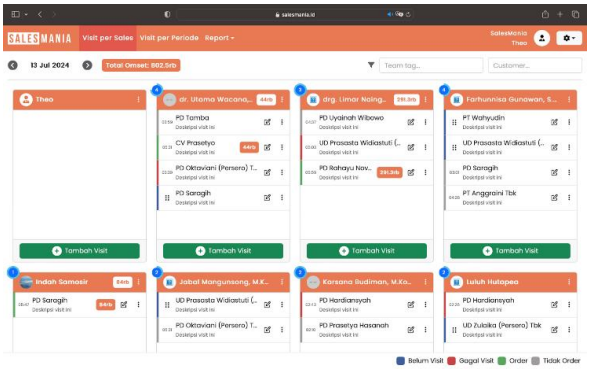

Figure 2. Main Interface of SalesMania

With SalesMania, distribution business owners no longer need to worry about their sales teams not performing optimally. SalesMania offers an easy visit scheduling feature, along with reporting capabilities that help owners and back-office teams monitor sales team performance, even in real-time. Additionally, it includes attendance tracking using GPS and photos, with the GPS feature equipped with anti-fake GPS functionality. This ensures that owners and back-office teams need not worry about fake visits conducted by sales representatives. The GPS feature in SalesMania can also be utilized to help sales teams identify effective routes, thereby reducing fuel consumption and minimizing pollution from vehicles. This contributes to lowering carbon emissions, which can lead to global warming, and supports sustainable development—an intentional and planned effort that integrates environmental, social, and economic aspects into development strategies to ensure environmental integrity and the safety, capability, welfare, and quality of life for current and future generations [15].

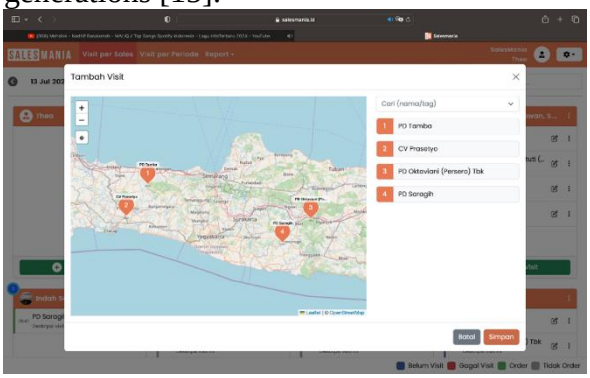

Figure 3. A mapping feature that helps the sales team and back-office team determine the most effective visit routes.

Through this application, sales representatives can perform all their activities that were previously done manually and on paper in a digital and paperless manner. Going paperless is a way to support environmental conservation, as minimizing paper usage helps reduce tree logging, which is necessary for paper production [16].

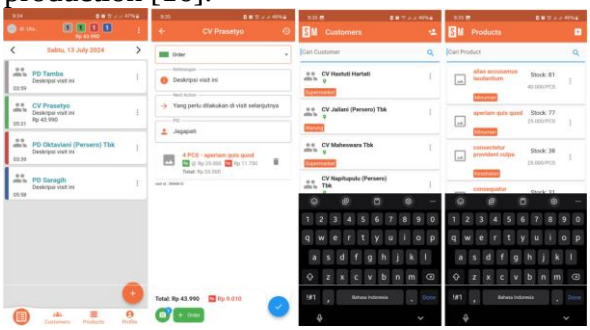

Figure 4. SalesMania Application.

With SalesMania, all tasks for the sales team and back-office team can be performed more quickly, efficiently, easily, and in an environmentally friendly manner due to its paperless nature. This means that by using SalesMania, users not only simplify their work but also support sustainable development. In addition to these features, SalesMania offers many other useful functionalities, such as auto scheduling, automatic detection of

customers not included in visit planning per period, visit history, targeting, and more. SalesMania also supports integration with online accounting software, allowing accounting-related tasks to be conducted digitally, quickly, and easily.

To evaluate the effectiveness of the SalesMania application in supporting sales-related tasks in distribution businesses, the author distributed a Google Form, which produced the following data.

Table 1. Results of Descriptive Statistical Analysis of the Questionnair

	N	Min	Max	Mean
Using the SalesMania application increases the average time to complete the sales process	55	1.0	5.0	3.455
Using the SalesMania application increases the number of customer ordering prospects	55	1.0	5.0	3.345
The sales distribution process changed before and after implementing the SalesMania application	55	1.0	5.0	3.545
The SalesMania application check-in feature makes it easy to find out the location and photo of where they checked-in	55	1.0	5.0	4.036
The check-in or check-out location restriction feature is useful for ensuring that they check-in or check-out according to the customer's location	55	1.0	5.0	3.927
The price adjustment and discount feature helps them in providing appropriate prices and discounts in a particular period	55	2.0	5.0	3.836
The price history feature helps them re-order products according to the last price given	55	3.0	5.0	4.091
The search feature for products that customers have previously ordered makes it easier for them to search for product data that has been previously ordered	55	2.0	5.0	4.182
Visit status settings in the SalesMania application make it easier for them to change visit status settings through the application	55	3.0	5.0	4.055
The visit filter makes it easier for them to filter visit data per day	55	3.0	5.0	4.091

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	N	Min	Max	Mean
The feature of adding and editing products through the application helps them to add or change product data more easily	55	1.0	5.0	3.691
The feature of adding and editing customers through the application helps them add or change customer data more efficiently	55	2.0	5.0	3.982
Valid N (listwise)	55			

Based on the evaluations from 50 users, the response to the SalesMania system is considered quite positive. The average rating is above 3 (Neutral) on a scale of 5 (Excellent). The use of SalesMania provides benefits for various parties, including owners, managers, supervisors, and administrators. This system helps organize field sales team visits more effectively and efficiently, thereby potentially reducing the incidence of fraud by the sales team.

IV. CONCLUSION

This research demonstrates that SalesMania plays a crucial role in enhancing the performance of sales teams and supporting sustainable development. SalesMania helps sales teams organize and optimize their field visits, thereby increasing work efficiency and effectiveness. The system provides accurate information and data about sales team activities, allowing companies to monitor performance and deliver appropriate training. Features such as location tracking, real-time reporting, and data analytics assist sales teams in improving communication, coordination, and collaboration.

The use of SalesMania also contributes to sustainable development by reducing carbon emissions through minimizing unnecessary travel, decreasing paper usage, and potentially enhancing customer satisfaction. Therefore, SalesMania is recommended for continued use, development, and refinement to maximize its benefits. Further research and education for sales teams are also necessary to ensure optimal use of SalesMania. With the right commitment and implementation, SalesMania can become a valuable tool for companies in achieving business objectives and contributing to sustainable development.

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