

Creating Liquid Networks in the Workplace: Efficiency and Productivity Derived from Collaborative Software

Money and time saved with the implementation of sales for automation solution from SalesAtWork

As the world continues to be connected by the invisible web that is the Internet, more and more software solutions are being created which utilise this interconnectedness. In the book *Where Good Ideas Come From*, written by academic Steven Johnson, the idea that cloud, social and mobile technologies can improve businesses is ten-fold. Johnson indicates that this ability to communicate quickly and fluidly throughout an office – a la what he dubs ‘liquid networks’ – is paramount in increasing both innovation and efficiency.

The future for these kinds of information networks is fast approaching. The sales force management, a software solution built by SalesAtWork, is an easy to use system for mobile sales. The motto here is: do more with less. As one SalesAtWork team member pointed out, “above all, it gives the greatest return on investment, as it is the most comprehensive and cost effective mobile sales force management solution in the market.” In the business world, time is money (although some of us wish this wasn’t the case). What better way to maximize profits and increase productivity is to create a situation where better decisions can be made quickly in a way that is both better informed and authentic.

The more efficiency a business has the more it is able to save money and, in turn, the more it is able allocate that money to more specific needs. For instance, one of the main perks of implementing a sales force management solution, something that SalesAtWork does extremely well, is increase administrative efficiency. With such software, the data only has to be implemented once for it to be integrated with a businesses pre-existing programs. Also, all data is then stored in a centralised base where it can be easily found, processed and utilised. Not only does such speed of data access increase efficiency and save money but it also has the ingenious side effect of increasing innovation. In other words, by decreasing the lag time between idea and action - via having the ability to quickly locate the piece of information needed to create change - one can effectively increase the productivity of innovation.

What other impressive side-effects does implementing a sales force management solution have? Also, consider the different facets of ‘savings’ that a business will find when utilising such software. A business will likely see a decrease in printing expenses, an increase in sales force efficiency - due to the fact that salesperson will spend less time doing paperwork and more time making phone calls - as well as decreased telephone calls. What do all these savings have in common? All of them are the result of a better form of information technology, one that is more fluid and precise. In the end, it comes down to logic. Indeed, the less time a salesperson has to spend dealing with tedious tasks, the more time they can spend on more human enterprises, like communicating with third parties and generating more business leads.

In *Where Good Ideas Come From*, Johnson claims “There are good ideas, and then there are good ideas that make it easier to have other good ideas.” The sales force management software from SalesAtWork is a good idea. Furthermore, it is an idea that allows for other good ideas to spawn, ultimately creating a workplace that is fluid, efficient and productive. Oh - and it save businesses money, too.

More information: www.salesatwork.com

Source: WhaTech

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