

Be a Know-it-all

Need a sales boost?

Open the door to a brighter future with SalesFlow

With a slowing of demand and continuing pressure on prices and margins, the replacement door and window market has recently experienced a difficult climate.

Some companies have extended into the conservatory sector and vice versa, making the competition for leads very fierce.

How will you make sure you get the sale?

Are you making the most of your leads..

When competition is hot, every contact with every lead counts. Are all your prospective customers receiving the best service to ensure your company gets the sale first time and every time?

Consider these 3 questions;

- Are you responding to customers quickly?
- What communications have taken place?
- Who is making sure the sale is closed?

If you know you can't answer these questions positively [contact us to find out more about SalesFlow](#) and how it can boost sales in your company.

What is SalesFlow?

SalesFlow is a business process management tool from Sawfish Software. Accessed via the internet it provides users with real-time visibility across their business to **see who is dealing with which customer** and exactly what stage they are at.



The benefits of SalesFlow..

Managers using SalesFlow can see a complete picture of the businesses activity and that of the employees managing it, allowing them to **make informed decisions** to ensure all opportunities are managed in the best way.

Q1 of 2006 saw 20%
rise in conservatory
sales on 2005

Hear what our customers say..

"Right now, the only way to counteract the increased competition is with efficiency."

Andy Cotterill – Managing Director – Redbrook Conservatories Ltd

prospects - process - profits

Contact us to find out more about SalesFlow and how we can help boost your sales.

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Redbrook Conservatories find focus with SalesFlow

Conservatory manufacturer, Redbrook Conservatories Ltd, has gained a vital edge over its competitors by introducing a system that improves the processing of sales leads and customer care.

The expanding conservatory manufacturers, based in Barnsley, introduced Sawfish Software's SalesFlow technology to its business at the beginning of 2006 after searching for a solution to manage leads more efficiently and reduce the amount of paperwork and administration in the process.

SalesFlow Software

Sawfish's primary technology, SalesFlow, is a business process management tool that is accessed via the internet. It provides users with real-time visibility across their business to see who is dealing with which customer and exactly what stage they are at.

Managers using SalesFlow can see a complete picture of the businesses activity and that of the employees managing it, allowing them to make informed decisions to ensure all opportunities are managed in the best way.

Redbrook Conservatories

Redbrook Conservatories Ltd manufacture and supply affordable high-specification DIY self-build conservatories for consumers, trade and house builders. Currently five Redbrook employees, working in sales and operations, are using the SalesFlow system.

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."

"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."



"SalesFlow would be an asset to any company, particularly sales-oriented companies."

The replacement door and window market has recently 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, while many conservatory companies themselves have looked to expand into a wider market and are actively seeking leads and sales out of their normal sphere.

"Right now, the only way to counteract the increased competition is with efficiency, improved customer care and excellent tracking of all leads."

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.

Sawfish, based in York, was founded in 2004 by Managing Director, Steve Hull, who has more than 25 years' experience in the software and customer relationship management sectors.

Steve said: "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."

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