



Vecta supports field sales team at Trilanco

Trilanco is a Lancashire-based specialist equine, pet and agricultural products wholesaler. The company supplies brands from all over the world and offers more than 20,000 product lines.



Supporting Trilanco's retailer and distributor customers are an in-house customer service team, a network of sales managers based across the UK and Ireland, exclusive monthly offers and promotions, and next day delivery via Trilanco's own fleet of vehicles.

Gary Molloy is Business Systems Manager at Trilanco and explained why the company implemented Vecta in 2019 to work alongside the company's existing eCommerce platform. He said, "We were looking for a self-serving BI tool, with CRM capabilities, to help our field sales team spot gaps and opportunities, and to better report back to the office with regard to customer interactions and relations. Recommendations and our research led us to a shortlist of two and, following demonstrations, we were convinced that Vecta was the best choice for us."

Gary said that one of the benefits of Vecta is that it's a great reporting tool for the remotely based field sales team, giving them the visibility they need around customer history and performance. He added, "We've also found the CRM side of Vecta is particularly good and our field sales team are really on board with it. They use it daily to book appointments and meetings and for interacting with and reporting back to the office."

Gary said he still has work to do on the system internally to set up the alerts that will help the team spot gaps and opportunities, which they are currently spotting manually. "Vecta is already helping us grow our business," he said. "However, once we've completed this work, then I'm confident Vecta is going to support us even more."

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Gary Molloy, Business Systems Manager
Trilanco LTD

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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