

sales-i Delivers Benefits in Under Three Weeks to Denis Smyth Office Products

Submitted by: Sarum PR

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- Growing sales, increased productivity and improved customer service in less than three weeks -

Solihull, UK – May 19th, 2008 – sales-i, (www.sales-i.com) the real-time sales acceleration service for front line sales people today announced that Northern Ireland based Denis Smyth Office Products is amongst the latest Integra customers to benefit from improved sales intelligence thanks to sales-i.

Denis Smyth Office Products has been supplying office products throughout Northern Ireland for over 25 years and is a member of Integra, the largest Office Supplies and IT dealer group in the UK and Ireland. When David Martin joined the company in February this year he recognised that he needed to equip his sales team with accurate, up to the minute information on customer account status and buying behaviour. “Without decent gap analysis you are working in the dark as to who is buying what, who has stopped buying certain products and where the gaps are,” explains David.

Following a recommendation from Integra, David signed up for the sales-i sales intelligence service and a mere three weeks later he can see the benefits it is delivering to the company. Data has been transferred from the Vision system and uploaded into sales-i giving David instant visibility of who is buying what, sales gaps and changes in buying behaviour. Armed with laptops, David’s field-based sales team receive alerts warning them of changes in customer purchasing patterns and alerting them to cross-sell, switch sell and up-sell sales opportunities.

“The benefits are very immediate and very visible,” adds David. “With sales-i I have instant and full visibility of our customers and what they are, or are not, buying. I use this knowledge to electronically alert my sales team who can respond in real time to these sales opportunities. The sales team feels empowered and is making very productive use of their face to face time with customers. I have real time visibility of margins, sales and how the team is responding to the alerts.”

But it is not just the company and the sales team that are benefiting from sales-i as David explains, “We use sales-i’s ‘customer view’ option at our customer meetings and this has proved very successful as our customers can now see for themselves what they are buying and the savings that can be made. Many have never had such accurate visibility of their account and purchasing patterns, so this increases their trust, confidence and loyalty to Denis Smyth Office Products and in turn grows our share of the customer wallet.”

Paul Black is sales-i’s co-founder and comments, “Denis Smyth Office Products is a ready-made customer for sales-i; hundreds of customers, thousands of products and a need for real visibility of buying patterns in order to generate sales opportunities for field based sales people. That is exactly what we do - as a service, on a monthly fee. It really is as simple as that!”

To find out how sales-i can transform your sales intelligence, get in touch today on www.sales-i.com.

About Denis Smyth Office Products

Denis Smyth Office Products have been supplying the province with office products for over 25 years and

is a member of the largest Office Products Dealer group in the UK. Based in Mallusk, the business employs over 20 staff, operates from 9000 square feet premises, has a fleet of vehicles and is accredited with ISO9001 and ISO14001.

We maintain a high level of service that is second to none, making ourselves flexible enough to meet our customer's individual needs.

The company portfolio includes high quality exclusive business furniture, commercial stationery, printing, computer supplies, janitorial supplies, business gifts and presentation equipment. You can also avail yourself of our Stock Management system and a state of the art on-line ordering system, which allows you, the customer to control your own budget and place your order at any time of the day or night. For more information please visit www.denissmythofficeproducts.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 or email tellmemore@sales-i.com

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