



# Do your sales people start the day on **fresh information?**

Up to the minute **customer buying behaviour figures** with **email** and **text alerts** when **anything changes**, will make a colossal difference to your sales force performance, your margins and the loyalty you can expect from your customer.

Give your sales professionals a lifeline with sales intelligence from sales-i.

Read on for the **Top Ten reasons** to subscribe to fresh information from **sales-i** 

# Top Ten reasons to subscribe to fresh information from **sales-i**

1

## **Sales intelligence on the go**

For the hard-pressed sales executive, wading through customer reports is dead time. Yet sales teams can only perform at their best if they are well informed. sales-i is a unique service that proactively feeds pertinent customer information to them directly to their 'eyeballs', via automatic text and email alerts, so that they never miss an opportunity.

2

## **Information on demand**

Busy sales people don't have time to sift through reports and spreadsheets for the information they need, so often they won't. sales-i is different. It finds and filters critical sales data, feeding it directly to them, so that they arrive at their next call with all they need at their fingertips. And, knowledge, as they say, is power.

3

## **Maximising resources**

sales-i enables sales teams to cut to the chase when making sales calls, so that they don't waste precious selling time. By separating out real, timely opportunities, sales-i streamlines and accelerates the sales process, identifying customers that are ready to spend money – or who need to be nurtured to bring spending levels back up.

4

## **Staying close to customers/forewarned is forearmed**

A tough trading climate means multiple rivals are fighting for a finite number of cash-strapped customers. Retaining existing accounts requires close customer relationships and tight targeting. sales-i flags up potential competitive threats directly to the sales executive, so they can go to battle fully armed.

5

## **Growing customer share**

In a difficult market, growth depends on expanding your product range within each customer, squeezing rivals out. By analysing when, why, where and how businesses buy their products, sales-i offers a smart way to quickly spot cross and up-selling opportunities - maximising your share of customer spend.



## 6

### **Focusing on profitable sales**

When customers have less money to spend, sales teams need to focus on pursuing profitable sales, which means favoring *quality* over quantity. By analysing what customers are buying, as well as how much they are spending, sales-i provides a unique and highly valuable insight into where the real margins are to be made.

## 7

### **Measuring sales effectiveness**

In a recession, sales accountability is vital. This demands visibility of the number, quality and profitability of calls being made. sales-i removes the guesswork from performance measurement, highlighting problem areas so these can be addressed swiftly. This allows sales teams to re-prioritise how time is expended, to maximise results going forward.

## 8

### **As easy as Amazon!**

Pressurized sales teams can't afford to be slowed down by technology. That's why sales-i is as easy and intuitive to use as Amazon. The information they need has been analyzed and filtered, and is fed to them in concise, plain English. This means they can see at a glance what needs to be done to convert the sales call to an opportunity to maximize profitable revenue.

## 9

### **Competitive advantage is motivational**

With a recession biting down hard, sales teams need a helping hand, a morale boost, which is where sales-i comes in – energising and accelerating their sales processes and sales figures. By quickly alerting your salespeople to opportunities, not only will you be ensuring that they get to the sale fast, they'll get there first.

## 10

### **A self-funding solution**

Delivered as a pay-as-you-go Software as a Service subscription, sales-i needs no upfront capital investment, yet yields immediate results. Because the solution is self-funding, there is no financial risk, and your business can start watching sales climb with an immediate impact on the top (and bottom) line.



**Nicholls & Clarke**  
Group of Companies

*"The barriers to adopting sales-i were minimal as all the sales people are familiar with mobile devices. Now they are empowered with everything they need to get to the customer armed with instant account information so they go into meetings fully informed and prepared"*

**Richard Hill**, director



*"Our sales people have a sense of 'ownership' of sales-i and so adoption was easy and as national sales manager I am getting what I need; complete and transparent visibility of our customers and our sales activity.*

*Every month this year my sales team has reached its sales target and I directly attribute this to sales-i."*

**Mark Terry**, national sales manager



*"sales-i is doing 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"*

**Ian Beaver**, director



*"sales-i has paid for itself already, not just in increased sales and on-the-button customer account visibility, but also because we no longer print, post and handle paper. Our customers are benefitting directly too.*

*We now have HUGE visibility of what our customers are buying or not buying and whether certain lines are profitable for them or not so we can sit with them with real-time information and discuss how we can work together to improve sales"*

**Rob St Barbe**, sales director

**To learn more telephone:**

**0845 508 7355**

**or visit: [www.sales-i.com](http://www.sales-i.com)**

