



One of the UK's best known Aftermarket brands, Sovereign, is benefiting from increased sales awareness and improved account management and enjoying a 20% increase in business, since equipping its national sales agents and its own sales operation with sales-i.

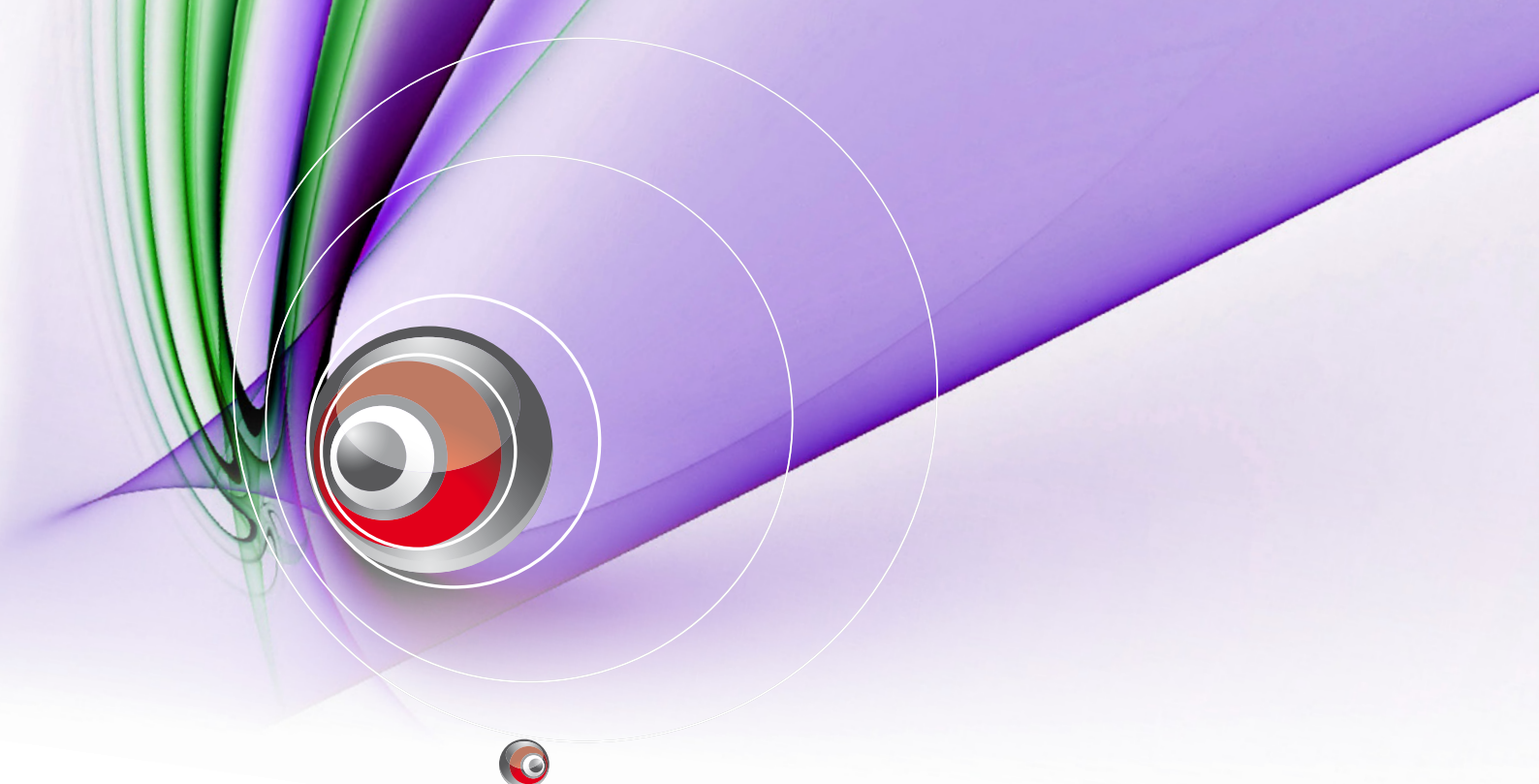
Sovereign Arms its Sales Agents with Sales Intelligence Capability on Mobiles, Laptops and iPads

sales-i is transforming how Sovereign's sales agents identify sales opportunities

Sovereign was founded in 1996 with the ambition to become the lead Independent in the automotive aftermarket business. From its purpose built factory in Bognor, West Sussex, Sovereign holds thousands of finished products and offers daily national distribution with one of the lowest returns rates in the industry. The company has grown four fold in the last two years and expanded its manufacturing base into over 30,000 square feet, increased its staff and developed a range with complementary products.

Sovereign sells its product range directly and through a nationally distributed base of sales agents and prides itself on unrivalled customer service. As all sales businesses know, keeping close to a large base of customers and growing into new accounts needs day to day sales visibility and buying behaviour awareness to ensure that all new sales are identified and time spent on each account is maximised. Sovereign recognised early on that this level of awareness could only be achieved with technology and had invested in a simple solution to help manage its sales intelligence. However it soon became evident that sales intelligence needed to be available via the Internet, 'on the move' on whatever mobile or viewing device the sales agents were already familiar with. Sovereign switched to sales-i over a year ago and has never looked back.

sales-i  TM
SELL SMART



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Andy Freeman, Sovereign's Operations Manager explains, "We have transformed our sales and customer awareness since deploying sales-i. It is available on PC's, laptops, smart phones and viewing devices like iPads. So our sales agents are equipped with up to the minute sales information and buying behaviour when out in the field, meaning they can respond to opportunities as they arise and use the system in meetings with the customer to review their account. It couldn't be simpler." Andy continues, "We have great visibility of very timely and highly accurate data so each account visit results in an upsell, a new order or account re-profiling."

But sales-i is also having a direct affect on customer service too. Andy notes, "Our customers are benefitting directly from sales-i. We are able to sit with them and identify holes in their profile, highlight what they are not buying from us that they could buy at better rates. For the customer this also saves time and money in the efficiencies of buying from one source, i.e. one point of payment and return, improved rebate structures, service continuity, supplies all delivered in one shipment etc. So far the response has been very good and there is a very personal, open feel to jointly reviewing an account each looking at the same information on a tablet or viewing device."

As most markets are tightening their belts and feeling the strain of the recession the Aftermarket is one of the few markets to benefit from a recession as consumers hold onto their cars for longer thereby increasing the demand for alternators and starters, the key products produced by Sovereign. Andy explains, "It is a massive market and the recession plays into our hands so now more than ever we need to keep close to our customers to retain and grow our share of their purse and to expand and acquire new customers. This is a very competitive market so the supplier who has the closest eye on customer service and sales intelligence will stay ahead of the field."

Sovereign's sales agents have responded very well to sales-i each adopting the system on their own preferred device. "Our agents have really taken to sales-i. It is a very proactive tool, that gives them great insight into sales and buying behaviour and it gives early warning signs of changes in the account which might suggest competitive activity. They are having more productive meetings, improved route planning and improved gap analysis which is stimulating open discussion with the customer and identifying sales opportunities. No wonder they like it so much!"

More about Sovereign can be found at www.sovereignltd.co.uk



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