



**The company**

Redbrook Conservatories Ltd, based in Barnsley Yorkshire manufacture and supply affordable high-specification DIY self-build conservatories for consumers, trade and house builders.

**The business requirement**

The replacement door and window market has experienced a difficult climate, with a slowing of demand and continuing pressure on prices and margins throughout the supply chain. As a consequence, some manufacturers have moved into the conservatory sector.

Andy Cotterill, Managing Director at Redbrook, needed a solution to manage leads more efficiently and reduce the amount of paperwork and administration in the process, in order to offer better customer service and reduce fixed costs in order to differentiate from the competition.

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**The SalesFlow solution**

Redbrook appointed Sawfish Software and the SalesFlow solution to implement a sales and lead management system.

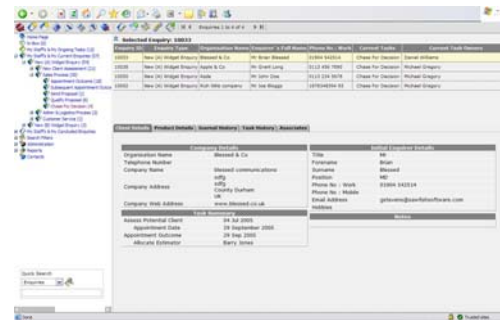
Sawfish worked closely with Redbrook to outline and map their sales processes in SalesFlow. It was

**“SalesFlow would be an asset to any sales-oriented company.”**

vital that every component of the existing process was understood; which areas could be automated, how more visibility could be offered and how customer service throughout the process could be improved.

**SalesFlow in practice**

At the beginning of 2006 Andy Cotterill, Managing Director at Redbrook Conservatories Ltd, said: "SalesFlow instantly reduced the amount of paperwork. It's fantastic as a reference point to any conversation, meaning **we have been able to build a much better rapport with our customers** and potential clients and ensures we never fail to contact them when we have arranged to do so."



**The benefits to Redbrook Conservatories**

“We have instant reports and statistics on any aspect of our sales performance. Right now, the only way to counteract the increased competition is with efficiency, improved customer care and excellent tracking of all leads. SalesFlow has undoubtedly focused our sales team.

As the market generally becomes more competitive, manufacturers are looking to solutions such as SalesFlow to drive marketing strategies aimed at expanding their territory, especially via the use of the internet.”

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Steve Hull, CEO, Sawfish Software says "The flexibility of SalesFlow has enabled Redbrook Conservatories to understand what their staff are doing and what they're not, what they're good at selling and what they're not. With this system, they have been able to take complete control of their ordering systems, and lead management. No lead can be lost, which is vital in a pressurised business climate.

SalesFlow has not only automated the sales and lead management processes for Redbrook but many of the time intensive admin tasks such as quotations – reducing both errors and turnaround times"

