



Lindab achieve £100,000 additional sales using VECTA automated Alerts

Andy Watton discusses Sales Intelligence

The Company

Lindab is an international company that manufactures and distributes products and system solutions primarily in steel for simplified construction and improved indoor climate. It operates within three market sectors - Ventilation, Building Products and Building Systems divisions.

The Ventilation division in the UK distributes products from Lindab's own manufacturing division as well as from over 100 external suppliers.

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The Challenge

"We were looking for a Business Intelligence tool and CRM package which allowed us to develop and monitor our UK sales and ensure best use of time by our field sales staff." explains Andy Watton, Regional Sales Manager of Lindab UK. "We reviewed several offerings but only VECTA was able to give us the two requirements of CRM and comprehensive Business Intelligence in the one integrated package.

VECTA's simple interface encourages even the most computer shy of staff to interact with it and quickly identify business opportunities, while the user-tailored home and dashboard screens provide broad-view and customer focused data in an easily comprehended manner.

IntelligenceSells

The VECTA Alert function has allowed us to focus our sales team and ensure we react quickly to any sales trends or deviations, in addition to selling a broader spectrum of products. By analysing customer requirements and identifying opportunities, we estimate that £100k of additional sales can be attributed to this function in 2012.

With the easy-to-maintain contact data we have also been able to use

the Alert facility to produce targeted mailing lists tailored to the customer's needs and because the CRM and Business Intelligence are linked we have been able to match our sales activity with customer revenue and over a period of time have measured our effectiveness in developing sales."

As a direct result of the success of the implementation of VECTA within the UK, a role out across Europe and Scandinavia is under way with Germany, Finland, Switzerland, France and Norway already utilising VECTA and a stream of other countries lining up to follow suit. Lindab now have a member on the VECTA User Group who meet at VECTA HQ on a regular basis to discuss possible improvements/additions to the software as well as learning from one another's experiences. VECTA's internal team are willing to accept new ideas and have been extremely accommodating in integrating many of our specialist requests into the software some of which now form part of the standard product.

"We believe our experience of working with VECTA has enabled us to be more time efficient, focused with our sales approach and enabled us to respond rapidly to a changing market."

To find out how Vecta helps businesses sell more on every call
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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