



## Gardman unlocks hidden sales

"Vecta has delivered a powerful level of management information and visibility, particularly in relation to agent and customer performance."

Gardman Head of IT Antony Symonds talks about Sales Intelligence

### Solar Lighting



### Garden Living



### Wild Bird Care



### Landscaping



To find out how Vecta can help you sell more intelligently  
call +44 (0)114 262 2020

or visit our website  
[www.vecta.net](http://www.vecta.net)



**“Vecta really helps me to beat my targets and to decide and plan where my time is best spent; it also identifies additional sales opportunities and highlights any issues that arise enabling me to deal with them quickly. Vecta has made me completely self-sufficient with all of the information I need, when I need it and how I need it.”**

## Gardman unlocks hidden sales

**“Vecta has delivered a powerful level of management information and visibility, particularly in relation to agent and customer performance.”**

### The Company

**Founded in Peterborough in 1992, Gardman supply over 4000 garden, living, wild bird care and pet care product lines to garden centres in the UK, and export to 35 countries. With international sales accounting for 16% of group turnover, Gardman has flourished, with turnover increasing from £1.4m in its first year to in excess of £60m today.**

### Intelligence Sells

Innovative business, Gardman regularly launches new categories and product ranges, with particular focus placed on advanced stock planning and control to ensure that they always meet customer demand. As a result, between their two locations; the Peterborough HQ and the production, packaging and distribution facilities in Kings Lynn, Gardman houses over £60 million stock at retail value ready to be delivered on demand. So comprehensive sales analysis including accurate customer and product trend awareness is vital.

Currently enjoying an exciting new phase of development, Gardman are further strengthening and building upon their reputation as market leaders and driving their brands forward to deliver significant growth opportunities for customers.

### **So what were the problems Gardman were experiencing and how would Vecta resolve them?**

Gardman employs a team of independent sales agents to work with an extensive customer base and they recognised a need to feed both their staff and their agents more efficiently with accurate information to provide a knowledgeable and personal service to customers. It was also important to them to ensure consistent and clear visibility of sales trends to ensure full utilisation of their stock investment. There was also the opportunity for Vecta to provide a centralised system providing the management team at Gardman with detailed insight. This would help them direct proactive alerts or prompts to the Sales Agents relating to customer needs that the HQ team might become aware of.

A standard spreadsheet style of reporting and information collation had been available, but as is regularly the case, this required complex custom report writing and the information was delivered via huge spreadsheets which were very time consuming, both for the Gardman

Finance and IT teams to create, and for the Agents to analyse. Despite spending a considerable amount of time producing daily reports, the staff and agents were still unable to access information as easily and quickly as they needed to. Access to relevant analysis of daily sales or the products their customers were buying had become problematic, graphical representation was minimal and they were unable to drill through the data or change criteria to identify issues or achieve a clear view of what they needed at any given time.

As the business grew the provision and access to sales information and analysis became unmanageable and Gardman recognised the need to improve the quality, ease and timeliness of sales information being provided to their teams. They needed to introduce a way of providing information that was sustainable, timely and would grow with the business, and were keen to implement a solution that would help to drive efficiency within the Sales environment, enable them to support business decisions and boost sales activity and results.

### The Vecta Solution

Gardman selected Vecta integrated Sales Analytics and CRM as the central sales and customer information source across the business operation for Management, Marketing, Finance, Purchasing, Sales and Sales Agents. Vecta delivered pre-interpreted sales information to keep every user in the loop with the accurate ‘finger on the pulse’ information that they need to provide the personal and knowledgeable service to customers. Relevant information, in both report and graphical formats, not only eradicated the need for hours of time previously wasted pulling together complex reports, but also provided the appropriate information to the relevant people in a format that would drive instant sales actions.

“Now I can maintain and grow my customers spend, and ensure we select the best combination of products for them.”



## Business Benefits:

- Key accounts growth of 15%
- Increased visibility and management control
- More proactive and planned approach to all sales calls
- Improved efficiency and performance

### Key Benefits for Gardman

The Vecta solution, now used across departments within Gardman, drives sales, customer management and purchase behaviours. Different elements of Vecta have proven invaluable across the organisation:

- The Management overview includes instant access to product and range sales and costs that are difficult to get to when using other software/reporting, so decisions are informed and efficiencies optimised.
- The clear view of exactly what is happening and where - and crucially what isn't happening, ensures that timely action is taken and that information is now used for daily decision making and effective customer contact.
- Clear Reporting Dashboards and instant drill-down menus provide detailed information which has transformed sales activity ensuring that all opportunities or even potential issues are addressed quickly.
- The external Sales Agents love the power and simplicity of Vecta as they now have instant access to sales and customer information for any sales period, the ability to identify trends and changes and can immediately spot gaps in customer spend. Invaluable for driving productive sales activity and efficient contact with customers

James Brindle, Gardman's GCI Sales Director told us: "Being self-employed the agents are reliant on managing their time, customers and product sales effectively so it's vital for them to see exactly what their customers are buying, what they have stopped buying and gaps in their spend. Using Vecta they now have this at their fingertips improving their performance for Gardman and ensuring a more informed service to our



customers. Vecta highlights sales, anomalies and opportunities to enable relevant conversations that help establish whether stock is required, any loss to competitors - so that this can be addressed immediately - and to ensure they can easily identify any other potential areas of interest for each customer.

The Agents have found that using the Vecta dashboards they can instantly see all the information they need to prepare effectively for each customer call which before Vecta would just not have been possible."

Gardman sales agent Jason Hardwick said: "Vecta is so quick to use and it gives absolutely everything we need within seconds. It's also great to use with customers live, or I sometimes save or print a PDF summarising the customer spend pattern and product spend; which I can do in just one click, it makes preparation quick and easy and looks really professional."

Vecta has delivered a powerful level of management information and visibility, particularly relating to agent and customer performance. Clear views of costs, trends and variances facilitates decisions based on true insight which also helps with stock management. We are now able to pinpoint items that we may have surplus or higher than normal stock levels, and prompt marketing promotions.

Gardman's Antony Symonds, Head of IT described using Vecta as: "Immeasurably easier and quicker than any previous tool used, so much so that Vecta is now used right across the business. It's brilliant, it helps us to make the right business decisions - we've never had such a clear picture of what is and what isn't (but should be) happening before, it has been a positive contribution towards Gardmans growth."

To find out how Vecta can help you sell more intelligently  
call +44 (0)114 262 2020

or visit our website  
[www.vecta.net](http://www.vecta.net)



### 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.

**Marketing teams** 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.



© 2017. Vecta Sales Solutions Ltd.  
A part of the EDP Group of companies.

#### Registered Office:

Vecta Sales Solutions Ltd  
4th Floor  
Fountain Precinct  
Balm Green  
Sheffield S1 2JA

Head Office: 0114 262 2000  
Sales: 0114 262 2020

Milton Keynes Office:  
Telephone: 01908 249758

Web: [www.vecta.net](http://www.vecta.net)  
Email: [sales@vecta.net](mailto:sales@vecta.net)

To find out how Vecta can help you sell more intelligently  
call +44 (0)114 262 2020

or visit our website  
[www.vecta.net](http://www.vecta.net)