



Aldridge unlocks Sales Intelligence

Aldridge Security use VECTA Sales Intelligence to improve the information flow within their business and enhance sales force performance.

Pat Cook & Ainsley Hawkins discuss Sales Intelligence

The Company

Aldridge Security is the largest trade-only security wholesaler in the UK & Ireland, has over 60 years of experience in the industry and was a founder member of the Master Locksmiths Association.

Turning over in excess of £25million p.a., processing 96,000 sales calls and dispatching 180,000 parcels per year, from locations in London and Manchester, Aldridge made the choice to adopt innovative new technology in order to improve its products and services to remain ahead of its competition.

Aldridge is a long-term customer of VECTA parent company, EDP, first implementing the Group's software applications back in 1989. Two years ago, VECTA was introduced and Aldridge has also upgraded to Quantum VS, EDP's latest ERP system, which is now used with the VECTA sales intelligence solution to enhance sales efficiencies and support their continued growth.

"VECTA ensures we always contact the right people with the right message."



Aldridge Security's Managing Director, Pat Cook explains:

"We have implemented the VECTA Sales Intelligence solution and this has made a tremendous impact on the way our sales team operates and the results they achieve. We have been delighted with the excellent products and first class service."

Ainsley Hawkins, Aldridge's Sales Director, explains further:

"The VECTA sales intelligence solution is very focused and effective and extremely easy to use. Our sales people can now analyse all their opportunities and plan their calls very effectively, without any technical assistance or reports from the office. This has cut our costs and speeded things up enormously, as previously our managers had to produce reports and spreadsheets for analysis. This is all now done directly through VECTA, and processes that used to take our managers half a day to complete are now done in minutes.

Adopting VECTA has improved the use of our business data and our salespeople are now much better

informed, so that their call preparation is now more effective, but takes them much less time.

"VECTA has made a tremendous impact on the way our sales team operates and the results they achieve."

Our sales team is now much more focused and able to take more control of the sales process, which has greatly improved our position when negotiating with customers. We are also finding that the team is identifying and confronting issues that it had previously avoided or missed.

Our marketing team also use VECTA to analyse and target customers for our promotional campaigns. This can be achieved quickly and easily in VECTA and ensures we always contact the right people with the right message and crucially, gives our whole team visibility of who has received the campaign as well as its success. Overall VECTA has been fantastic for us."

To find out how Vecta can help you sell more intelligently
call +44 (0)114 262 2020

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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