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Nigel McCullough Commercial Manager



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The company

Established in 1972, Lynas Foodservice Limited is one of the largest frozen and fresh food distributors in Northern Ireland serving thousands of customers daily. A family run business, the ethos of Lynas Foodservice has always been that the customer comes first.

With headquarters in Coleraine, Northern Ireland, Lynas have the capacity to deliver a quality and friendly service throughout the country with over 50 Lorries on the road everyday and a sales team of 24 supported by an internal telesales team.

Lynas have thousands of customers across a wide range of catering establishments including hotels, sandwich bars, pubs and restaurants and have always endeavored to optimize their customer service by advising their customers and maintaining regular contact to ensure regular business.

Identifying The Problem

Whilst the mostly long established sales team have always been efficient in noticing if a customer dropped in spend on one of the top few core products, it was a very time consuming and fairly manual process to check out exactly what products a customer was not buying, or had stopped buying and to prepare effectively for customer visits. The Lynas Management Team recognized that opportunities were being missed and identified a need for a more efficient way to manage the team and to have better visibility of trends, spend changes and product sales by Sales Person, Customer Category and Customer Type as well as individual Customer.

Lynas considered a number of solutions that would fulfill their data needs but recognised that most would still need input from their IT department and required generation of lots of reports. They selected VECTA for its flexibility, speed and ease of use and have been delighted with the results and response of the sales team.

Nigel McCullough, Commercial Manager commented: “We have found VECTA so easy to use – it is extremely user friendly and the information is presented in a fool-proof manner. We now have full visibility of the sales information we need -it is accurate and takes seconds to produce. Our team now spend time addressing opportunities rather than analysing and investigating data. Since introduction of VECTA our sales team are constantly hungry for information and motivation levels are better than ever as great results are being achieved.”

Improved Productivity & Customer Relations

Since adopting VECTA the Lynas sales team have increased call productivity by over 20% and each call is more effective as the team are now highly prepared using VECTA. They can now visit a customer knowing that they have full information about what they are, are not and should be buying, right down to product level where needed. This has not only improved efficiency within the team but has also improved customer relationships with customers appreciating the level of knowledge and information that can now be provided by the Lynas sales team.

Call preparation for the whole day is now done within under half an hour– previously the sales team would have had to plough through reams of reports to identify any issues requiring attention and it could easily have taken around a day to prepare for visits with the level of information that is now available in seconds using VECTA – there is also now no risk of error as the information is so fast and clear to use.

Introduction of New Sales People is Fast and effective

“We recently brought on a new Sales Person and using VECTA he was able to be productive immediately and performance from the territory has improved by over 30% using information from VECTA to identify what to discuss with each customer.” The Lynas Management team used VECTA to provide an introduction and familiarisation of the territory and the ability to look at each customers’ sales history alongside guidance about what a typical customer in their sector may buy has proved invaluable – and produced excellent sales results.

“Using VECTA to identify buying patterns, our sales team were able to confirm orders early - and before our competitors - which made life easier for us and our customers. As well as improved efficiencies of our team, since adopting VECTA we have seen improved customer relations, we have increased customer retention and sales growth and are keeping our competitors out.”

Targeted Product Launches Improve Results

The Lynas Management Team use VECTA to identify specific customers who could be buying a new product line based on their profile and buying history - enabling them to focus the team on those customers most likely to need the product. Highly targeted customer lists can be generated instantly and the results are used for calls or mailing. By focusing on those customers most likely to buy and with the ability to easily monitor any campaign results and automatically be alerted to any customers who do not continue to buy, Lynas have had good results. “Our customers can also see that we understand their needs.”

Lynas can also instantly identify any customers who are not buying expected products, who have bought say Baps but no Burgers, or who have bought previously but stopped – and take immediate action to address the situation. “We can now investigate, take action and recover orders in far less than the time it would previously have taken us just to investigate the situation” Nigel said. “For example in the run up to Christmas we were able to identify and contact our customers who had not bought Christmas themed products and our order book for those products grew considerably against last year. Using VECTA to identify buying patterns, our sales team were able to confirm orders early - and before our competitors - which made life easier for us and our customers.”

Benefits Easy to Recognise

“When we first took on VECTA there was a fear that it may bring more work for an already busy team”, Nigel told us, “however, we have now found that VECTA has saved us so much time and enabled us to cover more ground in less time! We could easily waste a day going through printouts to understand issues or opportunities which we can now see in seconds.”

VECTA has dramatically improved visibility and the accessibility of information for the Lynas Team and they have even been able to log-in to VECTA from Trade Shows or when away from the office meaning that they are always well equipped with the information they need to optimise sales and customer relations.



That original fear of a big brother approach has been completely overcome as the sales team are seeing the results in their pay packets and VECTA is now accepted as information that the team really want to know and which is helping them to deal quickly with issues.... and generate more sales. Nigel commented “As well as improved efficiencies of our team, since adopting VECTA we have seen improved customer relations, we have increased customer retention and sales growth and are keeping our competitors out.”

In summary, Nigel said; “I just don’t know how we worked without it. Overall our sales have increased throughout the company since adopting VECTA, even those reps who have been with us for a considerable time have seen great improvements. It really has paid dividends.”

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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.

The **Marketing team** 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.



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