WebLink Solutions Corporation Signs Strategic Agreement to Launch sales-i into North American Automotive Market

Submitted by: Sarum PR

Monday, 25 October 2010

Chicago, USA – October 25th, 2010 – sales-i, (www.sales-i.com) the sales & customer intelligence service for office-based and front-line sales people, today announced that it has signed a strategic agreement with WebLink Solutions Corporation, the eCommerce solutions and services company. Under the new agreement WebLink will launch sales-i into the North American Automotive market mirroring the success and market penetration that sales-i continues to enjoy across the US office products market.

WebLink Solutions develops software applications that allow companies to put their businesses on their web. Its flagship product, WebWare is a "Point, Click & Sell" Internet ordering system for warehouse distributors, jobbers and retailers in the Automotive, Appliance and Accessories industry. This is precisely the market that WebLink's President, JD Meints sees benefiting immediately from sales-i's integrated sales and customer intelligence. "We have extensive knowledge and experience in this market and a strong, established base of eCommerce clients so we understand their data, where it comes from and how valuable it is," comments JD. "sales-i is a perfect fit to helping unearth the gold in sales data and identifying opportunities for upselling and cross selling. So too is the in-built CRM functionality which puts sales organisations ahead of the curve in customer visibility and service."

Significantly JD notes that sales-i was designed from the outset for high volume distribution businesses, a description that perfectly matches automotive suppliers. "To date our industry has 'made do' with a mix match of internal systems and perhaps some salesforce.com to give visibility on customers but with sales-i we are offering integrated sales and customer intelligence, in one system, delivered using an on-demand SaaS model on a very low subscription fee basis. What's more sales-i delivers this real time information onto any mobile device to so it is completely tuned into field based as well as office based sales people. I know the automotive market will love this and adopt it very quickly and we are delighted to be the first to market with this exciting sales acceleration tool."

WebLink has been quick to recognise the competitive advantage and market opportunity that sales-i offers and is positioning itself as a strategic reseller taking responsibility for front line support and sales. Weblink will be unveiling its new sales-i service at the AAPEX Show, Sands Convention Center on November 2nd through November 4th & the SEMA Show, Las Vegas Convention Center on November 2nd through 5th. The AAPEX / SEMA show is the premier automotive specialty products trade event in the world, attracting more than 50,000 domestic and international buyers.

Kevin McGirl is sales-i's co-founder and is delighted to welcome this strategic partnership with WebLink. "WebLink has an outstanding reputation for delivering robust, flexible and comprehensive eCommerce solutions to the North American automotive market. They have extensive market footprint and knowledge and we could not have found a company better placed to launch sales-i into this market." Kevin continues, "We have already secured a growing base of automotive customers in the UK including Yuasa Batteries, Universal Components, Kalimex and Alexander Dennis and they are reaping fast returns and boosted sales. We are looking forward to supporting JD and the WebLink team in their ambitions to enable this vast market with business-changing sales and customer intelligence.

About WebLink Solutions Corporation

WebLink Solutions Corp. is a leading provider of catalog-driven eCommerce systems. The company delivers eCommerce solutions and services, custom programming and enterprise application integration solutions to clients in various industries, including the automotive aftermarket and performance and accessory market. WebLink Solutions Corporation works with several industry technology providers to integrate WebWare with their solutions. For more information about WebLink, visit www.weblinkcorp.com or email press@weblinkcorp.com.

About sales-i

sales-i© is a sales and customer 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 Chicago, 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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