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MYSON TURNS LEADS INTO SALES THROUGH SALESACHIEVER

Myson, renowned for its radiators, towel warmers and convectors, is using Project-SalesAchiever software to successfully drive sales and improve business relationships with merchants, installers, contractors and architects.

Says Tony Bennett, ICT Director at Myson Radiators, "We chose Project-SalesAchiever because it allows us to tie in with all new and live project leads generated by ABI. It identifies contracts for us which we then go on and win – without this software we probably would not have even known about these contracts, let alone win them.

"Of course, ABI generates hundreds of leads a week across all sectors of the construction industry, but only a handful of those are of interest to us. Before we had Project-SalesAchiever it was a case of our sales teams trawling through hundreds of pieces of paper to eliminate the irrelevant projects. Now that we have this software we can sort and filter the data in a matter of seconds, giving the right leads to the right sales staff, ensuring there's no wasted opportunities and allowing them to pursue projects straightaway. It gives us a much more structured approach to winning contracts."

Myson's sales team uses the software as an effective diary too, automatically generating entries in the future to help them move forward with a project. "The forecasting mechanism built into Project-SalesAchiever means that it can spot if there's a problem with a particular customer or branch," continues Tony Bennett. "Project-SalesAchiever alerts us to the issue so we can sort it immediately."

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.

The software can be installed on all computers and maps the relationships between contractors, sub-contractors and merchants with projects, tenders and quotes, as well as monitoring competitor activity.

"All our sales and marketing teams use Project-SalesAchiever and we couldn't live without it now," Tony Bennett concludes.



SalesAchiever is helping Myson to win sales

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