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Jon Hall, Managing Director, discusses Sales Intelligence



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### The company

Established in 1978 as a leading solution provider of fluid system technologies, Swagelok Manchester is an exclusive distributor of Swagelok manufactured products which are recognised in the marketplace as being of the highest quality and integrity, values that are enforced throughout the business. Swagelok are a \$1.3billion worldwide organisation with centres around the World.

Providing a sales team with the information they need to optimise revenue opportunities from their customers seems a straightforward task. While all of the data needed will probably already be held within an organisation's information systems, actually providing the required information in a format that is of real use to the sales person can often be difficult and time consuming.

Recognising and overcoming such a problem can be a key driver in facilitating sales growth as Swagelok Manchester discovered.

### Intelligence Sells

VECTA is a sales intelligence solution that analyses historical sales data in order to help companies increase their share of customer spend by highlighting sales opportunities. The software can identify potential problems with lost or drifting customers and generate detailed information on customer buying patterns prompting users to sell more proactively.

Swagelok Manchester realised that to continue moving the organisation forward and grow sales, it would be vital to provide their sales people with better and faster access to key customer information. As Jon Hall, managing director, explains: “We wanted to upskill our sales force to ensure that we could maximise the potential with every customer. To do this we needed to provide them with the right tools so that they could immediately spot issues and opportunities and gain access to any information regarding their customers when they need it.

Previously, if they had wanted anything beyond a standard report they would have to request this and wait for the outcome, so often there was no time for this to happen and the sales person would have to attend their meeting unprepared. We knew we had to improve on this situation and take away the time consuming leg work to ensure we could continue to meet our ambitious growth plans.”

Swagelok Manchester chose VECTA, which had been recommended to them by a sister distributor, after looking at a number of data warehousing, CRM and sales information solutions. “What really differentiated VECTA,” said Jon, “was the fact that it offered real in-depth customer and sales intelligence that is very intuitive, easy and powerful to use.”

“Our team now have the right information when they need it, we have cut down on the paper flow and they are now independently equipped with more comprehensive and focused information, ensuring they can easily track exactly where their opportunities lie. VECTA automatically prompts the team of opportunities so that with good sales people and actionable information, the time spent with our customers is very productive.”

### Improved Opportunity Identification

The company implemented VECTA for all its 10 external sales staff and almost immediately began to enjoy the benefits. As Jon explained: “Opportunity identification is vital to us in a competitive market and the information that VECTA made instantly available to our sales team enabled us to improve productivity and results. Having immediate access to the right level of sales information, analysed in any number of different ways, has proved instrumental in maximising existing opportunities and generating new ones that we would have previously missed.”

**“We are able to constantly track results so that we can instantly see what is working. We have seen constant sales growth on all the products targeted in this way.”**

### Business Benefits:

- Improved sales growth of 50%.
- Increase in sales to existing customer base.
- More proactive and planned approach to all sales calls.
- Improved information flow within the business.
- Improved visibility and management control.

But this was not the only benefit as Jon continued: “We also found that VECTA saved our sales people a substantial amount of time. They no longer needed to correspond with the office for everything as they could now obtain all the information they needed directly themselves. As well as customer information such as buying patterns, they could also keep up-to-date with their own sales target and monitor monthly and YTD performance.”

### Targeted and Effective Marketing

Swagelok Manchester also make use of the powerful VECTA Campaigns functionality. This assesses a customer's propensity to buy products related to previous purchases and the customer profile. It proactively identifies cross-sell, up-sell and switch-sell opportunities right down to individual product level. Every new opportunity can be managed within a structured campaign, which in turn acts as a dynamic selling aid for the sales team.

“We now have 4 or 5 VECTA campaigns running at any one time,” said Jon, “and we are able to constantly track results so that we can instantly see what is working. We have seen constant sales growth on all the products targeted in this way.”

### Holistic Approach

As well as improving opportunity identification and sales staff efficiency VECTA is also being used to enhance customer service, as Jon explained. “By sharing the information with the customer on their buying patterns we can make it easier for them to identify any inefficiency in their purchasing behaviour, helping to save them money and improving our levels of service. It also demonstrates to customers our commitment to innovation and the use of technology to support them better.”



This commitment to innovation has been a key factor in the company's success over the last few years. “Since we installed VECTA we have enjoyed a 50% sales growth in a very competitive and price-sensitive market. VECTA has played a central role in this growth enabling us to upskill our sales team to manage our customers more effectively.

Over the last few years we have been looking for our investment in IT to leverage and improve our sales and service processes and VECTA has helped us in this evolution. It is an excellent and powerful product that provides real sales insight and is backed up by high quality support and training.

With VECTA at the core of our sales process I believe that we have the right tool to continue to grow the business and improve customer service over the coming years.”

For more information about Swagelok, visit:  
[www.swagelok.com/manchester/](http://www.swagelok.com/manchester/)

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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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