



A growing number of building products and supplies companies are seeing sales and customer intelligence solutions as the new saviours to increasing market share and share of the customer's wallet

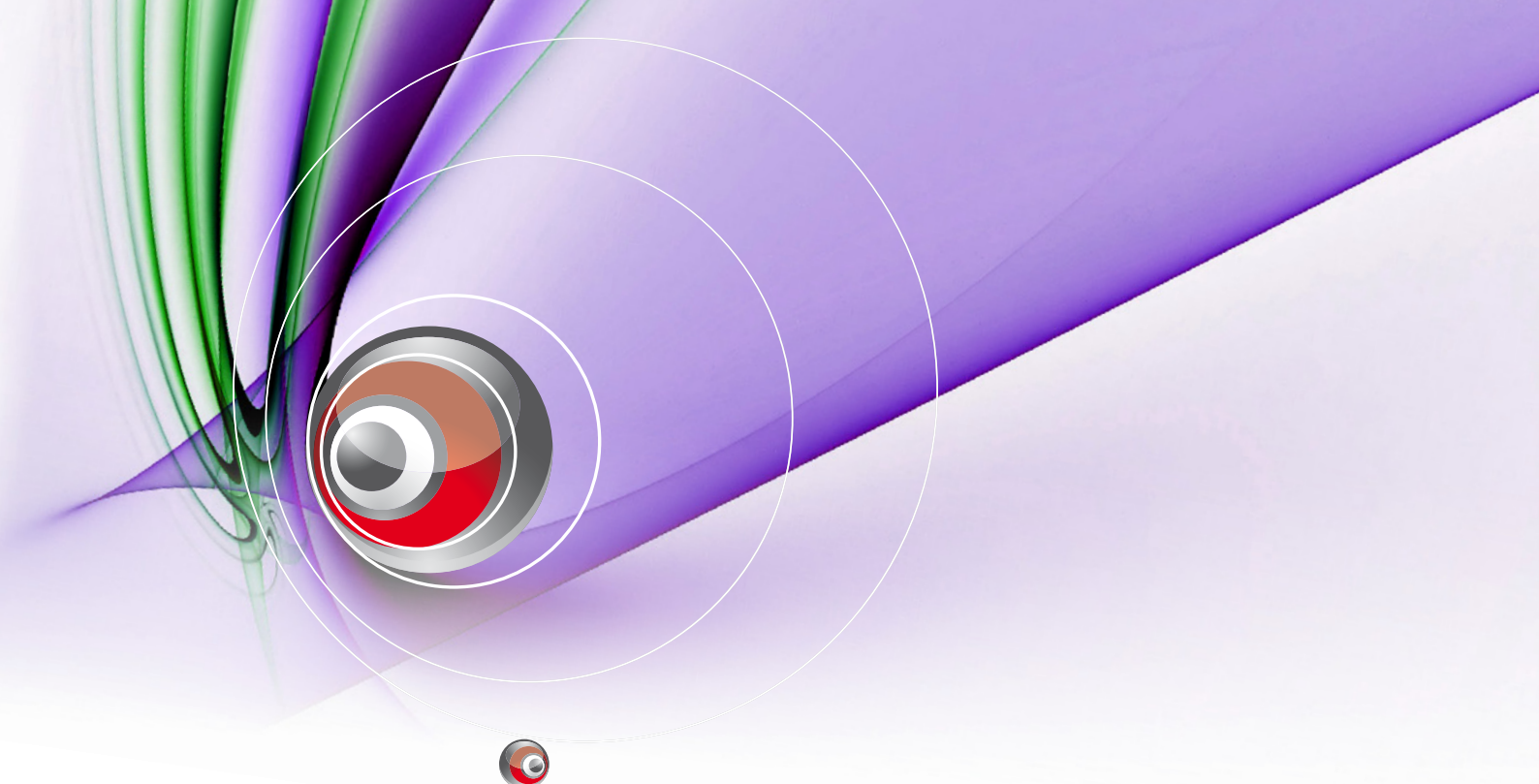
Building Products Companies Sharpen Their Sales Intelligence to Avoid getting Left Behind

sales-i, is experiencing significant traction in the building products and supplies sector with companies like **Howarth Timber, Shropshire Building Supplies, David Cover & Sons** and **Jacksons Building Centres** amongst the companies investing in its solution to boost sales and customer service.

In the past few months sales-i has converted the sales fortunes of a number of UK-based building products companies keen to make better use of existing sales resources by empowering them with easily digestible, up to the minute customer buying alerts. These organisations are attracted to sales-i's Software-as-a-Service delivery model which means there is no hardware or infrastructure to buy, maintain or worry about. sales-i is accessed over any Internet connection and delivers sales alerts to emails and mobile phones.

Ideal Bathrooms recently immersed its sales force in sales-i and transformed its sales and customer account visibility in just one week! Rob St. Barbe, Ideal Bathroom's sales director couldn't be happier. "sales-i has paid for itself already, not just in increased sales and on-the-button customer account visibility, but also because we no longer print, post and handle paper. Our customers are benefitting directly too. We now have HUGE visibility of what our customers are buying or not buying and whether certain lines are profitable for them or not so we can sit with them with real-time information and discuss how we can work together to improve sales."

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Chris Ball from MBA Associates

Howarth Timber is also enjoying early and measurable success with sales-i which is spreading across its field-sales business as Mark Terry, national sales manager explains, “sales-i has already had a real impact on our sales business. Every month this year my sales team has reached its sales target and I directly attribute this to sales-i. I am now looking closely at call planning within sales-i to minimise travel time between appointments. Considering the price of diesel, if I can logically sequence sales calls geographically as well as being opportunity-driven, that will have even greater impact on improving efficiency and saving costs.”

Nicholls & Clarke has equipped its sales force with sales-i on Vodafone Smartphone PDAs. Richard Hill, director is very positive about the take up. “The barriers to adoption were minimal as all the sales people are familiar with mobile devices. Now they are empowered with everything they need to get to the customer armed with instant account information so they go into meetings fully informed and prepared. We are using the sales-i alert system which also tells us if there are any changes in the customer’s buying behaviour, so my sales people can identify upselling and cross selling opportunities and maximise the account visit.”

Chris Ball from **MBA Associates**, a specialist consulting firm supplying business improvement consultancy, HR and recruitment services to the building products industry, believes that more companies need to move quickly so as not to get left behind on sales and customer intelligence.

“Everyone is in the same boat, fighting for market share. sales-i is a very affordable tool that can improve salesforce performance and allow these companies to get more out of their existing resources, increase sales and improve sales margin at the same time.” Chris continues, “What’s more – there’s no capital outlay either. Being based on a small monthly subscription, the return on investment is immediate and sustained. This should be seen as a huge benefit to businesses. This is the predominant software delivery model of our time and one that enables small and medium organisations to have the same quality and depth of software as their resource-rich, larger competitors. There couldn’t be a better time to boost sales and customer awareness and to make the most of good sales people by equipping them with great tools.”

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