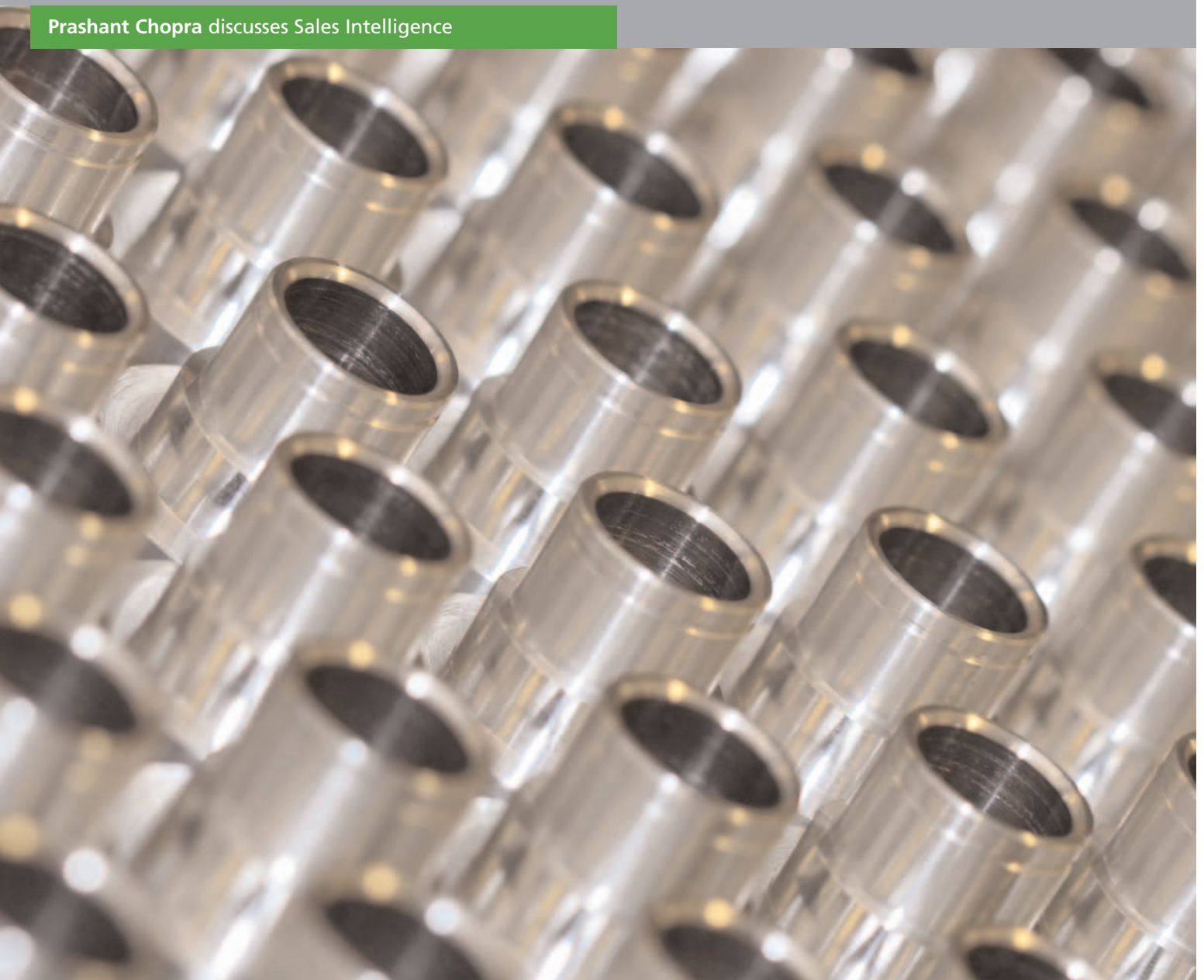




## VECTA Inspires Autogem To Greater Sales Success

To maintain a market-leading position and to encourage greater productivity from its sales force, Autogem implement VECTA to tighten up their sales reporting procedures and provide better information throughout their business.

Prashant Chopra discusses Sales Intelligence



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### The Company

Established in the 1950's and acquired by the Invicta group of companies in 2005, Autogem has been a market leader for over 50 years as a supplier of automotive and industrial consumable products.

Servicing some of the biggest names in the UK industrial sector, garage trade and automotive aftermarket, the Autogem name has become synonymous with quality, technical expertise and reliability.

With over 7,500 product lines available, Autogem manufactures and distributes automotive and industrial consumables, exhaust fittings, tyre service parts, steering products and tools around the world

To help maintain this market-leading position and to encourage greater productivity from its sales force, Autogem recognised a need to further tighten up its sales reporting procedure, so started to look for a sales-oriented CRM solution to replace its existing CRM system and provide better information throughout the business

The chosen system needed to be deliverable via the cloud so that the field sales team would have instant access to critical sales information and reporting capabilities, wherever they were located and on any device. Autogem researched the market and after evaluating a number of options decided on VECTA.

### Intelligence Sells

VECTA is a powerful and easy to use sales intelligence CRM solution designed to analyse customers' buying patterns, automatically identify potential problems with lost or drifting customers and generate detailed information on sales opportunities, prompting sales professionals to sell more proactively. The software also highlights alternative and additional related products to increase the value of a sale.

Autogem Managing Partner, Prashant Chopra, takes up the story:

“When we bought the business six years ago, there was no contact management system in place. We initially started using ACT for CRM and an internal report writer, as and when it was needed.

It soon became apparent however that using these systems for our reporting structure, especially for the sales team, was not meeting our needs as the business grew. We sought a solution to record and report on sales activity much more clearly and effectively, tightening up the overall process, as well as enabling effective call preparation and providing guidance to the team.

We really needed a much more sales-focused CRM system, which had to be delivered via the Cloud. This would allow our field sales team to access the system wherever they were located, so they would no longer have to be in the office to request information, or be reliant on our IT department to generate business-critical reports – we needed them to be generated automatically and to be available as and when needed.

### Sales Focused CRM

Therefore we wanted a system that on the one hand would improve our internal efficiencies, and on the other, would deliver greater visibility so everybody could see all relevant information for themselves.

I became aware of VECTA after having initially received some email marketing and had also heard of them from other organisations within our industry. I spoke to some industry colleagues for their opinions, which were all positive. I had even received CVs from job applicants who claimed proficiency in the use of VECTA and having this helps us to encourage and keep some of the best people around.

**“As a result of implementing VECTA, we are now having better, more informed conversations with our customers and the insight we are gaining from the system allows for a better quality of call.”**

### Business Benefits:

- Improved visibility and management control.
- More proactive and planned approach to all sales calls.
- Improved information flow within the business.
- Increase in efficiency and performance.

We did review similar systems out in the marketplace and decided to proceed with VECTA; we found the product and Vecta team provided the flexibility we needed and the fact that VECTA is an established, stable business was also an important part of the decision-making process for us. VECTA told us their plans for further product enhancements and we have been very pleased with the ongoing developments provided to us, as well as their willingness to listen to our ideas and suggestions.”

Prashant continues:

“We are a niche business with national accounts and we have customers with a very specific set of requirements. VECTA have worked with us to meet our needs; they are an extremely flexible company to deal with and have good established industry credentials, so understood the nature of our business. They have already proven their worth and all promises made have been delivered.

The VECTA system itself is very intuitive, comprehensive and easy-to-use and the combination of a more sales-focused CRM system delivered via the cloud has proven to be very powerful and provides so much more than our previous reporting systems, which at the time, we thought gave us a lot of information.

#### Increasing Sales Opportunities

The whole point of the software is to analyse and identify issues, gaps, trends and further sales opportunities, so our team is now better prepared, better informed and can make their own their decisions of what conversation to have with their customers and it enables us to provide a much better service.



For example, VECTA ensures our team have all the information they need quickly and easily and allows us to stimulate conversations with customers about associated products. The sales team can now instantly see which customers have not spent this month or last month – or have stopped buying products they normally buy from us. VECTA helps us to recover this “lost” revenue as we can now access that information quickly, easily and exactly when it is needed.

From a management perspective, VECTA is brilliant in sales meetings. It gives us real visibility of what has actually been achieved, with a snapshot view of any given point in time and focuses on real results and bottom line achievement. The excuses have been removed and the greater visibility of actual sales performance we now have, removes any waffle or uncertainty and ensures we ask – and answer - pertinent questions.”

Prashant concludes:

“As a result of implementing VECTA, we are now having better, more informed conversations with our customers and the insight we are gaining allows for a better quality of call.

VECTA also ensures our sales team are better equipped and prepared than ever before and the management has greater visibility of actual performance. VECTA helps us to focus on what is important in the business and has made us an even more productive and professional outfit. The unique combined delivery of good CRM and easy, yet in-depth sales analysis has proven to be extremely powerful in support of our business growth.”

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#### About Vecta Sales Solutions Ltd

Established in 1998, Vecta Sales Solutions Ltd provides world-class sales intelligence solutions that are used by thousands of people on a daily basis to dramatically improve their sales performance. Vecta operates from its headquarters in Sheffield and offices in Milton Keynes.

VECTA significantly improves sales effectiveness and boosts the sales performance and efficiencies of manufacturing, distribution and wholesale companies. Equipped with VECTA Sales Intelligence, companies gain optimum insight into their customers' buying patterns, contact history, product sales, territory results and much more.

VECTA provides instant visibility of relevant information and automatically analyses buying patterns to identify issues for attention and opportunities for future sales - it then highlights these to the sales team. Using VECTA, sales led organisations can eliminate wasted effort and ensure they focus on the opportunities and actions that benefit their company most.

**VECTA quickly becomes invaluable throughout the business:**

**Managers** have full visibility of sales and activity to aid decision making and direction to the 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. It prompts them of where the best opportunities exist to ensure effective territory management and ensures that call preparation is efficient, relevant and fast.

The **Marketing team** can quickly pin-point the customers most suitable for specific marketing effort and which products they should be buying - results are simple to measure and monitor.

VECTA is much more than just reporting, easier than traditional BI and more informative than CRM alone. It helps businesses to increase average order size, improve customer retention and increase share of market, resulting in optimum revenue, margin and efficiencies



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