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*Vecta Sales Solutions Ltd offers a pioneering solution designed to help distributors sell more effectively. Jayne Hill discusses the firm's pride at winning the prestigious 'Sales & Management Solution of the Year 2016' and provides a fascinating overview of this innovative solution.*

Vecta is a unique integrated sales Analytics & CRM tool providing personalised 'actionable' sales and contact information; it spotlights buying gaps and drives increased sales and improved margins. The company works with B2B Distribution companies of all shapes and sizes, with the common aim of improving efficiencies, customer relations, sales results and profitability. Vecta's Jayne Hill talks us through the firm's mission and the steps it takes to achieve it.

"Our mission is to deliver an invaluable business solution and service that makes a measurable difference with a tool that sales people and management actively choose to use to enhance their effectiveness, efficiency and sales outcomes. Through regular contact with our customers Vecta has an inclusive approach enabling us to incorporate ideas and changes in our business planning quickly. It is important that we remain flexible in reacting to trends and advances in technology whilst ensuring our core plans are achieved and delivered and our niche market position optimised.

Customers talk of their confidence in Vecta's reliability, the Vecta teams expertise and our focus on innovation and customer care. With over 50 years' experience within the technology sector, the firm's credibility and financial strength is also vitally important to customers when considering the longevity of a key software implementation to facilitate sustainable long term business growth for them.

The advent of mobile technologies has resulted in fast moving changes to platforms and devices, requiring an agile and reactive development and support team. Jayne explains how the firm aims to ensure that it always offers the most innovative and up-to-the-minute solutions.

"Innovative in our early delivery of mobile solutions, we continue to enrich our offering through the latest available technologies so that Vecta users benefit from a fully hosted robust and intuitive service. It is important to constantly introduce relevant enhancements so the Vecta team continually evaluate best-practices, new technology and techniques. Advancements are progressed to ensure a sustainable product development lifecycle, as well as usability and functionality benefits for both the application and users."

Overall, Jayne expressed her pride at the firm's inclusive culture and progressive development, which she believes is the secret to the firm's success: "We are proud of the open, inclusive Vecta culture where colleague input and ideas are embraced alongside those of Customers and industry experts. This has resulted in thousands of sales people and managers achieving exceptional results and the subsequent reward that brings. Undoubtedly this additional award is another affirmation of that success".