

**Sales
and
Business
Intelligence
made
easy**



Our approach

Our service goes beyond your expectations

We're committed to delivering an unrivalled sales and business intelligence service that is continually evolving to meet your needs. Our mission is to protect your market share, improve your margins and make your business more profitable.

We want sales-i to be the business intelligence software of choice and deliver a service that truly goes beyond your expectations.

- » We conduct business on the highest ethical basis
- » We deliver the best and most innovative SaaS based sales and customer intelligence service globally
- » We work with you to know your business and develop our software based on your recommendations
- » We hire the best staff and provide a fun and engaging workplace

A few of our partners



How sales-i works

We make Business Intelligence really simple

Our Business Intelligence software eliminates the time, cost and complexity of accessing and analysing your business data. sales-i empowers your sales team to be the very best.

You can identify potential competitor threats, predict your competitor's selling activity, reel in drifting customers and cut product leakage. sales-i also gives you targeted customer data to spot cross, up and link-selling opportunities in an instant.

As the single sales development tool that integrates your hard business data with your soft data – that is, your customer relationship management data – sales-i accepts and collates the two, giving a complete picture of your customer, prospect and sales team transactions.

- 1 An automated task extracts your daily transactions from your in house accounting system which sales-i then accepts overnight.
- 2 This transactional data is then processed into your company cube using the sales-i cloud.
- 3 sales-i then monitors your customer's buying behaviour, alerting your sales team to every opportunity and competitive threat.



Sometimes the questions are complicated and the answers are simple



Dr Seuss

The SaaS (Software-as-a-Service) model

sales-i is provided on a SaaS (Software-as-a-Service) model. With no hardware or infrastructure to buy, install, maintain or worry about. SaaS is simple and sales-i is easily accessible over any Internet connection, from any computer or any web enabled device – any time, anywhere.

What's more – there's no capital outlay either. Being based on a small monthly subscription, the return on investment is immediate and sustained.

What does sales-i give you?

» **Identify new sales opportunities:** sales-i gives you targeted customer data straight to your inbox. You'll find cross, link, up and switch selling opportunities fast. For example, easily find out who has bought bricks but not cement to go with it in the last 30 days.

Businesses of all sizes rely upon sales-i to protect their customer share, increase margins and spot potential competitor threats.

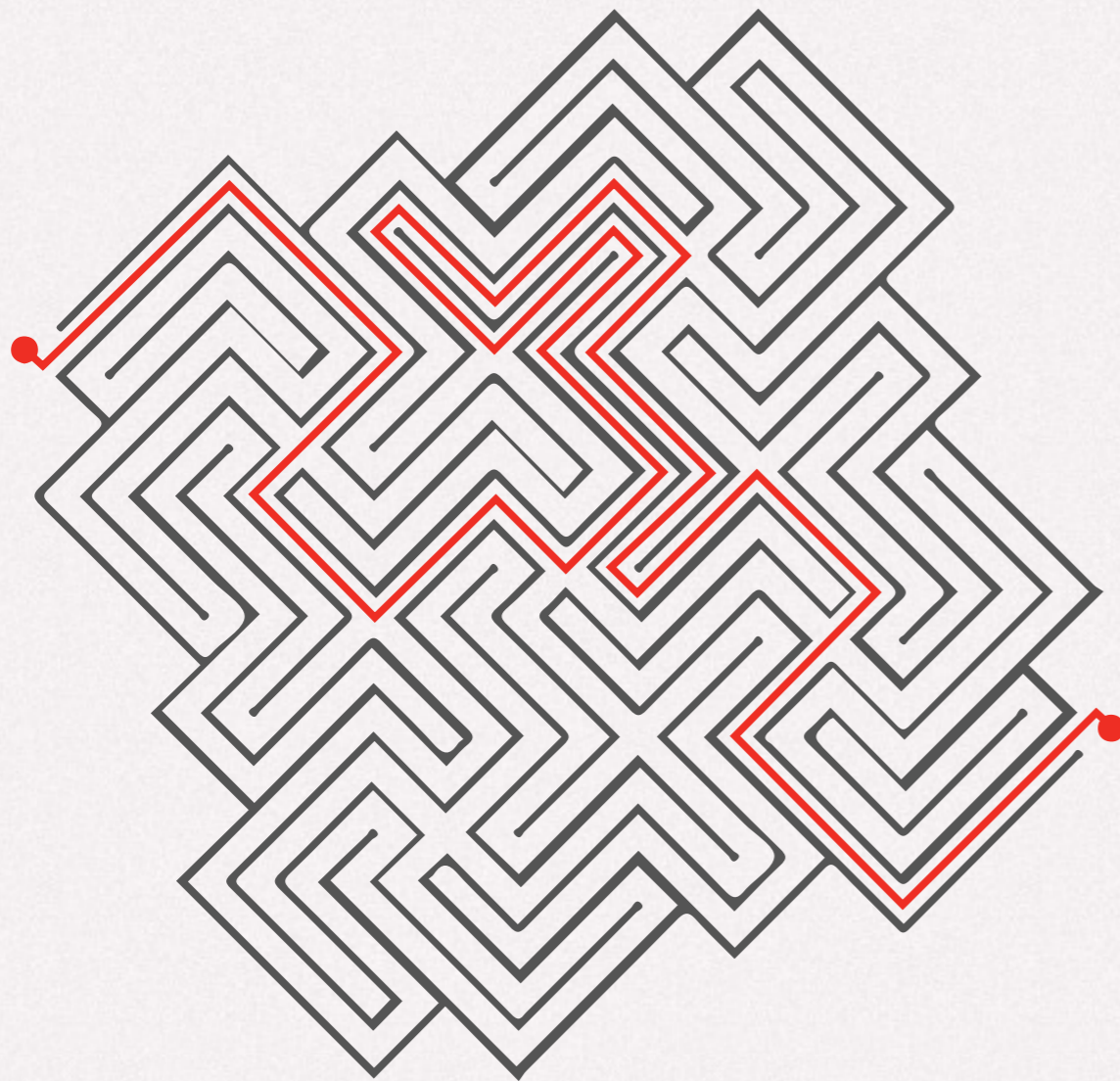
» **Save time producing reports:** no longer will you spend hours pulling out sales information into an actionable format. sales-i automatically produces in-depth daily reports so you know you'll always have the most up to date information and free up time for other important tasks.

» **Keeps your customers happy:** With a built-in CRM system, you'll easily be able to store your customer records, connect with your customers and close deals faster. Plus you'll have complete visibility of your customers' buying behaviour so you know what, how and when to talk to them whilst building stronger relationships.

If you already have a CRM system, sales-i will seamlessly integrate with it, giving you a more proactive system.

» **What else?:** sales-i can be tailored to your specific business needs. You'll also have more control over your sales pipeline and get dedicated mobile apps, so you'll have sales intelligence whenever and wherever you are.





Business Intelligence can be a **maze**, that's why we keep it simple and have

99% customer retention

Our customers are always telling us how they have improved their performance, their margins, increased their sales and gained a greater share of customer spend.

With thousands of success stories, from companies of all sizes that are transforming the way they sell, our customers' stories speak for themselves.

Our customers range from SMEs up to some of the biggest Fortune 500 organisations that turnover billions of pounds.

What our **customers** say

“ sales-i definitely offers excellent value for money, working out a lot cheaper than competitive licences. Plus the iPhone app makes the solution quick and easy to use. ”

Andy Mears, Sales Director
- Deltex Medical

“ sales-i provided the best functionality at the best cost and is the best sales intelligence solution for C.H. Hanson. ”

Phil Hanson, Vice President
- C.H. Hanson

“ Every month this year, my sales team has reached or exceeded its sales target and I directly attribute this to sales-i. ”

Mark Terry, Sales Director
- Howarth Timber

“ sales-i is now part of our DNA at DBI Office Products! ”

Steve Klaver, President
- DBI

“ I would highly recommend every products supply business to sales-i. ”

Ken Bodie, President
- Kelsan

“ Sales are up 10% on last year with fewer staff. ”

Paul Travis, Owner
- Keeley Travis



“

One of my team
is a 60+ year old
sales veteran and
exceeded his sales
target by 120%

”

Rob St Barbe, Sales Director



Our Business Intelligence software is designed with your field sales team in mind. Simple, effective analytics to make better business decisions.

Designed with **you** in mind

No matter how cutting-edge a BI application is, or how well it is built and implemented, it is ultimately the end-user who has to make the most out of it.

sales-i understands this and that's why our software has an intuitive interface that is so easy to pick up. In minutes you'll be receiving automated reports, understanding your customer's buying behaviour and having priority call to actions delivered directly to you.

In simple terms, if you can navigate a website, you can use sales-i. It's that easy.

You don't have
to be an IT
superhero to use
our software.

Your **data** is secure

We understand how valuable data is to your business. That's why it is our number one priority.

We employ the right processes and partner only with the very best data centres: **Rackspace** and **NTT America Online**.

From the second you upload your data, it is locked down in a secure server, inaccessible by anyone outside your organisation. Plus we'll only ever access it when we have your written permission to do so.

Is your business **futureproof**?

Data is transforming the way every business operates. Loyalty cards, cross selling, even advertising are all tailored to a buyer's behaviour. By understanding your data you can create smart, actionable business decisions.

Gone are the days of wasting time creating sales reports. Our technology makes reporting fast, easy and accurate. Don't get left behind your competitors, embrace Business Intelligence today and see the results for yourself.



“

We are going to
make lots of
money with
sales-i

Kenneth Henderson, President



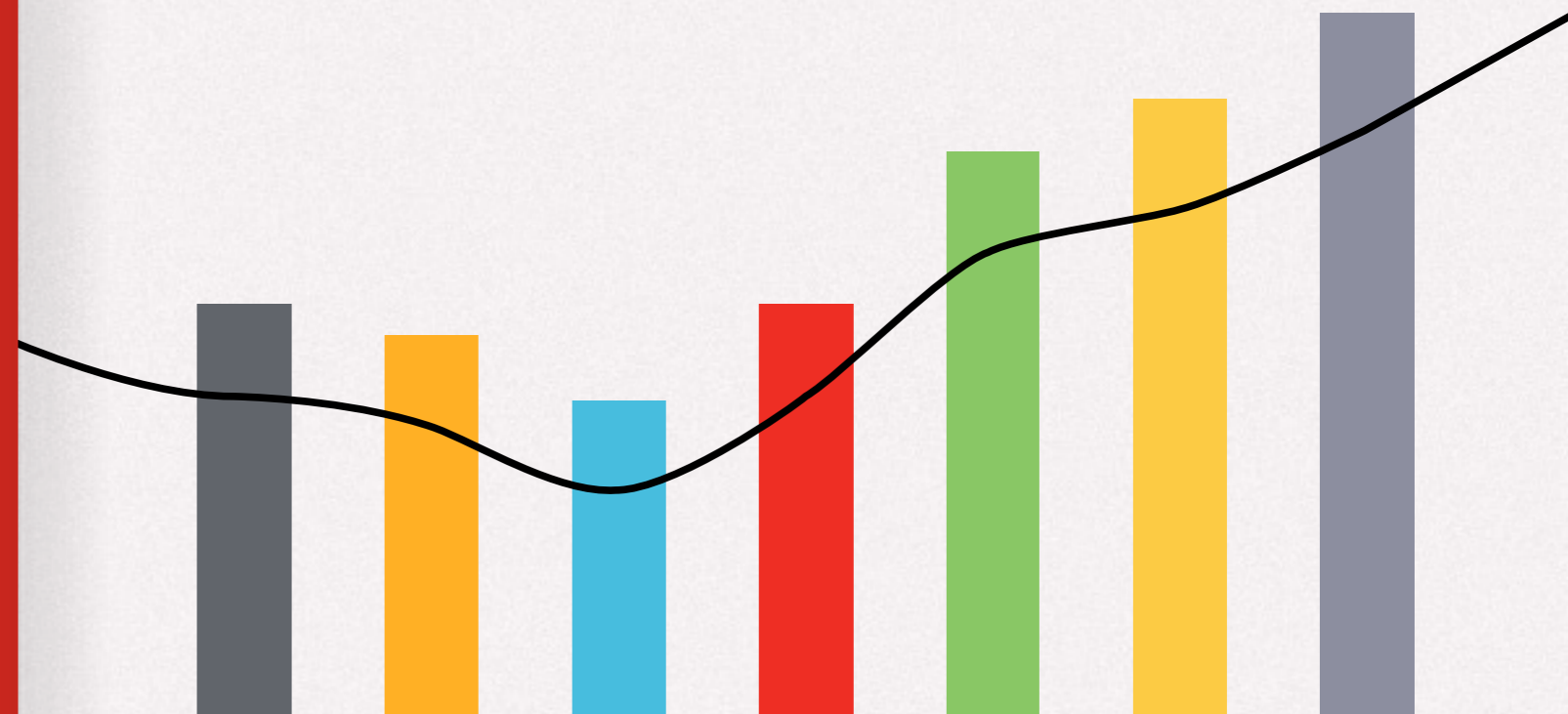
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Your sales tool of choice

Small, medium and large sales organisations rely on sales-i to grow sales, improve customer retention and make better business decisions. sales-i gives you an instant return on your investment by...

- » protecting your customer share
- » increasing your profit margins
- » identifying new cross, up, switch and link-selling opportunities
- » flagging up potential competitive threats so you can get to the sale first
- » turning complex data into easy, actionable events
- » predicting your competitor's activity
- » identifying and cutting out product leakage
- » creating and sharing in-depth sales and business reports in minutes
- » enhancing client relationships and boosting customer retention
- » replicating your leadership team's DNA throughout your business

and much more



“

Research shows that an average salesperson costs companies £250 per day to employ, for £251 (as sales-i costs £1 per user per day) sales-i provides a profitable focus for sales activities so that time is not wasted.

”

Gerry Brown, Senior Analyst



Give us a try, just 20 minutes could change the way you sell.

Contact us for a **free, online demonstration** and judge our software for yourself.

Find out more

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