



# TIMCO

The UK's largest wholesaler of fixings has transformed their reporting process with sales-i. As such, TIMCO is continuing its impressive growth with instant account insight and a streamlined reporting process.



# WHO IS TIMCO?

TIMco is one of the UK's largest importers and wholesalers of fixings. Founded in 1972, the company now stocks over 4,500 different product lines, from screws and fixings to nails, fasteners, power tool accessories, tapes and padlocks.

An award winning company, TIMco is now the fixings supplier of choice for thousands of customers across the UK and even further afield.

"sales-i has become an everyday part of the business. We can generate reports with ease and the customer records are invaluable to the sales team."

**SIMON RANCE**  
SALES DIRECTOR



## THE CHALLENGE

In an incredibly fast-paced industry, the team at TIMco was struggling to provide effective reporting for sales performance and account appraisals. Sales Director, Simon Rance was all too aware of the issue: "Our existing system simply didn't do everything we needed it to from a reporting point of view."

But as TIMco continued to grow, broadening their product range and customer base, the company sought to overcome the challenge that their current reporting system posed. So they looked to new technology to continue to cement their growth within the market.



## THE SOLUTION

Soon after starting their search for a new solution, the team at TIMco discovered sales-i. "The ease of use that sales-i provided meant we would be able to access accurate information very quickly and feed this directly to our team," Simon adds.

The team at TIMco have been using sales-i for almost a year now and the change is already noticeable.



## THE BENEFITS

"Being able to appraise the business from a 360-degree perspective has been invaluable for our sales team." Simon and his team have been using sales-i to see exactly where they are with each customer account against targets and swiftly identify any opportunities to grow those accounts.

"The external sales team is also enjoying the same insight and visibility. They're able to provide their accounts with a professional snapshot of their performance, recent sales and any problem areas can be rectified quickly and efficiently," Simon explains.



## A BRIGHTER FUTURE

As TIMco continues to grow on both a national and international scale, the company is continuing to champion sales-i. "sales-i has become an everyday part of the business.

We can generate reports with ease and the customer records are invaluable to the sales team," he concludes.

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# #SELLSMART

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today at [www.sales-i.com](http://www.sales-i.com)

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