



# QUALITY ENDODONTIC DISTRIBUTORS

sales-i helps save QED time interrogating data and preparing for sales meetings.

# WHO ARE QUALITY ENDODONTIC DISTRIBUTORS?



Quality Endodontic Distributors (QED) are an independent supplier of dental supplies, specializing in root canal equipment.

Established in 1989, QED stock 'the widest and best selection of products available from any company in this field,' supplying to a wide range of customers including dental practices, hospitals and universities.

The highly credible sales team are consultants and trainers too. All members of the sales team have sound knowledge of endodontics, and as a result provide valuable information, support and advice to their customer base.

"I couldn't function without sales-i. It's helped me to work smarter. sales-i is my sales weapon and it should be the weapon of choice for sales people everywhere."

**KERRY HARDY**  
SALES REP - NORTH EAST



## THE CHALLENGE

QED have five sales reps on the road every day of the week who each manage upwards of 400 accounts across the UK.

Like many companies selling a large number of products to many accounts across multiple sectors, QED faced some substantial challenges.

Kerry Hardy, Sales Rep for the North West explained, 'We were fed up of having to trawl through lots of data to find what we wanted. Instead we wanted to be able to find what we needed at the click of one button, we wanted to find out facts and figures on an area-wide basis.'



## THE SOLUTION

Kerry continued, "We were spending too much time analyzing data and not enough time selling, we wanted to be able to scrutinize business in a simpler way. We knew we could be selling smarter."

Before sales-i, the company was using a basic, clunky CRM, Kerry explains, "It was rubbish. It had an area to record a few notes in but it had no real search facility and you weren't able to delve into a customer's history or see a 360-view of the prospect or customer. It was hard to get to key information and there was no real depth to it."

In September 2015, QED decided to give sales-i a try. After an initial demo, Sales and Marketing Director, Ed Conduit, decided that sales-i was the perfect fit for the company.



## THE BENEFITS

QED have been using sales-i for over 2 years now, and Kerry states that the amount of benefits have been staggering.

"It's incredibly helpful for my organizational skills and stops me getting stressed. MyCalls helps me to plan my next calls and visits without me needing to have a memory!"

"I love that I can see what was bought this time last year or what my sales targets are compared to last year. It means I can always see at a glance where I'm up to at any point and know what I need to aim for the rest of the month."

QED also use the Campaigns side of sales-i. "Campaigns is great. It allows me to figure out where, when and who to go and see or email. For example, people who are buying product A but not the complementary product B."



## A BRIGHTER FUTURE

Another benefit for Kerry and the QED team is the amount of pre-meeting prep sales-i helps with. "Before a meeting I'll sit in my car, on the sales-i app and read my notes to see what we've spoke about previously, what they've bought last year, any new products they're not buying that would benefit them and then I'll check out a snapshot to look at other key data all at the press of one button."

"There's so much within sales-i we probably don't even know exists let alone use on a daily basis, so there's probably heaps more we could utilize. We might need to see (sales-i trainer) Paul Wright and get some more advanced training."

Kerry sums up by saying, "I couldn't function without sales-i. It's helped me to work smarter. sales-i is my sales weapon and it should be the weapon of choice for sales people everywhere."

# #SELLSMART

Our sales performance tool makes every call more **personal** and more **profitable**, effortlessly turning any good salesperson into a great one.

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