



**Weldspares-OKI**

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Alan Underwood Director



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### The Company

Weldspares OKI is one of the UK’s leading independent wholesale suppliers of welding, personal protective equipment (PPE) and related industrial products. The company has one of the widest product ranges in the industry, with in excess of 13,000 stock lines, and sells to over 4,500 customers. Its annual turnover is £4.5 million.

**“We operate in an exceptionally competitive environment where prices are continually declining,” says Weldspares managing director, Mark Underwood. “We import a lot of products from low cost manufacturing countries and there has been significant price deflation on those. In addition there has been considerable consolidation within both the industry and the customer base.”**

**In order to create a more focused sales strategy and help the sales team identify sales opportunities Weldspares invested in VECTA Sales Intelligence software. “A lot of our business comes from a small number of customers and there is a tendency to ignore the ones that are awkward to talk to,” says Alan Underwood, IT & Marketing director at Weldspares. “With VECTA our sales executives actually have a reason for every call. They can say ‘I want to talk about one particular product group and how we can save you some money.’”**

### Sales intuition

There are five people working in telesales at Weldspares and three sales representatives out on the road using VECTAPocket. “They have reacted very well to the software,” says Alan. “VECTA is right every time: you have lost that business or it has switched from one customer to another. It’s removed the gut feel and is giving us hard data on demand.”

Weldspares has been using VECTA at management level to see where the company should be concentrating its time and effort. “We’re using it to see where the business is going and to decide where our future is: which product groups are important to us, which ones we should cull off,” explains Alan. “It identifies areas of growth as well as areas we don’t want to be involved in: low margin areas, customers or product groups.”

VECTA is helping the management at Weldspares to identify customers that actually cost the company money. “One of the hardest things to tell a salesman is that a customer isn’t worth it,” comments Alan, “but when you present him with a graph that shows you’ve made a net loss on the account and you’ve visited five times and you’ve sent ten catalogues, you can prove your point.”

### Added value

Another business benefit that Weldspares has identified since deploying VECTA is improved communications with its customers: “Using VECTA we can actually let customers know when they have lost business,” says Alan. “Quite often they don’t know that their customers have stopped buying something because many of them aren’t as computerised as we are so for us to be able to tell them that they’ve lost business is a useful tool. They can go away and investigate why they’ve lost it and if they get it back we usually get it back too.”

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### Business Benefits:

- 60% increase in sales.
- More focused sales strategy.
- Improved customer communication.
- Improved visibility and management control.
- Targeted campaigns are more successful.

The results speak for themselves. Since using VECTA the sales executives at Weldspares are achieving more revenue. “When they perform their monthly reports it’s clear that they are selling more and when we run a VECTA campaign it achieves the results that we set out for: we do increase sales to that group of customers or on the product line that we’ve targeted,” says Mark. “As an example we ran a VECTA-based campaign on a particular product and doubled the sales of that product for the month. Thanks to VECTA there has been a significant up-turn in sales on that particular product line.”

Alan concludes: “With VECTA we’ve seen as much as a 50 to 60% increase in sales of every product we targeted. The software has really helped to streamline our business and will play a vital role in the success and profitability of the business in the future.”



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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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