



The Sales Intelligence and CRM that drives your business.

Cleverly combining CRM and opportunities with the hard facts of exactly what is and isn't happening with your customers and entire sales operation, Vecta delivers Sales Intelligence that drives sales behaviour and delivers results. It's the business tool your whole team will actively choose to use from day one.

Actionable BI with intuitive CRM for sales driven businesses

Vecta transforms your detailed invoice and order data into clear summarised information, actionable sales prompts and fully controlled visibility of every aspect of your sales performance.

You can access your personal Vecta view via the web, wherever you are – in the office, on the road or even by the pool! Especially designed for the unique needs of distribution businesses, everything you know and need to know about your customers and contacts, opportunities and customer interactions, is right there in one place.

Business decisions are informed, time becomes more productive, sales grow and the bottom line is protected.

// Using Vecta's web based Sales Intelligence and CRM, the Sealey Group harnessed the power of the internet to improve sales force productivity by 30%.

Mark Sweetman, Managing Director,
The Sealey Group



Vecta Overview



Effective informed customer management

Vecta will properly equip your internal and external sales team with instant access to all they need to know about their territory, customers and prospects.

Ensure your valuable sales time is spent on the right opportunities

Vecta will highlight sales actions needed, when a customer has stopped buying a core product, when their buying pattern changes or when they haven't been contacted for a while. A clear picture of where sales time would be best spent helps every member of the team to manage their time, their territory and their customers efficiently and effectively. Vecta equips you to fill gaps, plug leaks and optimise every opportunity to sell more and earn more!



Be thoroughly prepared for every meeting

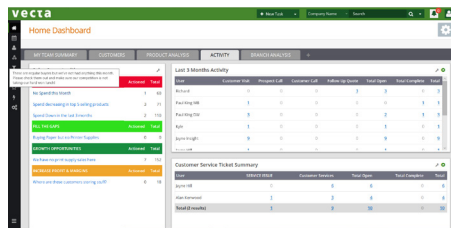
You have an instant and informative view of every customer account, ensuring that you go into every customer meeting fully prepared and informed to spot every opportunity. Changes or gaps in buying patterns are highlighted, previous and planned conversations and reminders are visible, you can even instantly print a graphical meeting document to present and reinforce key facts. You will impress your customer, they will experience an efficient proactive and professional service; and the results will speak for themselves.

No more time wasted waiting for reports, days spent ploughing through spreadsheets or evenings updating call reports; using Vecta on-line, call logging is fast and easy and everything you need to know is at your fingertips whenever you need it and wherever you are.

- Instant view of what's happening as well as what's not
- Fast and effective meeting preparation
- Self-sufficient reporting with easy to use analysis and informative dashboards
- Fill gaps, optimise link and up-sell opportunities
- Spot and address spend drift

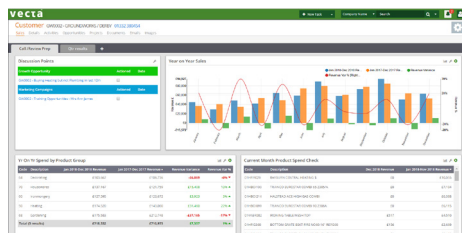
Quickly log activity and important conversations to keep your colleagues informed and everything in one place.





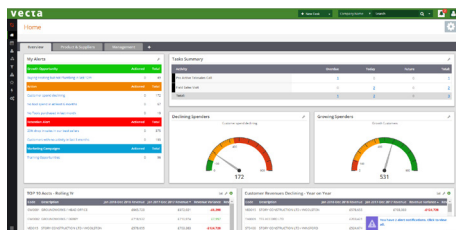
Effective Customer Relationship Management

- Full customer communication history
- Informative customer record
- Interaction becomes informed & relevant
- Grow your share of customers spend



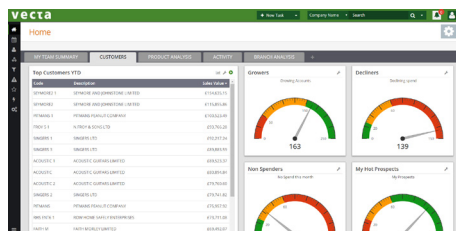
Information on demand

- On the go, via mobile, PC and laptop
- Invoiced data transformed into clear sales analysis
- Fast call and meeting preparation
- Fast, flexible and intuitive analysis at your fingertips



Clear performance overview

- Instant view of buying patterns and trends
- Automatic opportunity and exception alerts
- Gaps and spend drift highlighted
- Monitor performance vs target



Fast to implement

- Safe and secure service
- Up and running within days of order
- Control over who sees what
- Minimal IT resource required

More relevant than traditional CRM, more flexible and actionable than BI, Vecta provides the information you need, where and when you need it and the quality and outcome of sales activity increases.

// Vecta enables us to set targets for our sales team at multiple levels. Setting individual targets at the product group level guarantees that our entire portfolio of products receives equal attention from the sales team and that no product group is allowed to slip through the net.

Andy Watton, [Lindab UK](#)

Well informed views for Sales Management

You are managing a highly effective sales team, you seek successful business results...Vecta equips you with powerful, practical and timely information to help you drive behaviour and business direction for your team. Get right up to date with the progress of all opportunities.

Set and easily monitor sales targets and results

Clear management dashboards provide your daily update of sales results, margins, budgets, team activity and visit reports. You can simply drill down, or change your display to get straight into the exact detail you need. Set powerful 'alerts' to automatically highlight business exceptions and sales opportunities to ensure nothing is missed.

The flexible analysis and alerting will pinpoint exactly where action is needed to help your team meet targets or protect margins. With Vecta CRM, you can instantly push actions, queries and prompts directly to your team – and you can view the status of these actions.

Fast facts for informed business decisions

Whilst gut feel and intuition form a vital part of every great managers persona, essential facts and clear analysis will validate and enforce every decision you make and the direction you provide.

Vecta ensures you have those facts at your fingertips – view performance however you need to, by sales team, product, customer, branch, or perhaps supplier or delivery type, for whatever date range or available statistic you want – whenever you need to.

Using Vecta across your business will ensure that your team becomes productive from day one, sales and share of customer business improves, targets are achieved and margins blossom.



- Full visibility of all results
- Clear view of team activity and where time is spent
- Drive behaviour and business direction from facts
- Target activity to the best opportunities
- Manage results vs target and margins
- Manage, monitor and guide the whole team

About Vecta

Vecta provides instant visibility of relevant sales analysis and CRM information and automatically analyses buying patterns to identify areas requiring attention and opportunities for future sales - it then highlights these to the sales team. Sales people become more successful and productive with instant access to vital information about their customer buying patterns and account status - wherever they are and whenever they need it. Using Vecta, sales led organisations can eliminate wasted effort and ensure they focus on the opportunities and actions that benefit their company most.

Vecta is part of the Kerridge Commercial Systems group of companies

Contact Vecta

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