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Roger Berry Managing director discusses Sales Intelligence



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The Company

Established in 1918 and turning over £23 million a year, Ridley Quiney has become a leader in the distribution of wholesale packaging and janitorial products. The company has 1,200 customers, all of them wholesalers, and a range of 1,600 products to choose from. Ridley Quiney prides itself on the market knowledge of its sales executives, and over the past year, VECTA has been helping them to further enhance their customers' experience.

VECTA sales intelligence makes sales professionals more successful by giving them access to vital information about customer buying patterns and account status helping them sell more effectively. “We work in a highly competitive market with very tight margins and this has resulted in a number of sales problems,” comments Ridley Quiney managing director, Roger Berry. “Customers were not buying across the range and sales opportunities were being missed.”

Sales assistant

VECTA gives Berry a very detailed picture of how each member of the sales team is performing. “Previously we could only measure performance in terms of margins and sales but using VECTA we can now tell individual sales executives when they aren't selling enough of a particular product range or ask why they aren't selling more of another. That was something that was very much lacking before.”

VECTA immediately alerts Ridley Quiney's sales team when a customer stops buying certain lines. The ability to identify potential problems with lost or drifting customers is extremely valuable when, like Ridley Quiney, you have a catalogue of over 1,600 products.

The software is also helping Ridley Quiney sharpen-up its purchasing strategy. “A considerable number of our products are sourced from outside the UK. In effect we act as a medium between our customers who are wholesalers and our suppliers abroad so we need to look several weeks ahead,” explains Berry. “That means the purchasing team needs to know whether product sales are increasing or declining to ascertain what stock-levels to keep. We use VECTA to do that as well as identify areas where we can improve. This has made us a much more proactive and efficient organisation.”

VECTA interfaces directly with Ridley Quiney's existing Xeres enterprise resource planning (ERP) solution, analysing and measuring customer relationships and sales processes; and highlighting alternative or additional related products to increase the value of a sale.

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Berry also believes that VECTA boosts confidence and levels of professionalism: “VECTA gives sales people access to all sorts of charts and information about how their area is doing. That makes them feel more professional and more in charge,” he says. “Before VECTA we would generate reports every six months but they weren't product specific because it would have involved reams of paper. It was a very blunt system and it is one hundred times better since VECTA.”

According to Berry the company achieved a rapid return on the investment. “VECTA paid for itself in within the first four months of using it,” he says. “It took a matter of weeks for all the users to be trained and fully up to speed using the tool.”

“ We're delighted with the software. Everything that VECTA brings us is additional benefit to the business. We fully anticipate that in a year VECTA will deliver an average return of twenty percent for each of our external salesmen.”

Business Benefits:

- £300,000 in additional sales over the course of a year, an average return of twenty percent for each of Ridley Quiney's external salesmen.
- Improved visibility and management control.
- Greater access to meaningful sales data that is being used to achieve higher profitability per order.
- Improved purchasing strategy helping Ridley Quiney become a more proactive and efficient organisation.
- Higher levels of confidence and professionalism among sales executives.

Knowledge is power

Having already paid for itself, VECTA is helping Ridley Quiney build the business by giving it what Berry has termed 'congruity of customer' – a means by which the sales team can ensure that customers are consistent with each other. He explains: “VECTA is a very powerful sales tool. You get a very detailed picture of a particular customer and you can look at a similar customer and see if the picture is the same. If it's not the same, you can begin to ask questions and strengthen your sales pitch. Our sales representatives are making additional sales based on a knowledge of what other customers are buying.”

VECTA has given Ridley Quiney access to the information it needs to be more agile as a sales-focused business. Sales leads are now delivered automatically and time previously spent running and analysing reports is being used for far more productively.



“We're delighted with the software,” concludes Berry. “Everything that VECTA brings us is additional benefit to the business. We fully anticipate that in a year VECTA will deliver £300,000 in additional sales, an average return of twenty percent for each of our external salesmen.”

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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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