

sales-i Rocks on iPhones and iPads at Texas-Based Total Office Solution

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- Red Cheetah Customer Sees Call Activity Increased by 20% using sales-i –

Chicago, USA – May 3rd , 2011 – sales-i, the sales & customer intelligence service for office-based and front-line sales people, has today announced that West Texas based Total Office Solution is benefiting from increased sales awareness and 20% increased call activity since deploying sales-i across its districts and sales forces.

Total Office Solution has been established for over 30 years and is a one-stop shop for everything a business needs for its office delivering Office Products, Managed Print Services and Xerox Products sections. Offering over 25,000 different office products ranging from pens, pencils & paper to kitchen, janitorial & computer supplies, Total Office Solution is based in West Texas and an authorized sales agent for Xerox. The company first reviewed sales-i at a Red Cheetah conference in 2009, and when it merged three companies at the end of 2009/2010 the real use of sales-i got underway.

Tommy McCrury, Managing Partner and Sales Manager at Total Office Solution explains, “We began using sales-i to help us produce call activities and our reps do reviews before going into accounts. It’s all about dollar per call activity; we record call activity in sales-i and our call activity has increased by 20%.” Tommy continues, “We have six districts within our organization, made up of teams and individuals and we measure revenue versus how many calls they produce, so every call produces x-hundred dollars of sales.”

“Every one self manages, it’s wonderful. Our reps run MyCalls on their iPads and we have clear visibility of our top 50 producing revenue accounts and we keep regular contact with them.”

As Tommy explains, his customers are benefitting too – “We have great visibility of our customer buying behavior and our ability in front of the customer is much improved. We use iPhones and now increasingly iPads as they lend themselves so well as viewing devices and the customer can view their account with the sales rep and make it an interactive session. Our customer knowledge is magnified and we can easily identify upselling and cross selling opportunities.”

Kevin McGirl is sales-i’s US-based co-founder and adds, “We are delighted to have another Red Cheetah customer benefit from sales-i. Tommy and his team are very sales and customer aware and making good use of sales-i on iPads and other mobile devices to manage customer sales and identify new business in their accounts. This visibility and knowledge continues to improve their call success and customer service, a win-win.”

More about Total Office Solutions can be found at www.totalofficesolution.biz

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

PR Contact

Carina Birt, Sarum

PR for sales-i

carina@sarumconsultancy.co.uk

+44 1722 411150