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Ali Stronach Area Sales Director discusses Sales Intelligence



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### The company

WYKO is the largest supplier of industrial maintenance and power transmission related products and services to the UK market, with 160 branches, 35 repair centres and an annual turnover of more than £250 million.

### Data Overload

WYKO differentiates itself from other companies in the market in that it supplies both new products and a wide range of repair and maintenance services. The product range includes its own, SRB bearings and Fenner brand equipment, alongside a vast number of OEM and replacement items (over 1 million items in stock), all designed to help manufacturing companies to run as smoothly and efficiently as possible.

Always looking to improve customer service and response, WYKO realised that they were pro-active in terms of maintenance services, but not in terms of sales transactions, which tended to be more reactive and demand driven. The major challenge faced by WYKO’s sales team was how to change this, bearing in mind the sheer volume of product lines and the massive amount of customer transactional data across the company’s huge product portfolio.

WYKO management knew that when dealing with this number of components, divided across 33 main product lines, customers would almost certainly be interested in other related products during a sales transaction - if a customer is buying an electric motor for example, they ought to consider a drive to improve its efficiency, the forms needed to claim back energy savings under the government ECA scheme, a specialist bolt kit because it will be used in an environment with higher than normal vibration etc. Unfortunately, even the most experienced sales staff might not remember all these related items, likewise, how are they to know if a customer they are about to call has stopped buying?

The answer is to ensure that the sales team receive accurate, relevant and timely information about their customers’ buying patterns. In order to achieve this goal, WYKO has implemented VECTA Sales Intelligence software, which it has now rolled out across its entire sales operation.

### The Solution

VECTA Sales Intelligence provides sales staff and managers with a comprehensive view of all customer and sales activities. The software monitors and analyses buying patterns, identifying cross-and link-sell opportunities. This provides customers with a more personalised and value-add service and WYKO with additional revenue. In the industrial sector within which WYKO operates, customer drift is running at over 20% and at a strategic level, WYKO is using VECTA to reduce the incidence of customer drift in sales. By highlighting such trends and opportunities, VECTA enables sales professionals, who are on the road or on the telephone, to better prepare for calls and turn reactive sales into proactive selling.

Prior to implementing VECTA, WYKO would generate sales reports from its accounting systems but in order to build a reasonable picture of customers’ sales transactions, the data would take weeks to generate. Once completed, they would be difficult to distribute, ultimately going unused because the sales teams found them unwieldy, too detailed, too long and paper based. As a result sales representatives often lost out on opportunities because they were ‘buried’ in information that was often out-of-date.

“Our sales reports were tied to the stock system and were printed retrospectively,” said Ali Stronach, Area Sales Director. “We knew that sales opportunities were being lost because with extended product ranges, the emphasis tended to come from sales engineers’ relationships and general knowledge of the customer. It was difficult for them to go through the data and systematically ask the right kind of sales questions across entire ranges and almost impossible to quickly highlight client needs or pain points and therefore open up new opportunities.”

In contrast to traditional CRM systems, VECTA draws on data existing within the accounting or ERP applications to quickly analyse and summarise customers’ buying patterns and behaviour. In addition, it doesn’t require the level of investment, both in terms of time and money, as that of traditional ‘Business Intelligence’ (BI) solutions, as VECTA delivers actionable sales intelligence, out-of-the-box. There is no need to build the data warehouses and dashboards using toolkits that

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Ali Stronach, Area Sales Director, WYKO.

BI solutions provide, and unlike CRM, salespeople don't have to laboriously enter data before they get useful information back, so end user adoption is guaranteed.

“The deployment of VECTA was completed in two months with no difficulties,” said Brian O’Leary, IT Director at WYKO. “This level of compatibility and smooth installation has set the benchmark for future IT implementations within the company.”

#### Customer Alerts

VECTA proactively supplies alerts when there is a particular change in a customer's buying habits and identifies the hidden sales opportunities. All this information is delivered simply and dynamically, creating clear opportunities for sales personnel within the existing customer base and preventing customers slipping through the net, as is easily done in such a large sales organisation.

“Our main objective with regards to individual sales people was to provide our sales force with instant access to critical information, wherever they are physically located. To achieve this we have issued each sales person with a PDA on which the ‘Pocket’ version of VECTA allows real-time sales information to be accessed and analysed within seconds. Using this information, each salesperson can form SMART objectives and ask meaningful questions relating to our customers’ business.”

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#### Affecting Change

In addition to the effect on local level operations, WYKO has also noticed a less tangible, but no less powerful effect on the sales team's customer approach. Using VECTA, sales personnel can pick up on client problems, sometimes before the client, by showing them an overview of their buying transactions. The result is an improvement in the ‘value-added’



relationship between WYKO and its customer, a principle that is promoted strongly throughout the WYKO organisation.

“VECTA is enabling our sales team to truly understand customer buying patterns and maximise our service offering to the customer, based on analysis of hard facts, not just intuition or gut-feel. Sales engineers have told me they didn't realise how much they rely on VECTA - it has already become an essential part of their working life.”

Furthermore, the resulting change in culture among the sales force is having a knock-on effect for the management team at WYKO.

“Since implementing VECTA there has certainly been an improvement in the transparency of sales data, and targets are being met more easily, something the management team appreciates,” explains Bill Wilson. “It has also brought the management team closer to the sales team in a sense, making it easier for management to recognise potential problems and set realistic objectives.”

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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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