

Manufacturing Know-it-all



Same day turnaround on quotations

Precision parts manufacturer, Tecan, can now offer same day turn-around on quotations after Sales Director Shaun Mason introduced Sawfish Software's SalesFlow technology to the business.

Sales Director, Mason, knew that Tecan were finding it harder to win business with economic changes taking place; such as the price increase in fuels and the low costs offered by the competition in China, Tecan could ill afford to sit back and do nothing.

One of the primary restrictions for Mason was that he lacked visibility across the business, making it impossible to know how best to improve sales profits. "I needed to make sure that we were responding quickly to RFQs as we must compete on our superior service because we can't compete on cost with China who are taking over a lot of European work.

Mason now Knows-it-all, "We can now look after our customers better than ever before as a result of using SalesFlow, we have also achieved a strong year-on-year growth with a healthy profit growth above the industry average."

SalesFlow has enabled Tecan to:

- **improve sales through total visibility** of every project, at every stage by every owner,
- **ensure fast turn around on quotations** all quotes can be traced to a department or individual,
- **have end-to-end project management functionality** communication is recorded at every stage,
- **ensure customer service issues are being responded to efficiently** map and track the process,
- **know Tecan's 'best practice' is followed** view individuals or departments activities,
- **make insightful business decisions** accurate forecasting and purchasing from hard facts.

Now there are over 40 individuals in Tecan using the system, from the sales team to the Chairman of the company in both the UK and USA offices. Mason says, "SalesFlow is the first thing that we all open up on our machines, even before Outlook, it has become that integral to our business in the year that we have been using it."

"The sales team love it and say it's the best tool they've ever had. If a customer rings in or if they are going to a meeting they can see exactly what stage a client's quote or customer service issue is at, this gives them immediate credibility with clients."

"Without doubt this new approach to our sales process has enabled us to win more business."

Shaun Mason
Sales Director
Tecan

what's in the pipeline?
company sales forecast?
sales conversion rates?
status of enquiries?
what's the team up to?

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SalesFlow working in manufacturing

The implementation of SalesFlow enabled Tecan to highlight and **address some of the black-holes and bottlenecks** that were negatively impacting their business; document best-practice sales processes for the company and define individual and departmental responsibilities. Tecan found that there were many ways that they could easily improve cross-departmental communication and establish visibility across the business.

SalesFlow makes sure that everyone using the system completes a task when they are supposed to, and as a manager Mason can **now see who has the responsibility for a particular customer** at any given stage of the cycle from a simple tree view. As all of the sales team at Tecan are remote, Mason has complete visibility of their activity whenever and wherever.

Many of the tasks are automated including cross-departmental communication e.g. on receipt of an order the salespersons completed task passes the sales administration department the task of reviewing the contract to make sure that the quote matches the order requirement. The accounts department is then automatically contacted to complete a credit check on the customer company before opening a new client account.

in real time
using the internet

SalesFlow can **map and automate as many processes as you would like** within your organisation. Tecan have a number of different flows depending on the different business units involved as well as for customer service issues and ongoing account management. Mason says, "We can get a complete picture of customer service issues which helps us to spot any trends and ensure that none of them are lost or forgotten."

With over a thousand customers worldwide and a sales cycle that can take anything from one day to two years to conclude, it is easy to see how Tecan struggled to optimise this process without SalesFlow. Mason concludes, "**We now track every enquiry from beginning to end and at every stage.**"

Key features and benefits for Manufacturing Know-it-alls

- **Compress the sales cycle:** monitor and track activity to ensure it meets your model of best practice,
- **Tree view:** visibility of the process using simple tools for at-a-glance dynamic reporting,
- **Automatic task handling:** tasks are forwarded along the cycle ensuring efficient handling of all opportunities,
- **Central pool of shared info:** all tasks and communication are; recorded, reported on and accessible to all,
- **Document storage:** letters and drawings are recorded with version control against a customer enquiry;
- **Web hosted / accessed:** minimal IT means SalesFlow is easy to implement and supported by Sawfish Software.

SalesFlow is the perfect combination of automated sales workflow and fully integrated customer management software. It's designed for businesses that want to track and control their sales for growth and profit.

SalesFlow is a hosted, web-based solution. It uses active workflow to model, automate and control all your sales processes, implementing your own best practices throughout.

Tecan is a world-class, precision metal part and tool manufacturer, based in Weymouth, UK. Formed in 1970, Tecan offers a 'total' one-stop contract-manufacturing solution, from technology development through to rapid prototyping and volume production.

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