

Yuasa Selects sales-i for SaaS Sales Intelligence

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- World leader in Battery Design is attracted to sales-i's intuitive customer buying behaviour alerts -

Solihull, UK – Feb 23rd , 2009 – sales-i, (www.sales-i.com) the real-time sales intelligence service for front line sales people, today announced that world leading battery design and manufacturer, Yuasa (www.yuasa-battery.co.uk) has selected sales-i to deliver flexible, real-time customer buying behaviour information to its field based sales force.

Yuasa are world leaders in industrial and automotive battery design and manufacture and have distributors all over the world. Yuasa has been involved in the automotive industry for many years selling Yuasa batteries and other well-known brands including Lucas, Tungstone, Crompton and Oldham throughout the UK and Europe. Yuasa is now a world leading supplier of automotive batteries with OEM customers that include such well known names as; Honda, Toyota, Nissan, Mazda, Ford, Chevrolet, Daimler, Chrysler, Peugeot, General Motors, Hyundai, Suzuki, Isuzu and Yamaha.

sales-i is a real-time sales acceleration service for frontline sales people that requires no upfront capital investment, yet yields immediate results. Delivered as a pay-as-you-go Software as a Service subscription, sales-i is very appealing to dealers, manufacturers and distributors in the automotive market.

James Hylton, Sales & Marketing Manager in Yuasa Battery UK's Automotive division explains, "We need to improve the speed and accuracy of the information we provide to our sales people around customer buying behaviour with more in-depth views of who is buying what and who isn't. Through sales-i, we plan to do just that and deliver real-time customer buying behaviour alerts by email to our sales team out in the field. This will give us greater visibility of sales, margins and profitability and in this difficult market that enables us to respond faster to sales opportunities and reduce any slippage."

Yuasa and sales-i are now working closely to upload sales and customer data into the sales-i system so that the process of reporting and identifying sales opportunities can begin. James adds, "It really was a very simple decision to select sales-i. The SaaS delivery model means we have no software to install or IT systems to upgrade and no upfront investment so there is no financial risk and that is very appealing with a recession biting hard. We hope that by analysing what customers are buying, as well as how much they are spending that sales-i will provide us with a unique and highly valuable insight into where the real margins are to be made."

Paul Black is co-founder of sales-i and delighted to welcome such a household name in the automotive industry as a sales-i customer. "sales-i is making a real difference to companies large and small by providing insight into how customers are buying and identifying gaps and opportunities. With Yuasa, we look forward to helping them re-prioritise how sales time is expended to maximise sales opportunities and watch their sales and margins climb."

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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