



West Texas based
Total Office Solution
is benefiting from
increased sales
awareness and 20%
increased call activity
since deploying sales-i
across its districts and
sales forces.

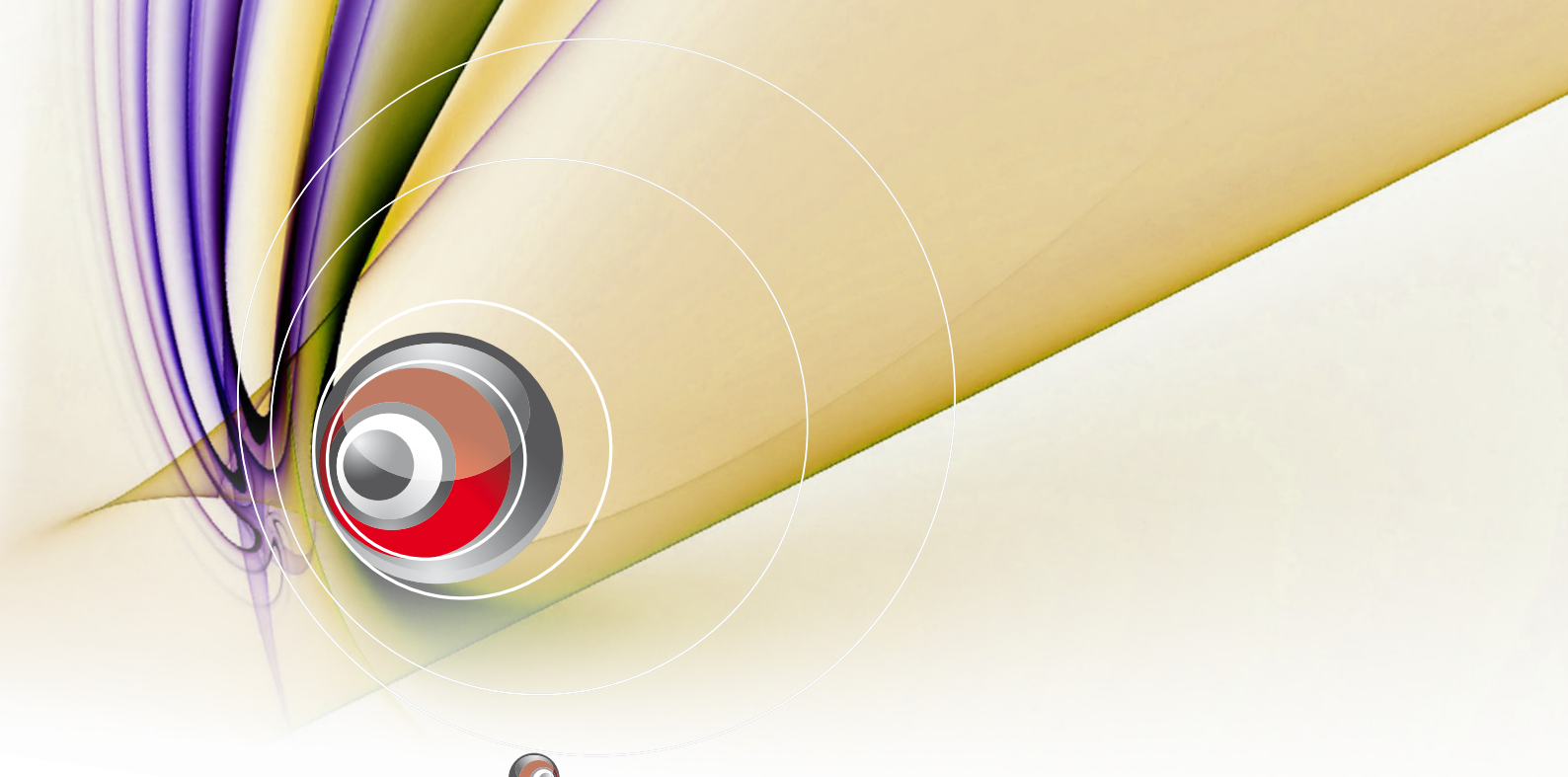
sales-i Rocks on iPhones and iPads at Texas-Based **Total Office Solution**

Red Cheetah Customer Sees Call Activity Increased by 20% using sales-i

Total Office Solution has been established for over 30 years and is a one-stop shop for everything a business needs for its office delivering Office Products, Managed Print Services and Xerox Products sections. Offering over 25,000 different office products ranging from pens, pencils & paper to kitchen, janitorial & computer supplies, Total Office Solution is based in West Texas and an authorized sales agent for Xerox. The company first reviewed sales-i at a Red Cheetah conference in 2009, and when it merged three companies at the end of 2009/2010 the real use of sales-i got underway.

Tommy McCrury, Managing Partner and Sales Manager at Total Office Solution explains, "We began using sales-i to help us produce call activities and our reps do reviews before going into accounts. It's all about dollar per call activity; we record call activity in sales-i and our call activity has increased by 20%." Tommy continues, "We have six districts within our organization, made up of teams and individuals and we measure revenue versus how many calls they produce, so every call produces x-hundred dollars of sales."





“Our customer knowledge is magnified and we can easily identify upselling and cross selling opportunities.”

Tommy McCrury, Managing Partner and Sales Manager at Total Office Solution

“Every one self manages, it’s wonderful. Our reps run MyCalls on their iPads and we have clear visibility of our top 50 producing revenue accounts and we keep regular contact with them.”

As Tommy explains, his customers are benefitting too – “We have great visibility of our customer buying behavior and our ability in front of the customer is much improved. We use iPhones and now increasingly iPads as they lend themselves so well as viewing devices and the customer can view their account with the sales rep and make it an interactive session. Our customer knowledge is magnified and we can easily identify upselling and cross selling opportunities.”

Kevin McGirl is sales-i’s US-based co-founder and adds, “We are delighted to have another Red Cheetah customer benefit from sales-i. Tommy and his team are very sales and customer aware and making good use of sales-i on iPads and other mobile devices to manage customer sales and identify new business in their accounts. This visibility and knowledge continues to improve their call success and customer service, a win-win.”

More about Total Office Solutions can be found at www.totalofficesolution.biz