

# sales-i Reduces its Carbon Emissions by Selling the SaaS Way

Submitted by: Sarum PR

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Online Meetings Not only Save Time and Money but they also help to reap benefits for the environment -

Solihull, UK – April 29th, 2008 – sales-i, ([www.sales-i.com](http://www.sales-i.com)) the real-time sales acceleration service for front line sales people today announced that more than 90% of its sales are achieved without anyone having to leave the office. Online demonstrations and web-conferencing facilities are the new sales tools that underpin the majority of these SaaS sales.

Speaking about this impact on green IT, sales-i's co-founder Paul Black commented, "Selling using a SaaS model is very different to selling on-premise. We work on lower margins and higher win rates so the sales cycle must be simpler and shorter to accommodate that. The customer expects an on-line experience and an on-line service and this expectation is set from the outset at the initial sales engagement."

sales-i communicates with its customers by phone and online. The customer participates in a demonstration run over the web using a web conferencing service such as Webex or Microsoft LiveMeeting and from that the customer commits to the sales intelligence service. "It's as simple as that," says Paul. "Our motto is See it; Get it and we have been surprised by just how few face to face meetings we have had to engage in since we launched the service over 6 months ago." Of course raising sales awareness and customer buying behaviour is exactly what sales-i does for the hundreds of sales teams that have committed to its sales intelligence service. Saving time and making better more informed use of selling time is at the heart of the per user, per month service.

"The SaaS selling model lends itself well to helping minimise our corporate and individual carbon footprint," says Paul. "We are told that every sales professional can save 1.87 tonnes of carbon dioxide simply by moving their sales presentation online and most software-as-a-service solutions are now being sold through online meetings so the overall saving is hugely significant. With training and support also online in this software sales model, then I guess we can conclude that SaaS can boast some seriously good green credentials."

To book your online demonstration of sales-i, please visit [www.sales-i.com](http://www.sales-i.com).

## About sales-i

sales-i© is a real-time sales acceleration service for frontline sales people. Through sales-i, sales professionals are empowered with real-time customer buying behaviour alerts which are delivered by email and text messaging, empowering them to make better informed, personalised and faster decisions which maximise repeat sales and reduce customer slippage.

sales-i is a true Software-as-a-Service solution charged on a per-user, per-month, basis.

Sales and marketing organisations rely on sales-i to accelerate their sales intelligence. This delivers protected customer share, better margins, visible cross-sell and up-sell opportunities and increased customer buying behaviour know-how resulting in more intelligent, profitable selling.

sales-i is a privately held company with headquarters in Solihull, UK. For more information about sales-i visit [www.sales-i.com](http://www.sales-i.com) or email [tellmemore@sales-i.com](mailto:tellmemore@sales-i.com)