



# R&M ELECTRICAL

Over 60 of R&M Electrical's internal and field-based sales force are actively using and benefitting from sales-i.

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# WHO IS R&M ELECTRICAL?



With more than 250 staff and a turnover of £50 to £60 million, R&M Electrical provides a range of products and services to a worldwide customer base. The company is a member of Associated National Electrical Wholesalers (ANEW, the largest independent buying group in the UK).

It has overseas branches in the Caspian region and the Middle East, multiple branches in the South of England and South Wales and a number of specialist divisions in the UK, namely its exports division, projects division and assembly division based at the Southampton Head Office, R&M Fixings & Support also based in Southampton and R&M Cables Division based in Bristol.



"sales-i is underpinning this customer intelligence and giving us the visibility we need to keep in constant touch with key people."

**ALISTAIR SKYRME**

MANAGER OF EXPORTS DIVISION

## THE CHALLENGE

Managing sales and contact across such a diverse and very large base of customers is a huge challenge and one that R&M is tackling using sales-i.

Alistair Skyrme, manager of R&M Electrical Exports division has been instrumental in overseeing sales-i's introduction into the business. "Having close visibility and contact with our clients is key to our success - knowing who they are and what their role is whilst keeping a high touch rate, and staying high on their radar. All of this is time consuming and difficult without a system designed to do that very job," he says.



## THE SOLUTION

Alistair continues, "sales-i was designed from the ground up for sales people and sales management. It helps cut to the chase when making sales calls and it streamlines and accelerates the sales process. Moreover it gives us great visibility of our customer contact activity and call cycles. The combination of sales and customer intelligence makes it a great choice for R&M.

Alistair however, was aware that making any sales system successful involved getting buy in from the sales teams. So following sales-i's training, he ran a series of incentive programmes. Interestingly, the branch to scoop most of the prizes, had the most active group of sales-i users!



## THE BENEFITS

As sales-i's usage and visibility has extended through the business, Alistair can see a marked improvement in the customer intelligence that the company is gathering and the value this adds to the business.

"We work in industries where our customers are global and large. In each given account, we could have 50-60 contacts that we need to track and manage. sales-i is underpinning this customer intelligence and giving us the visibility we need to keep in constant touch with key people."

"We also use sales-i to give us up to date information on who is buying what products and who isn't. Selling cables and cable accessories is an inexact science so having that buying behaviour information in hand is making a real difference and helping us to up- and cross-sell. We also use sales-i in our sales meetings to look at activity, sales pipelines and conversions and that level of detail in our fingertips, when we need it, is very powerful indeed."



## REPORTING MADE EASY

A recent example of where having that level of detail and information proved hugely valuable to R&M was during a large presentation to a client of its fixings division for a contract in the region of half a million pounds.

So swayed was the client by R&M's use of KPI reporting statistics, spend analysis and knowledge of its entire account, that the procurement director voiced how impressed he was by the level of clarity and detail. R&M believe this impression contributed directly to them winning that business and securing the £0.5 million contract!

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