



Vecta improves sales force productivity by over 30% at Sealey

Based in Bury St Edmunds, Suffolk, Sealey is a leading supplier of automotive and agricultural workshop tools and equipment.



Results

- Increase of 30% in customer spend since Vecta was introduced
- Increased visibility and management control
- More proactive and planned approach to all sales calls
- Improved efficiency and performance

The company distributes more than 10,000 product lines and 170,000 spare parts to over 6,000 trading customers. There are over 400 employees, including 28 external sales people.

Managing Director at Sealey, Mark Sweetman, said, "To maintain our profitable growth we invested in Vecta to improve the way information was communicated to and from the sales team. It enables the management team to provide them with better information that enhances the quality of their calls. Highlighting to each user how much more could be sold to specific customers has significantly increased sales to existing accounts. In addition, Vecta informs the sales team when customers stop buying, or where sales opportunities have been missed. It also helps ensure targets are achieved and problems are addressed before it is too late."

Vecta also provides Sealey with an effective method of capturing and managing important customer information including account details, credit status and competitor activity. The sales team can manage customers more effectively which has resulted in massively improved visibility, efficiency and productivity across the team. Vecta also fulfils the needs of the marketing team who use the intelligence collated on each account to improve communication with our customers.



// Since using Vecta, our sales have increased by over 30% and we are seeing a consistent increase in our share of customers' spend.

- Dave Riches, Sales Director, *Sealey Group*

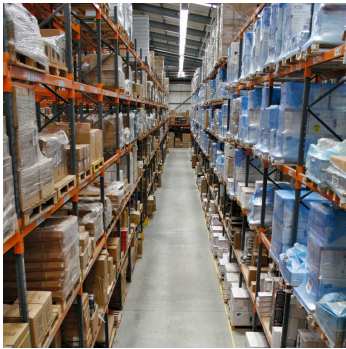
Case Study

Sealey Group



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- Mark Sweetman, Managing Director, [Sealey Group](#)



Measuring Sales Force Success

Sales Director, Dave Riches, said, "We first implemented Vecta back in 2003 to improve management visibility of opportunities and results and to help us to sell more effectively. With the sales information from the system made easily available, there was an instant positive impact upon the business. Over the years upgrades to the system have provided greater value and the sales team can now tap into the system from wherever they are via laptop, tablet or smart phone, and have instant access to the latest sales, opportunities and customer information.

Remote users can instantly see key information about their territory and customers and can produce information and reports on the fly. As well as improving call prep and shared information, this self-sufficiency has freed up internal resources, providing further cost benefits for the business.

The user-friendliness of the system helps new staff become immediately productive. One new member of staff told me they had never before had the same level of usable sales information. The flexible dashboards in Vecta ensure that each person gets straight to the information most relevant to their own responsibilities and that they can spend their time acting on opportunities, rather than trying to find them!

Since using Vecta, our sales have increased by over 30% and we are seeing a consistent increase in our share of customers' spend. We are confident that our ongoing use of Vecta will continue to generate additional sales revenue from existing customers and ensure consistent growth in line with our expansion plans, in a highly competitive market place."

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

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