

Landewyck Tabacos España backs its growth with Sage CRM



Customer

Landewyck Tabacos España

Industry

Manufacturing

Location

Spain

Solution

Sage CRM

Landewyck Tabacos España is a young company based in Madrid with a national network of 25 sales executives. It sells well known tobacco brands such as Ducal, Elixir and Austin.

The company is rapidly growing in the Spanish market, where it already has more than 5,500 tobaccoists as clients.

Planning and forecasting

Landewyck Tabacos España has a fragmented client base that is served by its own sales force where sales to this client base are conducted via a national logistics distributor. The distributor then returns detailed information about all its sales to the company.

The company's sales manager Myriam Gomez Barredo said, "As a consequence of this working model, "we needed a CRM solution capable of providing a flexible and comprehensive client database that would include detailed information of all actions taken."

According to Myriam, the company also needed a CRM solution "for facilitating our sales teams with up-to-date information on each tobaccoist, in order to prepare calls to provide us with the necessary tools to effectively control and coordinate our own sales force."

'We have achieved a total automation of our sales related work thanks to Sage CRM.'

Myriam Gomez Barredo
Landewyck Tabacos
España

Challenge

With a fragmented client base, Landewyck Tabacos España needed a CRM solution that would provide a flexible and comprehensive client database. It also needed a tool to coordinate its sales force.

Solution

Sage CRM was chosen for its ability to easily adapt to its business needs and to support the company's sales executives who are located nationwide.

Results

Landewyck Tabacos España achieved total automation of its sales activities thanks to Sage CRM. It is now able to achieve a global vision of its clients helping it to be more productive and cost efficient.

‘Sage CRM has streamlined the work carried out by our sales teams, it has given us the tools to provide them with better support and more information when it comes to decision making... Sage CRM lets them look after clients in a more organized manner and helps them save time and costs.’

Myriam Gomez Barredo
Landewyck Tabacos
España

The sales executives, who are located nationwide, are in contact on an ongoing basis, so they rarely visit the office. That is why it was important for Landewyck to be able to control not only the number of client visits, but also their activities with each client.

“Our sales executives had to be able to enter details of all calls easily, so as to obtain statistical information and calculate monthly incentives. Also, they needed to be able to know each client’s status and the feedback coming from the logistics supplier who made the deliveries,” she adds.

As a result of these needs, the company started to look for an advanced and adaptable CRM solution for its management. After analyzing several possible options, the company decided on Sage CRM.

“We are a small company and there are no IT professionals in our staff,” said Myriam. “We needed a solution that would easily adapt to our requirements and that could be deployed quickly”.

Sage CRM was the only option able to meet these requirements and satisfy the demanding security parameters set by headquarters. Today, Sage CRM is used by the entire organization, which includes 30 employees in the sales, supervision and administration departments.

“Sage got us in contact with Orbit Consulting Group, a company specializing in computer services, based in Madrid, who in turn audited, adapted and deployed the solution,” said Myriam.

“Our working model, however, was very particular.... but Sage CRM easily and swiftly adapted to cover all our needs.”

Business benefits

“We have achieved a total automation of our sales related work thanks to Sage CRM. Sales executives at Landewyck are able to prepare their itineraries for the month and access the solution prior to each visit in order to see the logs for each client and the sales agreements reached,” said Myriam.

“With all the information at hand, our sales executives can better negotiate the objectives with clients, indicate what promotional materials have been provided, confirm, modify and delete sales agreements of each tobacconist and...‘close’ the call.”

Sage CRM is also central to the work carried out by supervisors who, from headquarters, perform precise follow-ups on all the sales network activities and generate the necessary reports to calculate incentives, achievement of objectives for each sales rep, as well as any support needed in the decision making processes.

“We use customized reports that we access through Sage CRM for exporting the information to dynamic worksheets,” said Myriam. “The distribution reports are among the most commonly used reports because they give us insights about the presence of our brands at our clients’ locations.”

Thanks to Sage CRM, Landewyck has been able to gain better visibility over customers and improve customer service and productivity.

“We are happy with this solution because it represents what we needed. Sage CRM has streamlined the work carried out by our sales teams, it has given us the tools to provide them with better support and more information when it comes to decision making,” said Myriam.

One of the keys to the success of this project, according to Myriam Gomez Barredo, has been the hand in hand work carried out by the experts at Orbit.

“They were able to understand our needs and have added value from both the technological point of view as well the business one.”

About Sage CRM

Over 15,000 small and medium sized companies across the globe use Sage CRM every day to accelerate sales, drive business productivity and make every customer interaction count. It is used by enterprising, growing companies seeking new ways to interact with customers, leverage the power of social media and take advantage of the latest mobile developments to further grow their business. When combined with Sage ERP, our customers enjoy better business insight, increased efficiencies and productivity, and gain a single, customer-centric view across their entire business. So whether you're just starting out or have already grown to several hundred employees, Sage CRM can help accelerate your business success.

Accelerate your business success with a free 30-day trial at www.sagecrm.com

