

sales-i Appoints Rob Simpson as Business Manager for Building Products Sector

Submitted by: Sarum PR

Wednesday, 28 January 2009

- Experienced building sector sales professional to drive sales-i's growth amongst building merchants, manufacturers and suppliers -

Solihull, UK – January 28th, 2009 – sales-i, (www.sales-i.com) the real-time sales intelligence service for front line sales people today named Rob Simpson as its new Business Manager for the building products sector. Rob comes to sales-i with more than 10 years sales experience most recently as a buildings industry recruitment professional with AJA Executive.

sales-i has already enjoyed significant success and take up in the office products and automotive sectors. Its real-time sales intelligence service is transforming hundreds of businesses delivering in-depth sales analysis and identifying sales opportunities to sales teams in the field via laptops and mobile phones. The building industry's independent merchants, manufacturers and suppliers sell thousands of products to hundreds of customers and are a very obvious target for sales-i. So much so that companies including Huws Gray, Nicholls and Clarke and Proctor Group are already keen users of the sales-i system.

Kevin McGirl is co-founder of sales-i and confident about the prospects for this new market. "Rob is well known and respected in the buildings industry and perfectly placed to evangelise on the immense and immediate benefits that sales-i can deliver to an industry that is struggling with margins, dropping sales and competition from large nationals." Kevin continues, "We have just signed a strategic partnership agreement with the NMBS, the most successful buying group for independent builders, plumbers, hardware and timber merchants in the UK, to offer sales-i to its 600+ members so Rob has plenty to get his teeth into helping those companies to embrace our sales intelligence solution."

Rob spent the last four years working in the buildings industry as a recruitment professional where he worked with both independent and national merchants as well as manufacturers and suppliers building long-lasting business relationships and gaining a strong reputation for his market knowledge and selling skills. "Moving to sales-i is a natural stepping stone for me and one that I relish as I believe that real-time sales intelligence has so much to offer this market," comments Rob. "I can plainly see how it would have benefitted me in my product selling days. Even in today's tough market conditions sales-i is helping companies to maximise their sales opportunities, protect their market share from hungry competitors and increase their profits. I am looking forward to sharing those benefits with every company in my sector."

To find out more about sales-i please visit www.sales-i.com

About sales-i

sales-i© is a real-time sales intelligence service for frontline sales people. Through sales-i, sales professionals are equipped with real-time customer buying behavior alerts which are delivered by email and text messaging, empowering them to make better informed, personalized and faster decisions which

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

sales-i is a privately held company with offices in California, USA and Solihull, UK. For more information about sales-i visit www.sales-i.com or email tellmemore@sales-i.com

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