

# Case study



“i-snapshot is excellent. Our sales force increased their selling opportunities by 38% in the first six months of usage.”

Mark Terry, National Sales Manager, Howarth Timber & Building Supplies

**The industry:** Manufacturer of wood and wood products

**The location:** Europe

**Number of field sales:** 26-50

## The background:

Howarth Timber Group is the UK's largest privately owned timber company, with a £160 million pound turnover. The group is split into three divisions - Howarth Timber & Building Supplies, Howarth Timber Engineering and Howarth (Windows and Doors) Ltd.

Not only are Howarth Timber & Building Supplies specialists in timber treatment, milling and machining, they have a network of 28 branches throughout England providing a complete timber and building supplies service to professional tradesmen, major construction companies, self-builders and committed DIY enthusiasts.

## The enquiry:

Mark Terry, National Sales Manager, started with the company in February 2007, and manages a field sales force of 30.

Prior to Mark joining the organisation, the sales team relied upon a paper based system to capture sales activity. This involved the team completing paper forms by hand at the end of each week, and sending them to the sales manager on a weekly basis.

Although the old reporting system worked as an overview, Mark felt he wasn't getting the maximum benefit of a system which could capture real time information and provide a clear and transparent overview of the day to day sales activity.

Mark had already witnessed what i-snapshot had achieved in his previous organisation, and because of the

benefits it provided, he thought Howarth's would also benefit significantly from implementing the tool.

## The success:

In April 2007 Howarth Timber & Building Supplies signed up to i-snapshot, by May 2007 it was fully functional.

“After the initial scoping session, where we work out a unique activity coding, it only took a half day seminar to train on how to use i-snapshot as most people know how to text anyway,” said Mark. “We have 100% compliance, and I feel that it pays for itself every day. The sales force have increased its call rate coverage by 38% since it has been implemented. This includes account and prospect customers. It's amazing.” Mark goes on to say, “The customer support which i-snapshot offers is second to none.

“The web reporting tools are really good. There is also an 'offline' service of bespoke analytics which has also proven extremely useful. For example, the report highlighted that a large amount of resource was being placed with one client, without any sales being achieved, so I was able to refocus effort into hotter prospects. I also discovered that there had been 385 occasions where prospects had not been followed up, and this has now been rectified by changing the text activity code to incorporate call back details. This tool has proven to be simple, low cost and above all – it works!

“A monthly report is also now produced in respect of the sales executive's ledgers, this highlights account spend year to date, sales executive monthly calls year to date, as well as ledger customers who have not received a visit month to date or year to date.”



**i-snapshot**

Driving Sales Performance

+ 44 (0) 1642 208 999

[i-snapshot.com](http://i-snapshot.com)