



sales-i deliver real-time sales information on real-time devices to Sykes-Pickavant's field-based sales force

Sykes-Pickavant


Empowers its Salesforce with Sales Intelligence and CRM on Mobile Phones

Sykes-Pickavant has been manufacturing and distributing tools since 1921 and the brand is recognised world-wide as a guarantee of quality products, service and real value for money. Formerly owned by the Stanley Corporation, the company is now once again independently owned in the UK and is headed by its managing director Paul Archer. "We have an outstanding reputation for quality and service and as a company that embraces technology to keep our customers and distributors updated on new products in the field," explains Paul. "This means keeping abreast of mobile communication technologies such as video that allows us to demonstrate product functionality without relying on laptops or computers, which are simply too cumbersome and unfeasible in some of the environments we work in."

In keeping with this keenness to embrace technology to improve productivity, efficiency and competitive edge, Paul and the team decided to empower its field-based sales force with integrated sales intelligence and CRM technology on their mobile phones, completely equipping them with all the necessary sales information, buying alerts and customer history needed to close deals. One supplier could uniquely provide both sales intelligence and CRM fully operational on a mobile phone – sales-i.

Paul adds, "Our customers are technology savvy, so we use mobile devices that they are familiar with to demonstrate new technology, keep us fully abreast of their buying patterns and any changes in buying behaviour and to show them their buying history and areas where improvements can be made to improve their buying power with us. This can all be done from the comfort of their office, showroom or on the workshop floor without any disruption to their business, thanks to the real-time nature of sales-i on mobile phones."

sales-i  TM
SELL SMART



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*Paul Archer,
Sykes-Pickavant's Managing Director*

Furthermore, with the inbuilt CRM functionality, we can call up details instantly, annotate them, add notes and reminders, safe in the knowledge that the information is being instantly recorded and can't be lost."

As Sykes-Pickavant expands its business and further strengthens its brand and market position as a forward thinking, technology company, sales-i will provide the management team and field-based sales team with all the customer buying information they need to respond and grow their market share. "We can be very responsive with sales-i alerts, delivering real-time information to mobile phones and acting on them immediately which projects a very positive image of our company." Kevin McGill is co-founder of sales-i and adds, "Sykes-Pickavant has taken a very positive position in its market to use mobile technology to give it the visibility it needs to keep ahead of the competition and we are delighted that sales-i is underpinning this initiative providing the essential sales and buying visibility to help them win greater market share." Paul summarises, "sales-i is very keenly priced and delivered as a service which means no costly infrastructure or IT costs to support. At a time when some companies are tightening their belts and struggling to survive, sales-i has given us the freedom to expand our services and equip our sales team with the technology they need to win."

About Sykes-Pickavant

Sykes-Pickavant is a UK market leader in the supply of Specialist Automotive Tools and Hand Held Diagnostic Equipment. Sykes-Pickavant's „Workshop Solutions' specialist tools products, are carefully designed to solve particular problems – often making a difficult job, easy and quick. We have a commitment to developing the tools that will be used by tomorrow's technicians, and investing in a continuous programme of applications research and development. This has kept Sykes-Pickavant at the forefront of automotive service & maintenance technology. Sykes-Pickavant products are available through all major distributor groups in the both the Automotive and Industrial sectors in the UK, and are also available through specialist distribution partners in most countries Worldwide. For more information please visit the company website on www.sykes-pickavant.com.