



Using VECTA web-based Sales Intelligence and CRM, the Sealey Group harnesses the power of the internet to improve sales force productivity by over 30%.

Mark Sweetman discusses Sales Intelligence



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## The powerful sales tool for Sealey

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### The Company

Based in Bury St Edmunds, Suffolk, The Sealey Group is one of the UK's leading suppliers of workshop tools and equipment, with an annual turnover of over £51 million.

Renowned in the trade as a market leader, Sealey's range now includes numerous tools and equipment for the automotive and agricultural industries as well as engineering.

With over 30 years of experience, Sealey distributes over 8,000 product lines and a further 130,000 spare parts to over 4,000 trading customers via a network of local, national and international dealers. The company has over 330 employees, including 20 external sales people.

### Intelligence Sells

VECTA is a powerful and easy-to-use sales intelligence & CRM solution designed to improve sales efficiencies and results. It will automatically identify and alert the team of gaps in spend, link-sell opportunities and potential problems with lost or drifting customers and generate detailed information on further opportunities, prompting sales professionals to sell more proactively. VECTA also highlights alternative and additional related products to increase the value of a sale, alongside easy-to-use and effective CRM.

### The Challenge

Sealey continues to be in a healthy growth situation, however combatting the competition, maintaining margins and increasing turnover becomes more difficult each year. The sales team are key to enabling the company to reach its full growth potential and in order to provide direction and ensure focus on the performance and culture of the team the company invested in VECTA.

Mark Sweetman, Managing Director at Sealey, explains:

“One of the areas vital to the continuation of our profitable growth was how to improve the way information was communicated to and from the sales team.

VECTA enables the Sealey management team to distribute better information to our mobile sales representatives, which enhances the quality of their calls. By highlighting to each user how much more could be sold to specific customers, the sales intelligence unlocked by VECTA increases the productivity of each call made. Using these prompts has significantly increased sales to existing accounts. In addition, VECTA informs the sales team when customers stop buying, or where sales opportunities have been missed, helping ensure targets are achieved and problems are addressed before it is too late.

VECTA also provides Sealey with an effective method of capturing and managing important customer information including account details, credit status and competitor activity. The sales team can manage customers more effectively and management can see notes and information collected on sales calls live as they are entered. This has resulted in massively improved visibility, efficiency and productivity across the team. VECTA also fulfils the needs of the marketing team, who use the intelligence collated on each account to improve communication with our customers.”

### Improved Sales Force Efficiency

Explaining more about Sealey's recent upgrade to the latest, web-based version of VECTA, Sales Director, Dave Riches, says:

“We first implemented VECTA back in 2003 to improve management visibility of opportunities and results and to help us to sell more effectively. With the sales information from the system made easily available, there was an instant positive impact upon the business.

**“Since putting VECTA in, our sales have increased by over 30% and we are seeing a consistent increase in our share of customer’s spend.”**



### Business Benefits:

- Increase of 30% in customer spend since VECTA was introduced
- Increased visibility and management control
- More proactive and planned approach to all sales calls
- Improved efficiency and performance



We have more recently upgraded onto the new Live WEB version 7 of VECTA and this has provided even greater value through further improved operational efficiency. My team are equipped with the information they need in a way that easily fits into their busy working schedule and we immediately experienced improvement in productivity and results.

The new version has been very well received, as my sales team can now tap into the system wherever they are via laptop, tablet or smart phone, and have instant access to the latest sales, opportunities and customer information.

Remote users for example can now instantly see key information about their territory and customers, and can produce information and reports on the fly. As well as improving call prep and shared information, this self-sufficiency has freed up internal resources, providing further cost benefits for the business.

The user-friendliness of the system helps new staff be immediately productive too; in fact, one new member of the team recently commented to me how in previous roles they had never had the same level of usable sales information before.

We now also use VECTA for our call logging and call reporting which has provided an effective way to manage sales force activity and improves the visibility between the internal and external sales teams. The flexible dashboards in VECTA ensure that each person gets straight to the information most relevant to their own responsibilities which means that the information is used constantly to support the sales operation and the team are spending time acting on opportunities, not trying to find them.”

### Future Growth

Looking forwards, VECTA will also be used to further underpin Sealey’s extensive growth plans, as the company has recently unveiled an expansion project for a £10 million investment that will see its workforce grow by 10 per cent.

The company has bought land at the Suffolk Business Park and is awaiting a decision on planning applications for an 85,000sqft service centre and a 102,000sqft warehouse.

Mark Sweetman, Managing Director, confirms:

“This investment is part of a 10 year plan to take our turnover up to £75 million. Our success is down to a strong drive on customer focus, an increase in the amount of stock we hold, making sure we are able to dispatch orders quickly and ensuring the whole team are fully equipped with the information they need to maintain our sales success.

Since putting VECTA in, our sales have increased by over 30% and we are seeing a consistent increase in our share of customer’s spend. We are confident that our ongoing use of VECTA will continue to generate additional sales revenue from existing customers and ensure consistent growth in line with our expansion plans, in a highly competitive market place.”

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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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