



How-To-Guide For **Simplifying Sales Expense Reporting**

What's in this Guide?

In our recent blog '**Blood, Sweat, and Receipts: The pressure of chasing not just targets**', we highlighted the massive amount of money your sales team loses out on due to sales expenses and claims.

In this ebook, we will look at

- **The amount of financial burden manual expense reporting and claims processes add** to a sales executive's day-to-day life.
- **Tips to eliminate this burden** and make this menial yet mandatory task of expense reporting as simple, fast and stress-free for your sales team

3 Ways To Simplify Sales Expense Reporting

01 **Replace reimbursements with advances**

Giving advances to your sales team instead of having them bear the burden of expenses from their pockets

02 **Eliminate the loss of money due to policy violations**

Setting clear policies on how much sales executives can spend and where, and making these policies easily accessible

03 **Eliminate the loss of money due to misplaced receipts**

Minimising the loss of receipt mismanagement by making receipt capture digital and instant.

Replace reimbursements with advances

Giving advances to your sales team instead of having them bear the burden of expenses from their pockets.



THE PROBLEM

A sales executive spends 20% of his salary in the process of achieving targets*

Average monthly salary that is locked amounts to anywhere between INR 5000 - 8000*

This means 1/5th of his income is not at his disposal every single month!

For an executive in a lower salary band, this may be a burden financially - he/she may find it difficult to make ends meet during the month.

Having to spend out of pocket first and then claiming the money later takes a toll on the sales executives financially.

**Based on survey results of 500 sales professionals*

THE SOLUTION

Happay prepaid cards linked to a software eliminate the need to spend out-of-pocket.

- All you have to do is allot a Happay card to each sales employee
- **Load cash advances** on employee Happay cards anytime from your admin app
- **Assign daily, weekly and monthly spending limits** on cards and keep sales expenses in control
- **Reload cards anytime** when a money request comes from the sales employee
- **Withdraw funds** that are not utilised from Happay back to your corporate Happay account

**No burden of out-of-pocket spends for your Sales team.
More visibility and control for the company.**

Eliminate the loss of money due to policy violations

Setting clear policies on how much sales executives can spend and where, and making these policies easily accessible



Footing sales expenses sometimes turns out to be a costlier proposition than expected because it falls into the trap of policy violations.

80% of the sales executives would not forego a meeting just because it is too costly on their pockets*

Sales executives may not think twice before spending from their pocket to say travel to another city just to close a deal.

In doing so, they might make expenses (such as booking a slightly higher air ticket) which may not be compliant with the company's policy and may end up having their claims declined by the finance teams.

Many a times, sales executives don't have a clear picture of how much they can spend on sales related expenses. Expense policies are not readily accessible.

**Survey of 500 sales executives*

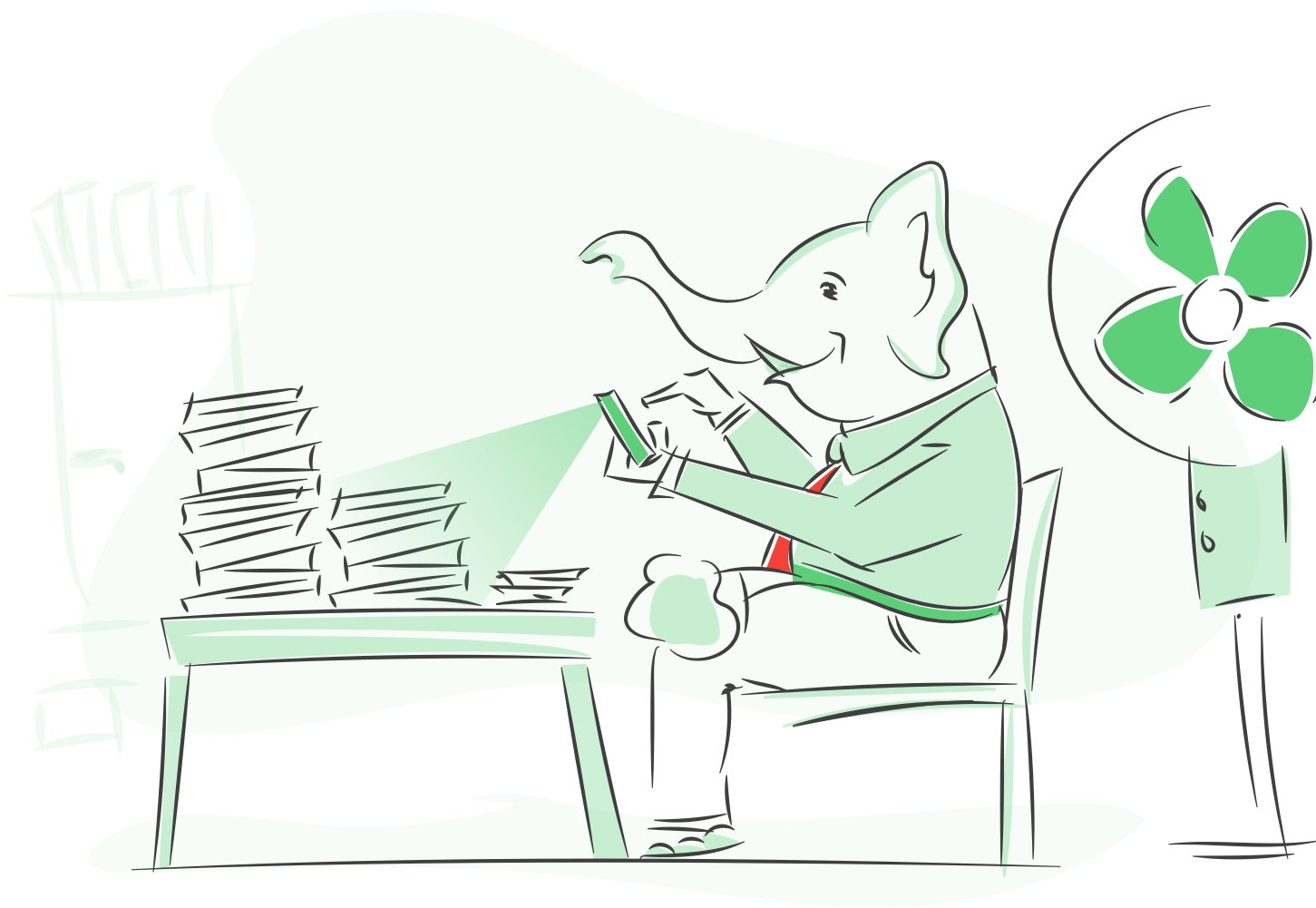
Happay notifies employees of policy violations and helps take corrective action

- Happay's **smart policy checks** show violation alerts (if any) to employees before they submit their expense reports
- Sales executives can **add descriptions to their expenses and comments to their reports** that can tell the finance team of the anomalies
- Before they make an expense, they can **send a money request to their managers from the Happay app, ask for approval and request funds** on their Happay cards. All this can be done in seconds.

Sales team now has complete clarity on how much they can spend and are able to keep their expenses under control.

Eliminate the loss of money due to misplaced receipts

Minimising the loss of receipt mismanagement by making receipt capture digital and instant.



THE PROBLEM

A Deepak, a senior sales person from Genworks says, **“I lost a lot of money in the past, and managing bills was an unwanted responsibility.”**

Harish from Capricoast says “I lose Rs. 800 to Rs. 1000 every month due to misplaced/uncollected bills”, while Sunil from the same company says, “I have lost over Rs. 25,000 in the last 6 months. ”

When the time comes to submit the expense reports, sales executives **often forget to record** many expenses.

Receipts get misplaced; the ink wears off and hence this money remains unclaimed.

After a tiring business trip or a sales meeting, it's **exhausting to come back to office** and spend time on the desk organising receipts and filing expense vouchers.

THE SOLUTION

Happay helps employees capture receipts and expenses on-the-go.

- Instead of waiting until the end of the day, sales executives can **add expenses on the Happay mobile app** as soon as they spend or **use the traveling time between A and B** to add their expense details
- They can **click a snap of the bill** from the app and save it instantly
- They can add expenses to **new reports in seconds** and submit it with a click of a button. No spending hours on expense filing.
- Happay's weekly expense **submission reminders** make sure you team submit reports on time.

No misplacing bills. No forgetting to record expenses.



Want to simplify expense reporting for your sales team?

Book a one-on-one call with our product experts.

Contact us at care@happy.in or Call us at **080-39510101**

“Happy ka comparison impossible hai! Each meeting generates a bill and every month I end up generating about **35 to 50 bills**. The moment I get to a meeting I take a picture and forget about the bill.

I haven't seen such **a different product** not just from the application perspective but the overall integration perspective which I think **no other software provides in the world today**. It just feels like magic.”

Arpit Agarwal, Principal, Blume Ventures