



Weldspares OKI grows sales revenue with VECTA

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Alan Underwood discusses Sales Intelligence



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The Company

Weldspares OKI is one of the UK’s leading independent wholesale suppliers of welding, personal protective equipment (PPE) and related industrial products. The company has one of the widest product ranges in the industry, with in excess of 13,000 stock lines, and sells to over 4,500 customers. Its annual turnover is £4.5 million.

The Challenge

“We operate in an exceptionally competitive environment where prices are continually declining,” says Weldspares managing director, Mark Underwood. “We import a lot of products from low cost manufacturing countries and there has been significant price deflation on those. In addition there has been considerable consolidation within both the industry and the customer base.”

In order to create a more focused sales strategy and help the sales team identify sales opportunities Weldspares invested in VECTA Sales Intelligence software. 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.

Targeted Sales Strategy

“A lot of our business comes from a small number of customers and there is a tendency to ignore the ones that are awkward to talk to,” says Alan Underwood, IT & Marketing director at Weldspares. “With VECTA our sales executives actually have a reason for every call. They can say ‘I want to talk about one particular product group and how we can save you some money’.”

Sales Intuition

There are five people working in telesales at Weldspares and three sales representatives out on the road using VECTA Pocket. “They have reacted very well to the software,” says Alan. “VECTA is right every time: you have lost that business or it has switched from one customer to another. It’s removed the gut feel and is giving us hard data on demand.”

Weldspares has been using VECTA at management level to see where the company should be concentrating its time and effort. “We’re using it to see where the business is going and to decide where our future is: which product groups are important to us, which ones we should cull off,” explains Alan. “It identifies areas of growth as well as areas we don’t want to be involved in: low margin areas, customers or product groups.”

VECTA is helping the management at Weldspares to identify customers that actually cost the company money. “One of the hardest things to tell a salesman is that a customer isn’t worth it,” comments Alan, “but when you present him with a graph that shows you’ve made a net loss on the account and you’ve visited five times and you’ve sent ten catalogues, you can prove your point.”

Added Value

Another business benefit that Weldspares has identified since deploying VECTA is improved communications with its customers: “Using VECTA we can actually let customers know when they have lost business,” says Alan. “Quite often they don’t know that their customers have stopped buying something because many of them aren’t as computerised as we are so for us to be able to tell them that they’ve lost business is a useful tool. They can go away and investigate why they’ve lost it and if they get it back we usually get it back too.”

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Business Benefits:

- 60% increase in sales
- More focused sales strategy
- Improved customer communication
- Improved visibility & management control
- Targeted campaigns are more successful

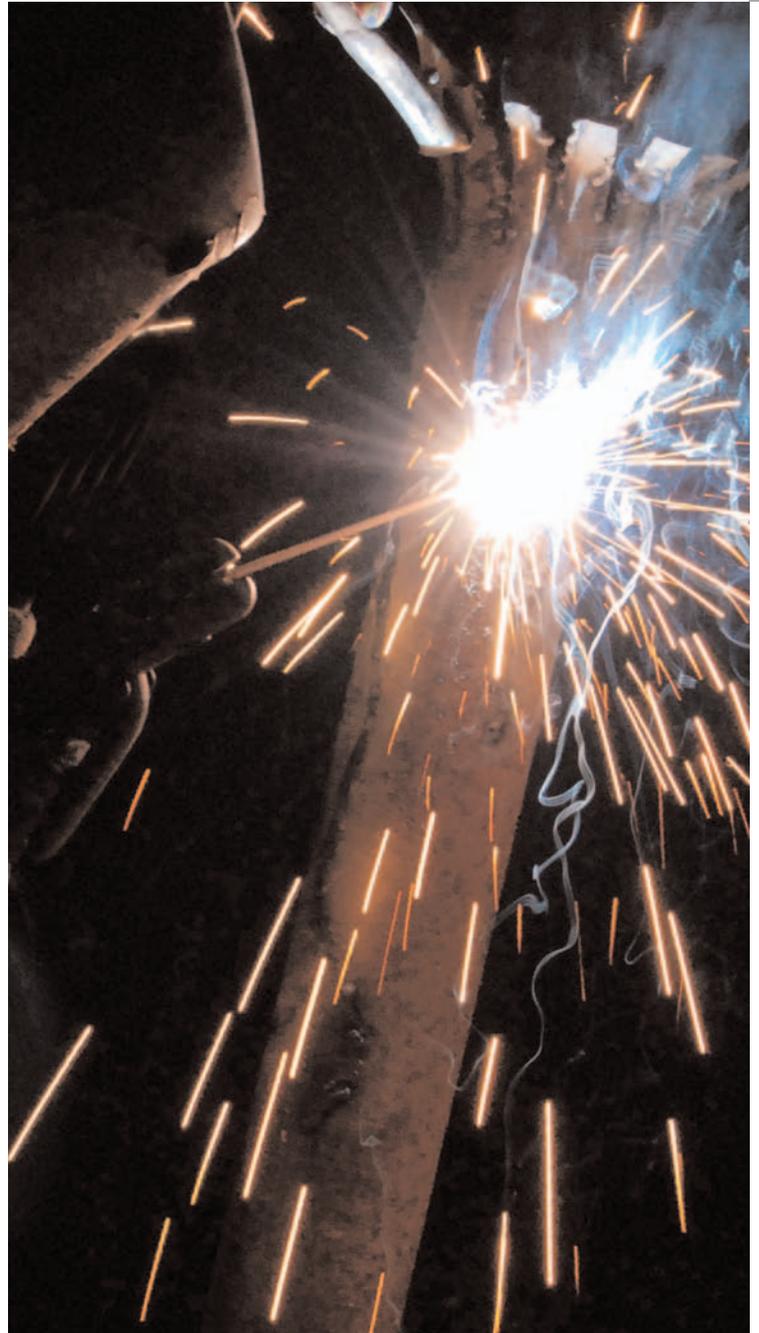
Taking the Strategic Approach

The results speak for themselves. Since using VECTA the sales executives at Weldspares are achieving more revenue. “When they perform their monthly reports it’s clear that they are selling more and when we run a VECTA campaign it achieves the results that we set out for: we do increase sales to that group of customers or on the product line that we’ve targeted,” says Mark. “As an example we ran a VECTA-based campaign on a particular product and doubled the sales of that product for the month. Thanks to VECTA there has been a significant up-turn in sales on that particular product line.”

Alan concludes: “With VECTA we’ve seen as much as a 50 to 60% increase in sales of every product we targeted. The software has really helped to streamline our business and will play a vital role in the success and profitability of the business in the future.”



Weldspares-OKI



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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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