



AUTO-WARES

Independent full-service automotive parts supplier boosts sales and continues to delight their loyal customers with smart sales information from sales-i.



WHO IS AUTO-WARES?



Auto-Wares is an independent, full-service automotive parts distributor headquartered in Grand Rapids, MI. Fast approaching their 40th year of serving independent jobbers, company stores and markets across the five states surrounding Lake Michigan, Auto-Wares has become renowned for being the best local parts distributor in the region.

Priding themselves on providing more than just auto parts, Auto-Wares supplies

everything a parts store needs. Their level of service is second to none and their dedication to long-term, fruitful customer relationships hasn't gone unnoticed.

With many long-term customers continuing to offer their loyalty from month to month, Auto-Wares' customers, employees and vendors have become true business partners and advocates of the company.

"Ultimately, our sales team has more time. All in all, this means we are making more sales and business is going from strength to strength."

SHELLY MILLER
DIRECTOR OF SALES DEVELOPMENT



THE CHALLENGE

Having grown to a sizeable company, Auto-Wares' outside sales team had also grown at an incredible rate. The company was faced with the challenge of supplying the team with up-to-date sales information.

Shelly Miller, Director of Sales Development states: "We wanted to assist them in making their sales presentations to stay two steps ahead of our competition. We needed something that identified losses and opportunities while keeping our team connected to customer information around the clock."



THE SOLUTION

As the team at Auto-Wares began their search for an answer, they discovered sales-i. "It gives us everything we need to spot falling sales and new opportunities, to monitor trends and act fast on all of these insights before they have an adverse impact," Shelly says.

Despite only having introduced sales-i to Auto-Wares two months ago, the company has already encountered some impressive wins and they haven't looked back since.

"Ultimately, our sales team has more time. Time that can be spent making better planned, focused calls with defined talking points. All in all, this means we are making more sales and business is going from strength to strength."



THE BENEFITS

In such a short period of time, Auto-Wares' sales wins since using the system have been truly astounding, both when boosting sales and recovering slipping business.

Salespeople report their wins and one recently reported to Shelly, "I made a couple of face to face customer calls after drilling down into two of our customers' buying habits, I made a presentation and left with sales worth over \$8,500!"

Further, Shelly also reports that someone has already managed to save a large account from switching their loyalties to the competition. "He used the Leakage report to find an account that was substantially down in a particular product group. A quick call and a small pricing adjustment saved the business and they are now back buying from us."



A BRIGHTER FUTURE

Shelly also states that, "Overall, we have a happier, better run company with sales-i and our employees have more family time in the evenings away from doing their reporting at night."

Auto-Wares already has a plan in place for the year ahead with sales-i: "We really want to lay out a calendar of promotions using the sales data and trends available in sales-i to co-ordinate them and track the results," Shelly adds. She plans to start using the system to design exclusive customer offers to gain sales and flush out any underperforming product lines.

"The team at sales-i has been exceptional; their ongoing support and training has been great and, together, I see a long-term partnership unfolding. They constantly seek to improve their product and consistently deliver to meet our needs as a company."

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