

# CRC Sales & Field Force Automation

## The Ultimate Mobile Workforce Management Tool



“(CRC offers) functions and insight into this kind of business that I have not seen in any of their competition.”

- Kurt Roland  
Merchandising Director  
Pro's Choice Beauty Care, Inc.

### Secure The Competitive Advantage With CRC

CRC's BizTRACKER™ makes it easy to enter Projects, Objectives, Schedules, Surveys, Messages and Documents to be communicated to reps, and BizTRACKER™ also makes it easy to see real-time results from the field as the reps are working and receiving your instructions.

Our tools allow you to mobilize your sales and field force with handheld technology while ultimately reducing operational costs through increased worker efficiency and execution in sales.

Here's just a portion of what you gain with CRC:

- **Increased control & visibility of field processes**
- **Increased efficiency of unsupervised field workers**
- **Increased compliance at the point-of-purchase**
- **Enhanced overall worker productivity**
- **Enhanced customer experience at the retail end**
- **Increased demand and sell-thru**

A company is only as good as its employees, and this is never more true than with companies operating within the supply chain industry. By leveraging our powerful mobile solutions, you can extend your reach beyond the walls of your office and maintain excellence all the way to the field, where you will find increased sell-thru and reduced inefficiency.

Call us today to improve your sales and field force productivity with CRC's automated solutions!



The #1 Retail Merchandising Software

#### Computer Resource Center

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