

Case study



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Barry Smart, National Sales Manager, Makita

The industry: Tool Manufacturer

The location: Europe

The background:

Popular and successful tool manufacturer Makita Corporation, based in Japan, have celebrated over 90 years making and supplying to professionals.

Makita (UK) Ltd was founded in 1972 and launched the first cordless drill and screwdriver, at an affordable price, which was powerful and reliable enough for more than just domestic use. Makita is now one of the world's leaders in power tool manufacturing, running seven manufacturing facilities globally.

With a sales team of more than 50 individuals in the UK, visibility on sales activity is key to ensure the highest return on this resource.

The enquiry:

Barry Smart, Makita UK's National Sales Manager tells us "We were looking at a way to improve our internal processes and reporting. To report on external sales activity, we were using a carbon copy paper based system which involved the team completing a standard form for each sales visit made. The sales person would keep one copy and the other two were posted out to a central data capturing office, where they were entered onto a database and filed."

The system was implemented over fifteen years ago, and was a great move forward for Makita to gather important activity information.

However, Barry tells us, it was time for change "It was a great system, when it was put in but, with technology moving forward, we were sure that there was a more streamlined system out there which we could adapt.

"However, I was aware how much an implementation of new sales software would cost and the risk of failure was

something which I didn't want to gamble with. I then came across i-snapshot, and it seemed to tick all the right boxes for us. It looked low cost and high and quick ROI."

The success:

Once it was decided to go ahead, i-snapshot was rolled out very quickly. Barry explains "What was even better, was that we didn't need to equip the team with expensive hardware to use it!"

Barry goes onto tell us "Our sales team now use a simple coded text message at the end of each sales call to record a raft of information. What is great about i-snapshot is that reporting is done immediately, reducing the room for error and time spent on doing it significantly. There are also no excuses for missing paperwork any more!

"The time and money saved on data capture, paper and postage, and giving back more selling time to the sales team has certainly paid for it."

The visibility has proved to be very useful, Barry explains "We have now built up a good picture of where we are in terms of sales activity against productivity, giving us a good benchmark on where we want to be.

"Our sales managers are able to see very quickly which accounts have or have not been visited, which products were discussed and when and why the individuals are 'off the road' which is fantastic for us. We wouldn't have been able to achieve this without i-snapshot. The next six months is certainly going to be interesting as we are in the process of deciding what else we are going to record to help us further maximise on direct sales effort."

Barry concludes "What is also great about i-snapshot, is that the sales teams are managing and monitoring themselves against their counterparts. This has empowered them and provided a positive competitive environment"



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