showpad

Automatic Irrigation Supply Transforming Marketing and Sales with Showpad

CASE STUDY

AUTOMATIC IRRIGATION
SUPPLY COMPANY

> " *I used to spend up to 2 hours a week printing collateral to send out to the sales team. With Showpad I don't have to do that anymore.* "
>
> **Amy Lintern**- Marketing at AIS

Case Study
AIS Transforming Marketing and Sales with Showpad

Automatic Irrigation Supply (AIS) is a B2B wholesale distributor that sells directly to irrigation, landscape, exterior lighting, and water feature contractors. AIS promotes over 1,000 different products for these purposes.

HELP - WHERE TO LOOK FOR THE RIGHT CONTENT?

Prior to Showpad, AIS distributed complicated sales collateral representing thousands of products via email to their inside and field sales reps. They also printed vast amounts of material including catalogues, flyers, spec sheets and pricing information and formulated sales decks that were then sent to each sales team member. The sales reps also needed to access manufacturers' websites to find additional relevant information.

AIS Marketing is responsible for enabling the sales team with effective content to use during their sales cycles. Spokesperson Amy Lintern explained, "I found out that the sales team was struggling with identifying the most up-to-date material and often were unsure of where to look for specific information." Amy described that often the sales reps were ill equipped with the content they needed in their meetings, forcing them to follow up at a later point once they were able to locate the proper information.

The biggest problem for AIS was the success of their irrigation supplies line. They needed to create awareness amongst their prospects that their catalogue extended far wider. Surprisingly, less than 50% of their product line is focused on irrigation. "If the sales reps are missing product content to share with customers out in the field, the customers will never know what we offer and will always perceive us as an irrigation only solution provider," explains Amy.

About
- www.automaticirrigation.com
- Product line includes: irrigation/ landscape/water features

Goals
- Enable sales reps with the right content at the right time
- Increase product awareness
- Reduce time spent on administrative tasks

Requirements
- Sales enablement platform that works on all devices
- Easily send content to prospects
- Robust analtyics

Results
- 100% utilization rate by sales reps
- 2 hours/week reduction in administrative tasks
- 90% reduction in monthly printing costs
- Increase of product line awareness amongst prospects

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Amy Lintern - Marketing at AIS

SHOWPAD - ALL IN ONE PACKAGE

Michael White, the VP of Turf and Landscape Sales at AIS needed to drive revenue from a wider mix of the AIS portfolio and started searching for a resolution to help broaden the product mix sold. He initially evaluated the asset management tool SalesFolio, but needed a solution that was available on all devices and browsers, which could share content easily via email and which had strong analytic capabilities. These functionalities were all key to AIS' success.

Shortly after, Michael discovered Showpad. Showpad offered everything AIS was looking for. During a short rollout period, Amy was able to organize all AIS's content and enable the entire sales team to gain access to all relevant information from any location and on any device.

"The analytics feature was also critical for us. Now I am able to clearly see which content pieces are performing better, and which are more useful than others. This allows me to eliminate the content that isn't used, and to focus on providing collateral that is the most impactful to our sales team," Amy explained.

Amy continued, "the promotional material that usually gets updated, printed and sent once a month is now provided to the sales team digitially and in a timely manner. The sales team can now leverage these promotions to engage customers accordingly to achieve their monthly product quotas."

TRANSFORMED THE BUSINESS

"Showpad is utilized by 100% of our sales reps. Our sales team loves it. Awareness regarding all of our product lines has increased. My admin time has also reduced. I used to spend up to 2 hours a week printing collateral to send out to the sales team. With Showpad I don't have to do that anymore. We've also reduced our monthly printing cost by 90%", explains Amy.

> " *We've reduced our monthly printing cost by 90%* "

Amy Lintern - Marketing at AIS

Date founded
1993

Location
Active in 170 countries

Industry
Construction