

Automotive Aftermarket is Target for New Sales Intelligence System

Submitted by: Sarum PR

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- sales-i launches into the automotive aftermarket following fast and very visible successes in other high volume, low margin selling disciplines such as office products, building and industrial supplies -

Solihull, UK – July 22nd , 2008 – sales-i, (www.sales-i.com) the real-time sales acceleration service for front line sales people, today announced that it is targeting the Automotive Aftermarket with its revolutionary on-demand sales intelligence service that has taken other high volume sales markets by storm.

sales-i© is a real-time sales acceleration service for frontline sales people. Through sales-i, field and branch -based 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 delivered as a service charged on a per-user, per-month, basis. Today's announcement to proactively target the Automotive Aftermarket comes only weeks after Brake Engineering's (a division of TRW) decision to select sales-i and it is expected that this will be first of many in this market. Kevin McGirl is sales-i's co-founder and explains why he selected the Automotive Aftermarket as a key target for sales-i. "The sector shares many of the challenges faced by other distributors, amplified by the vast number of potential part numbers, making it increasingly difficult to keep track of competitor activity. The sales-i service will ensure salespeople are able to easily monitor customers and manage their product basket Pareto to maximise 'share of wallet'. One of our customers in office products has reported organic sales growth of 51 percent since deploying sales-i six months ago – we plan to help companies in the aftermarket achieve similar results. We have already assigned an experienced sales professional, Steve Parry, to work with our automotive aftermarket customers and he will lead our new business into this sector."

Since its launch mid last year the sales-i sales intelligence service has been selected by dozens of businesses in the office products, building supplies and distribution industries. The technology, its on-demand delivery model and its customer buying-behaviour alert system has made it the system of choice for many small and big-name organisations.

Then came sales-i mobile™ which gives field sales people full visibility of sales information and customer buying alerts delivered direct to their mobile phone or Blackberry enabling them to maximise repeat sales, improve customer service and reduce customer slippage without changing how they work or learning new technology.

The most recent addition to the sales-i service is Light-CRM adding some key CRM functionality to its sales intelligence system to reduce the burden on SMEs to acquire a full customer relationship management system. Whilst many SMEs have already invested in CRM systems, others struggle to find the resources and money to fund a full CRM implementation, preferring instead to bolster their sales intelligence system with some key CRM functions. This is exactly what Light-CRM from sales-i does.

sales-i is available for as little as £1 per user per day. You are invited to visit www.sales-i.com to arrange an online demonstration which allows you to see the power of sales-i from the comfort of your office or simply call the sales-i team on 0870 446 7355.

About sales-i

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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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