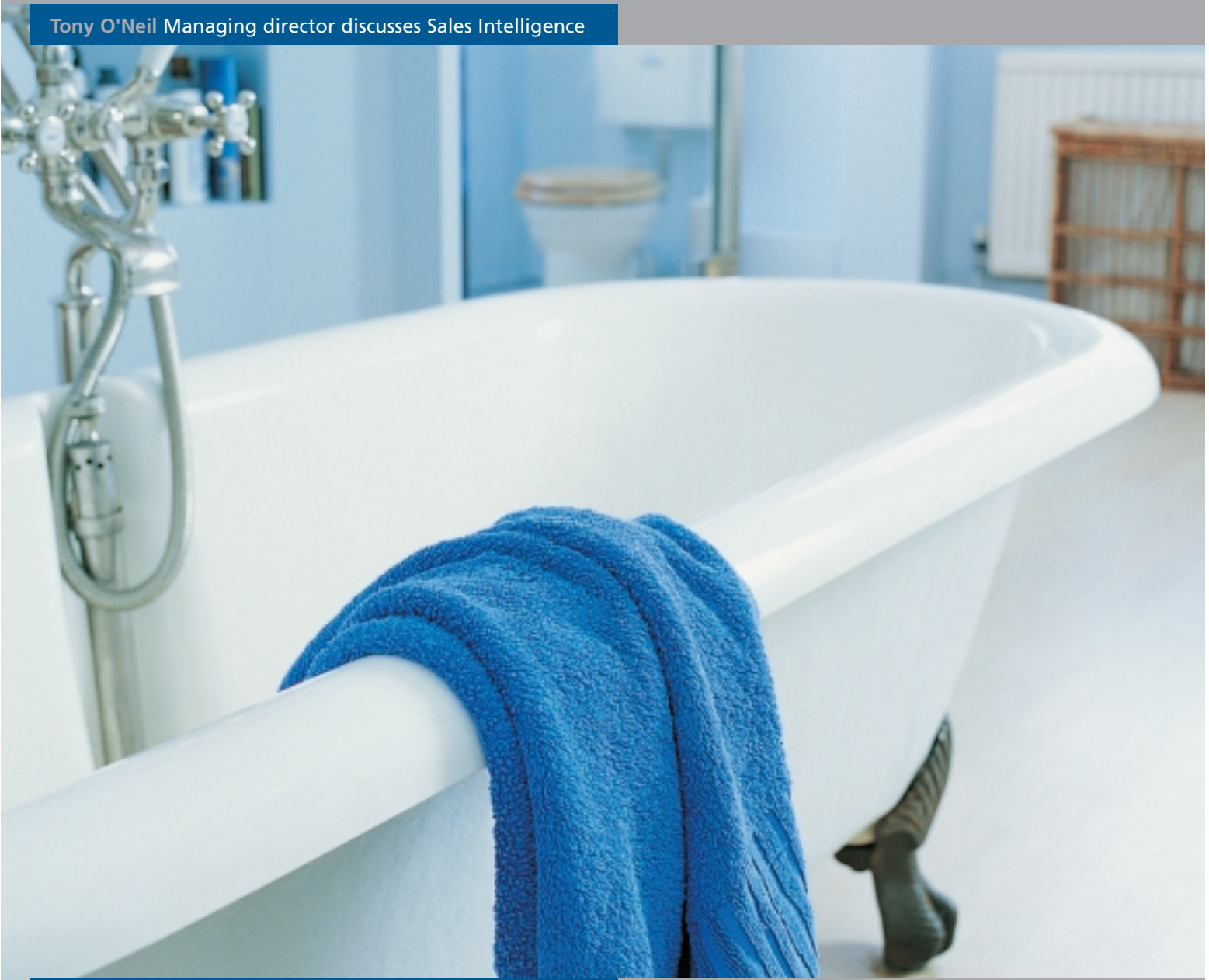




Deva taps into VECTA sales intelligence solution

Bathroom fittings manufacturer Deva Taps has invested in VECTA sales intelligence software enabling its sales professionals to sell more proactively resulting in improved sales performance and significant time-savings.

Tony O'Neil Managing director discusses Sales Intelligence



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The Company

Deva Taps Ltd is one of the premier brands in the tap, bath and shower fittings market selling to major distributors throughout the UK. The company was formed through the amalgamation of ECL, Attersall, Windsor Water Fittings, Rothwell Showers and Howard Bird bringing together some of the most respected names in the industry.

Deva has grown rapidly over the last few years and has an annual turnover of £20 million.

Behind the scenes at Deva a new management team has been busy consolidating the business and streamlining its operation. The decision to invest in VECTA sales intelligence software was made after the management carried out a survey to see how much time its sales force was spending on preparing for calls and looking for information about customers. The results convinced them that they could be working in a more efficient way. They recognised the benefits that VECTA would bring to the company in terms of time saving, improved communication flow and the ability to focus the sales team on best opportunities to increase sales.

“VECTA is a terrific means by which live sales information may be used to best commercial effect by a customer focussed and forward thinking organisation,” says Deva managing director, Tony O’Neil. **“The efficiency gains alone were enough to justify investing in the software and we could see that we were going to enjoy considerable benefit in terms of additional sales.”**

Knowledge is power

VECTA is a sales intelligence tool designed to analyse customers’ buying patterns, resulting in improved sales productivity and overall profitability. The software is designed to highlight alternative and related products to increase the value of a sale and help users to cross- and link-sell more effectively.

The sales intelligence unlocked by VECTA increases the productivity of each sales call made by highlighting how much more could be sold to specific customers, significantly increasing sales to existing accounts. “Using VECTA we were able to identify an opportunity to sell additional product lines into one of our major nationwide distributors, a deal which proved to be very significant,” says O’Neil. “In addition, VECTA tells our sales team when customers stop buying to ensure that potential problems are addressed in a timely manner.”

Deva has implemented VECTA internally across its management and marketing teams. Its outbound sales force is equipped with VECTAPocket, the mobile control version of VECTA. “The technology has been adopted by even the most IT sceptical of the team,” comments northern sales manager, Rob St Barbe. “They can see the benefits that VECTA can bring to their individual success and the ongoing success of the business.”

VECTA is also proving to be of great benefit in the areas of recruitment. “We’re finding it easier to attract new recruits because of the level of support we can offer and the depth of information made available to them through VECTA,” explains St Barbe. “New sales people are fully operational and effective within two months, around a quarter of the previously expected time scale. VECTA really helps new staff members to integrate themselves into the company very quickly and to gain a thorough insight into the state of the business and Deva’s position in the market.”

“ In Liverpool, which is a highly competitive area for us, VECTAPocket is now used on every call and sales have grown by 66 percent. ”

Business Benefits:

- Up to 66 percent increase in sales.
- Improved visibility and management control.
- Greater access to meaningful sales data that is being used to achieve higher profitability per order.
- More proactive and planned approach to all sales calls.
- Higher levels of confidence and professionalism among sales executives.

Flushed with success

Using VECTA a new sales person can make an excellent initial impression when visiting a customer for the first time in terms of efficiency and their knowledge of the account. “We use VECTA for all sales meetings,” says St Barbe. “The team is instructed to spend extra time before a visit refreshing their knowledge of buying patterns to create call objectives. They then use VECTA in front of customers. As a result we are perceived to be a very professional organisation.”

VECTA has become integrated into all the business processes within the company. “All sales presentations and sales meetings are driven by the information we get out of VECTA,” explains St Barbe. “Packs are put together for customers and the sales representatives sit down with major accounts to help them understand their own buying patterns and the patterns of their individual branches.”



This year has seen Deva achieving record sales and according to O’Neil much of this success is attributable to VECTA: “In Liverpool, which is a highly competitive area for us, VECTAPocket is now used on every call and sales have grown by 66 percent.

VECTA is responsible for the majority of our sales growth and has provided benefits we had not even thought of before. It has revolutionised our sales decisions and sales practices alike.”

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About Vecta Sales Solutions Ltd:

Established in 1998, Vecta Sales Solutions Ltd provides world-class sales intelligence solutions to over 240 major companies. Thousands of salespeople use VECTA sales intelligence solutions on a daily basis to dramatically improve their sales performance. Vecta operates from its headquarters in Sheffield and offices in Milton Keynes.

VECTA can boost sales performance in any business that has a quota-bearing sales force that is selling to an account base. The software enables manufacturing, distribution and wholesale companies to significantly improve sales effectiveness and performance. Companies that have already benefited from implementing VECTA include suppliers of office products, computer supplies, automotive products and paints, building products, food and drink, medical supplies, industrial supplies, electrical products and packaging.

VECTA makes salespeople more successful by giving them easy access to vital information about customer buying patterns and account status. The software analyses historical buying patterns to identify issues and opportunities for future sales. Using VECTA salespeople can eliminate wasted effort and focus on the opportunities that benefit their company most. VECTA can be adapted to existing sales models and can therefore have an immediate impact on sales.

Equipped with VECTA Sales Intelligence software, companies gain an insight into their customers' buying patterns and can define effective sales strategies. This valuable information helps them to sell more intelligently, improving revenue and margin through increased average order size and increased order volume.



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