sales-i™
SELL SMART

ESSENDANT CANADA INC

sales-i helps Essendant Canada Inc identify sales opportunities and quickly record follow up notes on the road with ease.

WHO IS ESSENDANT CANADA INC?

Essendant Canada Inc (formerly OKI Bering Canada) is a purely wholesale company serving manufacturers and distributors of industrial, safety, welding and janitorial/sanitation products since 1979.

Essendant Canada Inc pride themselves on being the fastest and most convenient solution for workplace essentials. Their vision is "to supply the essentials that unlock the potential of their partners and those they serve."

Their product offering includes the brands 3M, Proctor and Gamble, Rubbermaid and Kimberley Clark Professional to name just a few.

"sales-i has allowed our company to communicate better internally and focus better on our goals externally."

Madison Racher
Vendor Relations Co-ordinator

THE CHALLENGE

Madison Racher, Vendor Relations Coordinator for Essendant Canada Inc, takes up the story. "Our main challenge, pre sales-i, was being able to log our sales calls with our customers in an organized fashion that allowed other sales reps the ability to view and see the history of the account."

At the time of purchase the Essendant team told sales-i that they were also struggling to record their post-sale meeting notes. "Many times, our team would leave a presentation or sales call and have 10-15 emails that require tending to. In the time between the meeting and finishing the email replies, activities needed from the sales presentation can slip through the cracks. We needed a quick way to record our follow up activities whilst we were on the move."

THE SOLUTION

After an initial demo, Essendant Canada went live with sales-i in winter 2017 and it has been smooth sailing ever since!

When asked about the benefits sales-i has given Essendant, Madison said, "sales-i allows us to log calls to each customer's file and put in place notifications to set up follow up calls."

As well as this, the team has been impressed with sales-i as a sales analysis tool. "It has also provided us an easier and clearer way to compare sales quarters and drill into more in-depth sale searches."

THE BENEFITS

Madison adds that a further benefit has been that "sales-i helps us identify sales opportunities with our customers with variance searches."

Indeed, the Variance feature on sales-i enables any product-based salesperson to spot when an account's spend has dropped and exactly which products are selling less, meaning you don't have to waste any time trying to work out what's going on.

A BRIGHTER FUTURE

Right from the start, Essendant Canada Inc has been quite clear on what they want sales-i to do for them. "We would like to see five to six percent growth with sales-i and also track all the opportunities so that we can prove this growth".

The company have now completed their sales-i training and are ready to fully use the software to achieve their goal.

#SELLSMART

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

Request your demo today at www.sales-i.com

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