

Bristol Storage

Experts in pallet racking systems, shelving, mezzanine floors and steel partitions.

Streamlining Sales Processes with an Effective Cloud System

Bristol Storage Equipment is a family run, Bristol based business that supply, install and maintain pallet racking and other warehouse storage equipment and mezzanine floors throughout the UK.

The initial introduction was made by All Things Web®, a long-term trusted partner who provide digital marketing services to both Bristol Storage and Evergreen.

George Ives, the Sales Director for Bristol Storage shared some of the challenges facing his company and it soon became apparent that there were opportunities to work with Evergreen to improve the business systems at Bristol Storage.

Missed opportunities and lost revenue

As with many successful and growing companies, the internal sales and business systems had not evolved in line with the sales success and were holding the business back.

The biggest concern for them was that they didn't have clear oversight of the entire end to end sales funnel from initial enquiry through to post installation opportunities. Annual racking inspections were identified as an important recurring revenue stream that, if tracked and managed more effectively, could be a quick win for the business with a direct positive impact on the bottom line.

They also saw the potential benefits in better understanding the business acquisition process at each stage so that they could effectively manage their enquiry pipeline across the entire sales team.

Pinning down the details

After the initial meeting, Evergreen worked closely with the team at Bristol Storage to compile a detailed system specification which would allow them to build a bespoke, web-based business application. Andy Pegg, the Project Lead from Evergreen, commented that the highly complex and detailed financial reporting requirements of Bristol Storage were uniquely difficult but strangely enjoyable.

Once the Application design had been completed and signed off, development on the system began at the end of December 2016. During this phase of the project Evergreen worked closely with the team at Bristol Storage to ensure that they were comfortable with how things were progressing and by April the system was built, tested and in operation.

Ongoing support post delivery

During the Rollout of their new system, Bristol Storage were already thinking of new facilities that they would like to include in the next release. Being the dynamic team of people that they are, there have been some significant new areas already added to Sales Forecasting and Financial Reporting.

The Managing Director, Dennis Ives, now has an instant and clear view of how his business is performing at his fingertips.

An invaluable sales management tool

A year down the line, the positive impact on the business has been considerable.

George Ives, Sales Manager says, "Investing in our own sales management system was one of the best decisions we've made as a business. It has transformed our sales process giving us complete control from start to finish.

Every member of the sales team knows which leads they are responsible for, can produce quotations easily and effectively and the management tools and reporting ensure that nothing falls through the cracks."

"The team at Evergreen are fantastic. They really took the time to understand our business and what we needed and used that knowledge to make recommendations and suggestions on how the system could work. They then created a system that not only did everything we needed but more importantly truly works for our business.

"They continue to provide us with support and it's reassuring to know that the team are at the end of the phone should we need them. The system has already made a considerable contribution to our growth and I am sure that working with Evergreen in the future will enable us to further enhance and adapt things as we need."

Looking for your own bespoke business system?

If your sales process isn't working effectively and you feel you are missing out on opportunities, [give the Evergreen team a call](#) for an initial consultation to see how a bespoke sales management system could transform your business.

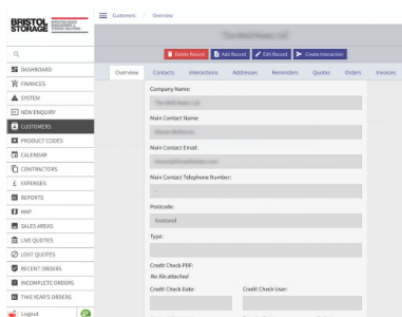
Click here to visit www.bristol-storage.co.uk

BRISTOL STORAGE
EFFECTIVE SPACE MANAGEMENT & STORAGE SOLUTIONS

"We were spending considerable time moving sales data around and never felt we had a true handle on the entire process. Investing in our own sales management system was one of the best decisions we've made as a business.



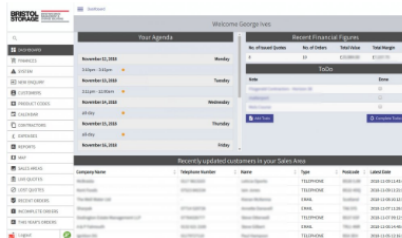
George Ives, Sales Manager
Bristol Storage



"It was great to be so involved in the build process. It helped us to understand how the system would work in practice and made implementation very straightforward.



George Ives, Sales Manager
Bristol Storage



"The system has transformed our sales process giving us complete control from start to finish. No more missed opportunities, or dropping of the 'hot potato' - everyone has oversight of their own pipeline and where their leads are.



George Ives, Sales Manager
Bristol Storage