

JVL Rolls Out sales-i Across its Internal and Field-Based Sales Teams

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- Sales and customer intelligence on laptops and iPhones makes accessing customer buying intelligence quick and intuitive for JVL's sales force -

Solihull, UK – January 5th, 2011 – sales-i, (www.sales-i.com) the sales & customer intelligence service for office-based and front-line sales people, today announced that JVL, the specialist importer, manufacturer and distributor of homeware solutions, has successfully rolled out sales-i's sales and customer intelligence across its internal tele-sales team and field-based sales force.

JVL is a leading supplier of specialised homeware products which it distributes to many well known national and independent retailers. Operating from its 68,000 sq ft modern warehousing and distribution plant in Halifax, JVL offers thousands of products in ranges including doormats, car mats, airers, basketware, luxury coat hangers and cleaning products. Keeping good sales visibility across such a wide range of products and identifying which customers are buying which products and which are most profitable, not only demands a keen management eye for detail but also the support of an integrated sales and customer intelligence system to provide the information from whichever angle it is needed. sales-i is providing that support to managing director, Julian Pointon and his sales force.

"Information transparency is key to helping us identify prospecting opportunities and that is exactly what sales-i is now giving us," commented Julian. "We began with sales-i late summer 2010 and fully rolled out both the sales and customer intelligence functionality to our sales force who have taken to it very easily and that ease of adoption has contributed enormously to its success." Julian continues, "We can slice and dice the information in so many ways and are only just scratching the surface of what sales-i can really do for us but already it is enabling our sales teams to work better. Prospecting is improved as is communication between internal and field-based sales which means we are increasing efficiency and maximising our selling time with accurate, actionable information."

JVL is making extensive use of sales-i's customer record capability which is arming its account managers with detailed information for customer visits. "The uniformity and quality of information pre and post customer visit is superb," adds Julian. "This 'view' of the customer or prospect is now consistent across the business making prospecting more accurate too. We have also just started using the new sales-i iPhone app which is very impressive and will further deepen adoption for its very intuitive look and feel."

Paul Black is sales-i's CEO and comments, "JVL is a good example of how internal tele sales and external field sales teams can use sales-i to work together and improve visibility of customer buying behaviour and prospecting. That consistent view directly impacts business efficiency and generates more targeted sales leads." Paul continues, "We are delighted too that JVL has started using sales-i on the iPhone. We are the first and currently only integrated sales and customer intelligence system to be accepted on the App Store and we are expecting this to make a big difference to our customers' ongoing adoption of sales-i."

About sales-i

sales-i© is a sales and customer intelligence service for frontline sales people. Through sales-i, sales professionals are equipped with 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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