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BUILDING CENTRE AND SALESACHIEVER TO HELP INCREASE QUALITY, NOT QUANTITY

The Building Centre in London has teamed up with SalesAchiever to help building product suppliers and contractors improve business relationships, become more customer-focused and ultimately increase quality sales.

Sales processes within the building industry are usually highly fragmented, but now the Building Centre – through SalesAchiever – is enabling suppliers, contractors, and specifiers to work more effectively together by helping them better understand each other's requirements.

SalesAchiever is a CRM (Customer Relationship Management) provider that offers Project-SalesAchiever – the number one customer CRM software tool for the building industry. It can be installed on most computers and maps the relationships between contractors, sub-contractors and merchants with projects, tenders and quotes, as well as monitoring competitor activity.

Says Julian Warr, Managing Director of SalesAchiever; "CRM can help a company transform the way it promotes and sells its products and services to customers. Project-SalesAchiever 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 supplier. Working with the Building Centre will help users of their services get the best value out of their project leads and deliver a professional selling approach to all concerned in the project selling process."



Image shows, from left to right, Colin Henderson, Commercial Director of the Building Centre and Julian Warr, Managing Director of SalesAchiever.

SalesAchiever 

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