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CORDEK INCREASING RATIO OF SALES TO LEADS THANKS TO SALESACHIEVER

Cordek, Europe's largest converter of polystyrene products for the construction industry, is now converting sales leads into actual sales more than ever before thanks to a piece of software called Project-SalesAchiever.

Says Steve Lewis, Sales Office Manager at Cordek, "The software helps us track anyone that has an influence in getting our products to site, including architects, specifiers and contractors.

"We get leads from a number of sources, including Glenigan. Project-SalesAchiever allows us to filter the information so we can target the right leads for us and eliminate the irrelevant ones. Before we had Project-SalesAchiever each sales guy had around 100 'maybe' leads a week, now they have 10 to 15 'definites' The software also monitors the entire buying chain process, so we can see if there's been a breakdown in the chain and address the problem straightaway to make sure we don't lose the sale."

Project-SalesAchiever is the number one CRM (Customer Relationship Management) software tool for the building industry. It enables businesses to identify the key people in the project selling process that they should be spending their time with, ensuring a win for the buyer as well as the software user.

Not only does the sales team use Project-SalesAchiever, Cordek's estimating team find it valuable too. They can attach CAD drawings to projects, keeping all related information in one easy-to-access file.

"The flexibility offered with Project-SalesAchiever is really impressive," continues Steve. "I can run off reports for the company directors showing them where we are with each project. We had a different CRM tool before Project-SalesAchiever, but it was so complicated no-one bothered to use it. Project-SalesAchiever is much easier to use and as a result we've definitely seen the positive results of converting sales leads into actual sales."



Steve Lewis, Sales Office Manager, Cordek

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