



sales-i Transforms
Customer Spend
Intelligence and Product
Group Targeting at
Shropshire Building
Supplies

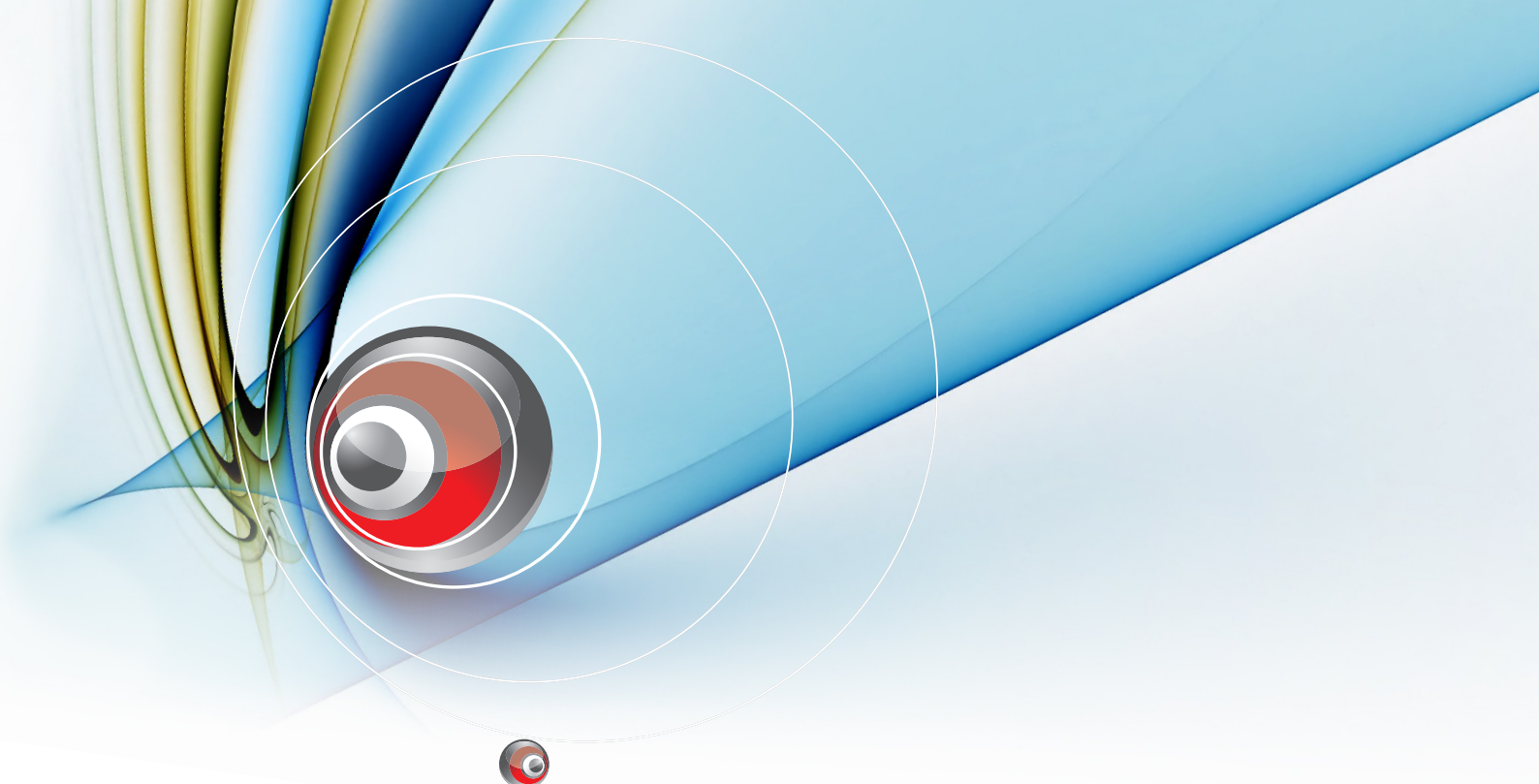
sales-i helps **Shropshire
Building Supplies** unearth
a £10,000 customer order
thanks to visible, accurate
account analysis

Shropshire Building Supplies, an established, family run independent building merchant, is enjoying increased customer buying behaviour visibility and sales and improved business decision making, thanks to its recent decision to adopt sales-i to address its sales, product and customer know-how and gap analysis.

With more than 46,000 products in its building supplies range, Shropshire Building Supplies is one of the most respected, independent suppliers of building materials in its region. When Shropshire BS's director Ian Beaver first came across sales-i a few months back he couldn't have known the impact it would have on his business.

"We were already storing our customer, sales and product range information electronically, but hand on heart it wasn't that easy to manipulate or access to find solid, verifiable information on who was buying what and who wasn't," Ian explains. "We came across sales-i through the NMBS and another merchant recommended we take a look at it as was already delivering some very immediate and significant benefits to their business."

sales-i  TM
SELL SMART



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Ian Beaver , Shropshire Building Services director

Three months later and Ian is delighted with his decision to introduce sales-i at Shropshire BS. “You can’t miss what you’ve never had!” Ian comments. “Sure we already had the data but now that we have sales-i working with that data, we can identify in seconds who is buying what, which ranges are selling, which aren’t and from that gain huge understanding of the viability or weaknesses in our product groups and which to invest in. sales-i has enabled us to do exactly this but it is much more than simply helping with sales, which it has certainly done, it is also helping us to understand our business much better and that means better decision making and increased profitability.”

When it comes to increasing sales though, Shropshire BS can clearly justify its return on investment from sales-i on one customer account alone. When its branch manager, Chris Burgoyne recently completed some basic sales-i training, he quickly put his new found skills into practice and produced a ‘snapshot’ of one of his key customer accounts. Armed with clear, concise facts that showed exactly what the customer had been buying and not, Chris met with the buyer to discuss their order history, products and ranges. This meeting alone secured orders in excess of £10,000.

“We are only scratching the surface with sales-i”, says Ian. “We now have informed, accurate meetings with our customers who themselves didn’t know what they were buying or not and we can address that with confidence because of the visibility that sales-i gives us. We have achieved a great deal already with sales-i and next on my list is to make use of proactive sales-i alerts and to start using the system on my mobile when out in the field.”

Kevin McGill is sales-i’s co-founder and adds, “We are delighted with the very visible and fast progress that Shropshire Building Supplies has made with sales-i. They are now clearly more focused and better at targeting customers and therefore securing orders, but it is that broader business awareness that sales-i is delivering which enables them to tailor their stock range and invest in new product ranges that is a very worthwhile by-product of their investment and one that many other companies will be interested to learn.”