

8 September 2005

SALES ACHIEVER LENDS CRM KNOW HOW TO REHAU

When keeping track of customers became more of a challenge than actually tracking them down, the UK division of world leading polymer processor, REHAU, knew it was time to enlist some specialist assistance.

Struggling to maintain an effective sales database of every end-user, the company, which supplies a huge range of products from car bumpers to fridge door seals and window frames, began using the multifunctional Customer Relationship Management (CRM) software, Project-SalesAchiever.

Major project manager for REHAU, Mike Moseley, explained: "The majority of industries we operate in have complex, multi-tiered supply chains, which means that the person who pays our bills is far from our only customer.

"Often, our direct sales target is a specifier, who will instruct a dozen or more sub-contractors to use our products. Keeping tabs on this second or third tier supplier is crucial to the long term development of our business and Project-SalesAchiever is enabling us to do just that."

The benefits of Project-SalesAchiever to REHAU's business were clearly demonstrated when the company landed a multi-million pound contract to supply window products to a construction project. By using the new software, Mike and his team were able to identify who was responsible for sourcing plumbing products on the same project and win that element of the business too.

Mike added: "Collectively, there is a huge amount of crucial sales information resting with individual members of our sales team but the problem has always been how to share it.

“Project-SalesAchiever has provided us with the perfect means of harnessing all of this information in one central place and using it effectively to develop our business.”

And according to Mike the new software is also enabling REHAU to provide an additional value added service to customers.

“Project-SalesAchiever enables us to actually quantify the volume of new sales leads we supply to our customers,” he said.

“We can now furnish clients with detailed quarterly reports of exactly how much potential new business we’ve brought to their door, which gives us a great edge over the competition.”



Mike Mosley – Major Projects Manager - REHAU

SalesAchiever® 

w.salesachiever.com • info@salesachiever.com