



Hama strengthens market position with VECTA

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John Goodwin, Sales Director discusses Sales Intelligence



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The Company

Hama PVAC Ltd is the UK subsidiary of Hama GmbH (Germany). The company sells OEM and own brand electronic accessories to over 4,000 customers, most of which are shops and wholesalers. As well as marketing and distributing the Hama range of products, Hama also acts as a UK distributor for a number of leading manufacturers.

There are nine people in the sales team at Hama. Sales director, John Goodwin, introduced VECTA soon after joining the company. “I wanted to introduce some pretty substantial targets into the business,” says Goodwin. “I needed to change the information flow in the business and VECTA allows me to do that and gives more power to the guys at the sharp end.

Added Value

VECTA is a sales intelligence tool designed to analyse customers’ buying patterns, resulting in improved sales productivity and overall profitability. The software highlights alternative and related products to increase the value of a sale and help users to cross- or link-sell more effectively.

“VECTA provides our sales team with a percentage breakdown of customer buying activity, which allows them to divide their call time more smartly,” explains Goodwin. “It also enables us to really concentrate on the accounts that can deliver the business to us. VECTA enables us to be very customer focused and to make very informed decisions.”

One of the primary goals for Hama is to improve profit margins by changing the business mix to more own brand products sales. With VECTA it is possible to interrogate sales intelligence and identify the products that are easiest to switch sell. “One salesperson at Hama who was selling a 60/40 mix in favour of OEM products has changed the mix to 60/40 in favour of own brand products,” says Goodwin. “This has had an instant impact on margin growth.”

VECTA has also made an important impact when it comes to negotiating discounts. Hama is now able to quote numbers bought and sold very quickly and with far greater ease. As a result the company has already started to achieve better purchasing power. The actual product selection process has also been streamlined using VECTA.

Traditionally product managers made the selection but now the decisions are made at a sales level, which has made purchasing more accurate.

“Our parent company has seen the information that comes out of VECTA and was so impressed that we’ve actually changed our reporting methods,” says Goodwin. “Now we simply drop that information out of VECTA straight into the documents, whether they are weekly updates or quarterly reports.”

Hama uses an accounting package called Concorde XAL. Prior to VECTA the working methods at Hama were largely paper-based, which was cumbersome and meant that information was not readily accessible. “Our IT manager takes the information from Concorde and transfers it into VECTA on a weekly basis,” says Goodwin. “So we get constantly updated information and no longer have to spend time processing and managing paper. Even those with no previous IT experience are now asking questions based on information generated by VECTA.”

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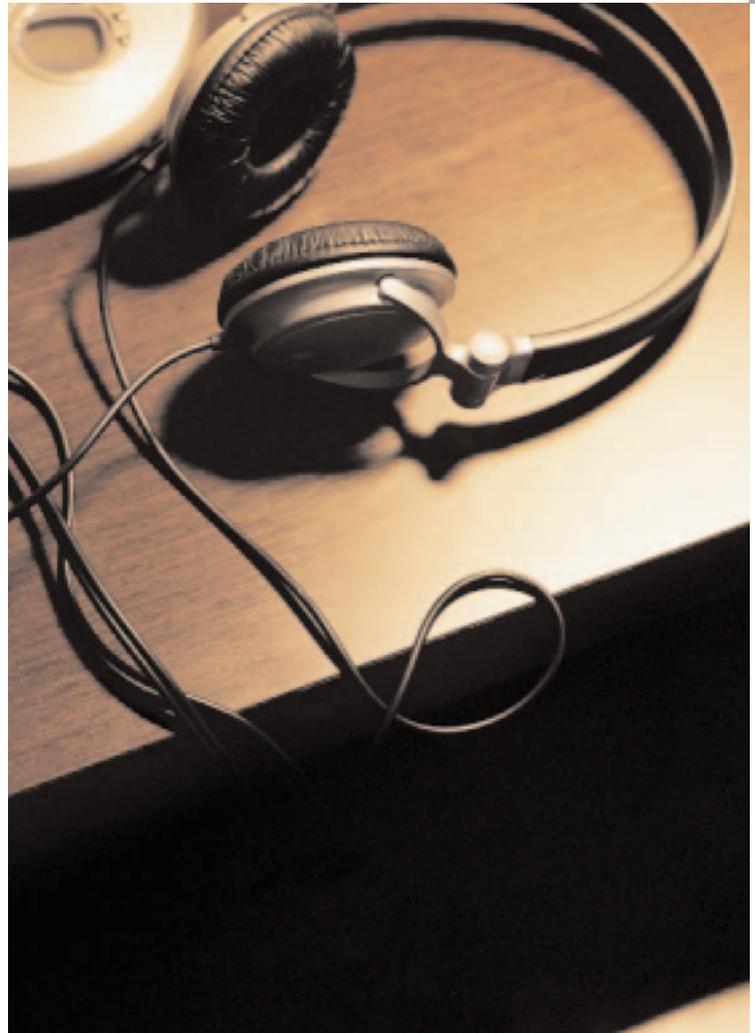
Business Benefits:

- Improved information flow within the business
- Better purchasing power
- Improved visibility & management control
- Greater access to meaningful sales data that is being used to achieve higher profitability per order
- Improved profit margins by changing the business mix to more own brand product sales

Rapid ROI

The return on investment is easily quantified in terms of increased sales and there is added value in the power and control that VECTA gives the management at Hama, as Goodwin explains: “Since implementing VECTA, Hama has seen a 30 percent increase in sales but another important return which is harder to quantify is the internal visibility we have now and the power that gives us at management level.”

Effectively, VECTA unlocks vital information, which can be used to direct or modify strategy. “Take link-selling as an example,” says Goodwin. “Before VECTA it would have been down to the individual salesman to have that much of a handle on his own territory and his own customer base but now I can generate those enquires and instigate discussions with the sales guys.” In addition to this unprecedented level of control the company has also benefited from significant time-savings since implementing VECTA. On average it has at least halved its preparation time for meetings and customer, product and salesperson reviews.



“VECTA has helped Hama to change the culture of its business. The information it has made available to the company is helping the sales team to be more creative and proactive,” concludes Goodwin. VECTA has enabled the company to devise a new sales strategy, which sees Hama selling solutions rather than just individual products.

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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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