



Sales data delivered with surgical precision

Sales Intelligence on-demand gives De Soutter Medical even more insight into their customers needs, allowing them to accelerate product sales further.

Charlie Cowpe discusses Sales Intelligence

The Company

Based in Aylesbury, Buckinghamshire, De Soutter is the leading British manufacturer of powered instruments for use in operating theatres and fracture clinics.

Four generations of the De Soutter family have manufactured medical and other products since 1952: first artificial limbs, then power tools, and from 1990, medical power tools.

The name of De Soutter is known and respected internationally as a company producing quality products, with a reputation for excellent customer service. Approximately two-thirds of its products are exported each year, with the rest being bought by NHS and private hospitals.

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De Soutter Medical has been a user of the VECTA sales intelligence solution for over six years and to support their continued growth, have more recently upgraded to the VECTA 7 Web service of the combined CRM and Business Intelligence tool.

Having recently moved to a 46,000 square foot, RIBA design award nominated and purpose-built new facility, De Soutter has even more ambitious plans to grow further in the next few years and VECTA is a key element in those plans.

Charlie Cowpe, Systems Manager, commenting on the upgrade, says:

"We have been long-term users of VECTA and it has always provided us with excellent and insightful data about our customers' sales activities, but we also understood the considerable benefits available by upgrading to use VECTA 7 via the Web, opening up the ability to use various devices in the field.

It was a very smooth transition onto the new Web-based version. Our field sales team in the UK and Europe can now immediately access the most up-to-date sales information on their laptops for territory and customer visit planning and also on their mobile

phones, which is ideal for quick information before hospital visits, and to answer queries on the go.

"VECTA has always provided us with excellent & insightful data about our customers' sales activities."

VECTA 7 is easy-to-use and we like the enhanced flexibility which has encouraged us to use more and more functionality. We now use VECTA 7 for all of our sales activity, including call logging, call preparation, opportunity identification and call reporting. Our Management team use it extensively to get fast visibility of activity and results, which all helps with decision making.

Efficiencies have improved even more as the number of calls to the office from Sales people out on the road has almost disappeared now that the team can see their customer information on their mobiles, wherever they are.

VECTA has been instrumental in supporting our growth and ensuring our sales team have the information and direction they need."

To find out how Vecta helps businesses sell more on every call
call +44 (0)1908 249758

or visit our website
www.vecta.net



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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