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MAJOR CONSTRUCTION MANUFACTURER USES NEW SOFTWARE TO INCREASE QUALITY SALES

Weber Building Solutions is trialing a software product that will help its sales staff to further improve business relationships, become more customer-focused and ultimately increase quality sales.

Says John Welch, IT Manager at Weber Building Solutions, "We were using a bespoke software package to track projects and leads that came from our parent company, Weber France, but this required upgrading. We looked at four or five 'off-the-shelf' packages and decided to go with a product from SalesAchiever, as this proved to be a quicker and more comprehensive solution, compared with upgrading our existing software."

SalesAchiever is a CRM (Customer Relationship Management) provider that offers Project-SalesAchiever – the number one CRM 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.

"We're currently trialing Project-SalesAchiever on seven PCs at the moment, and will be rolling it out to around 50 within the next couple of months. It offers just what our sales teams need – the right balance between ease-of-use and having enough features to meet all their requirements.

“But where SalesAchiever really scored is with their levels of consultancy and support. The people there have been really helpful in training us and demonstrating how to get the best out of the software.”

By the summer, all customer-facing staff at Weber Building Solutions will have Project-SalesAchiever installed on their computers, from on-the-road salesmen to technical support staff.



The Millennium Bridge, Gateshead, is one of many landmarks that use Weber Building Solutions to help with its construction

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