

James Lister & Sons



Vecta increases sales performance at Lister

Lister was founded as an ironmongery and hardware shop in 1874 and now provides engineering supplies and services from seven branches across the West Midlands. With a growing annual turnover, the Lister team recognised that it needed a system that would drive sales activity to help deliver in the profitable areas of key account management, link selling and sales profitability.



Results

- Increased visibility and management control
- More proactive and planned approach to all sales calls
- Improved efficiency and performance
- Enhanced customer relationship management

Tim Cotterill, Chairman and great, great grandson of the business founder, explained, "Our first encounter with the Vecta team was driven by a need for easier, better and faster information on sales progress and customer buying patterns both for our management team and the field sales team. We wanted to ensure we had all the information we needed in one place to enable us to better manage relationships with our customers and ensure appropriate levels of customer contact. We also wanted a way to record visits and actions, all of which Vecta has delivered for us. We have continued to develop our business to change with the times and Vecta has evolved with us through continuous developments. This has helped us to take a modular approach to enhancing and developing our sales planning, gap analysis, resource planning and immediately picking up on client drift and product spend gaps".

Taking the Strategic Approach

Tim continued, "In choosing Vecta, we were looking for an easy way of making customer details and their ordering patterns available to staff. Vecta enables us to quickly identify those customers where there is potentially lost business or account drift and to direct our sales team to the customer, presenting them with the perfect opportunity to open the conversation and discuss their reasons for not buying or why they are buying less of a particular product.



// Vecta helps our sales team to be amongst the most professional in the industry.

- Tim Cotterill, Chairman, [James Lister & Sons](#)

Case Study

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// We are very happy with Vecta and with the results it brings. The solution has grown with and ahead of our requirements to improve sales team effectiveness and performance. It's a fantastic tool that really helps us drive performance and results.

- Tim Cotterill, Chairman, [James Lister & Sons](#)

This helps our sales team to be amongst the most professional in the industry and also gives us the chance to alert the customer to alternative prices or pricing options or even enhanced buying support such as our added value system; an initiative where rather than having to buy their full stock requirement at one time, the customer is able to save money by scheduling their order or arranging a contract call-off order, still allowing them to take advantage of the best available price.

That way we are not only retaining the customer but also keeping them happy through provision of additional services."

Determining Sales Force Success

Tim said, "Identifying our position regarding sales and purchasing patterns was only one element of the business where Vecta was able to assist us. We were also able to improve on our reporting functions and measurement of sales force activity, in turn allowing us to analyse the performance and effectiveness of the sales team. When we upgraded to the browser based version of Vecta this gave us live mobile access to the information we need at any time".

As well as honing in on a particular customer, the Lister team can instantly see their territory results and any exceptions, issues or opportunities that need attention. Tim continued, "Vecta has become an essential part of the sales and management toolkit and results in less time searching for information and more time in front of customers. We are continuously developing the ways Vecta supports our sales operation and we get more value from it every year."

About Vecta

Vecta provides instant visibility of relevant sales analysis and CRM information and automatically analyses buying patterns to identify areas requiring attention and opportunities for future sales - it then highlights these to the sales 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. Using Vecta, sales led organisations can eliminate wasted effort and ensure they focus on the opportunities and actions that benefit their company most.

Vecta is part of the Kerridge Commercial Systems group of companies

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