



Case study

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The return on investment with this new system has exceeded our expectations, as we now have real insight into our sales activity.”

David Wares, Sales Director, JT Dove

The industry: Building supplies

The location: Europe

Number of field sales: 26-50

The background:

JT Dove was set up in 1869 in Newcastle as an independent chain of builders merchants serving the North of England, supplying timber, plumbing and building materials across every sector of the construction industry.

Like most builders merchants, it has an active team of salespeople visiting customers and prospects, with sales reps covering the area to which the company delivers.

The enquiry:

Although at the end of each month the manager could review the overall sales performance by individual, the lack of visibility it had in terms of what sales activity took place across the month was causing an issue.

Without this visibility on a day-to-day basis it was hard for the managers to help sales staff to improve their performance and to know whether they were going to hit their sales targets each month – until it was too late to do anything about it.

David Wares, then managing director of JT Dove, said, “Previously, each sales person would complete lengthy paperwork which was frequently difficult to read, time consuming and costly to collate.”

JT Dove needed a solution that would help manage the sales force by providing up to date and accurate data on calling activity and that could cut down on individuals’ time spent recording this information.

The success:

JT Dove started using i-snapshot in January 2006. The training session with the 12 reps took two hours on an afternoon, and by the next working day they were all up and running. Prior to the training half of the reps hadn’t actually used SMS texting before, but due to the ease of use, this did not cause any issues.

“i-snapshot technology and methodology provided us with a revelation. Our sales people like the system as it has made their lives easier and the information they access makes them completely re-assess their accounts to ensure that they visit customers with sufficient spend to make a sales visit worthwhile.

“This has been the most useful benefit to the reps at JT Dove, as it has helped sales people achieve their targets more easily, as they have adapted their call patterns to achieve a higher return on investment.”

David adds, “We now have a solid base with which we can improve sales performance. However, it also has made us hungry for more information to fine tune performance still further.”



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