



Even the most loyal customers may shop around but, as Knoxville-based 'Jan-San' distributor Kelsan has found, a simple yet powerful mobile sales tool, sales-i, can help sales teams identify and turn around drifting accounts before competitors can get a foothold

Kelsan cleans up thanks to sales-i

In a tough economic climate, customers can be slow to commit to new orders, and may be more easily seduced by a cheaper rival. But how quickly would the sales team realize this so that they are able to offer a hot new deal to reignite their interest?

Traditional business intelligence and customer relationship management (CRM) systems can help, but sales people aren't known for their love of technology and are unlikely to devote time studying reports to identify trends in the data.

It was this that prompted Kelsan, a leading janitorial and sanitary ('Jan-San') products distributor, to look for an alternative solution which it found in sales-i, a powerful yet easy-to-use sales and customer intelligence service for office-based and front-line sales people.

Headquartered in Knoxville, 60-year-old Kelsan offers selection vast array of sanitary maintenance related products as well as packaging supplies in the southeast of the US. Keeping track of all of its product lines and the high volumes of customers that buy them is a tall order.

sales-i, from the Chicago-based company of the same name, proactively alerts sales personnel to situations requiring urgent attention. The service, which is purchased on a pay-as-you-go basis enabling rapid deployment at minimal cost, is transforming the way Kelsan's sales people manage their accounts, as company president Ken Bodie explains. "We have used sales-i to generate alerts that will identify accounts where sales have recently slipped," he says. "For example, sales-i will highlight customers who are down 50% or more on purchases of paper, liners, or chemicals."





"While Kelsan has just begun to utilize sales-i, I am totally convinced that this business development tool will lead to significant improvements in our sales and margins and I would encourage every product supply business to evaluate this tool at their earliest opportunity."

Ken Bodie, Kelsan company president

This means the sales force can home in on those customers with special offers to turn the accounts around.

sales-i is particularly valuable because critical alerts and associated sales data is pushed out to sales representatives promptly wherever they are, via their Smartphone or other mobile device, and in a format that's easy to understand at a glance. Says Bodie, "Our sales team has been extremely positive about using sales-i. Previously, they had literally hundreds of pages of sales reports they would have to sift through. Now, one click on a web dashboard, smartphone, or iPad highlights the vital intelligence they need to make their next sales call with clear objectives."

As well as assisting Kelsan's sales force, sales-i is providing invaluable information on business performance for the company's management team, he adds. "I used sales-i live during our most recent Board meeting to highlight key business trends," he notes.

"While Kelsan has just begun to utilize sales-i, I am totally convinced that this business development tool will lead to significant improvements in our sales and margins and I would encourage every product supply business to evaluate this tool at their earliest opportunity."

About Kelsan

Kelsan has 50+ sales representatives that cover its distribution network across the southeast of the US, supported by regional offices in Nashville, TN; Johnson City, TN; Chattanooga, TN; and Charlotte, NC. Kelsan also services the needs of national accounts through its ownership in Network Services.

Kelsan's customers include nursing homes, hospitals, public and private schools, grocery stores, churches, industrial plants, office buildings, building service contractors, hotels, motels, restaurants, retail stores, convenience stores and service stations.

For more information visit www.kelsan.biz



For more information visit:
www.sales-i.com

Email: tellmemore@sales-i.com

Call us on:

North America **877-646-8277**

United Kingdom **0845 527 8650**