

# A simple system

**Bad debt is a serious threat to the window industry. Insight Data operations director, Jade Greenhow, discusses why financial data is an essential part of their Salestracker software**

According to the latest Creditsafe Watchdog Report, the number of company failures across the construction industry increased by 80% in the last quarter of 2018, with 942 companies collapsing leaving £63m in bad debts.

It isn't just small companies either – recent news from the window industry shows that the 'big boys' aren't immune either.

It makes for sober reading. Yet many companies are still not monitoring their customer's financial position. Meanwhile sales and marketing departments are busy spending time and money chasing new customers only to discover poor credit ratings.

With so much economic uncertainty at the moment, combined with further consolidation and an increase in mergers and acquisitions across the industry, it is more important than ever that companies use financial data to make informed decisions.

Insight Data is best known for supplying marketing data. It provides users of its Salestracker software with detailed information on over 50,000 companies across the construction industry. This includes 15,000 window, door and conservatory fabricators and installers.

But Salestracker is much more than just a data list. The system gives users access to key business and financial data such as company registration and incorporation date, turnover and net worth, credit ratings and any County Court Judgements."

It is a powerful tool for managers and finance departments, but it is also useful for sales and marketing teams too. A simple traffic light system shows green, yellow or red so that non-financial people can make informed decisions."

Salestracker even gives users the ability to build marketing lists using credit ratings, so that companies can create direct mail, telesales or email campaigns targeting new customers by financial stability as well as size, product volumes, location and other information.

Recently we added a new monitoring feature to Salestracker. It allows users to flag certain company types – such as customers or prospects – and get an email alert if the credit rating changes.

Given that company credit ratings change on average seven to eight times a year, this is an essential tool for all businesses.

The platform offers a complete sales and marketing solution. It can manage the sales pipeline, manage customer relations, send email campaigns and constantly keep an eye on financials both for existing customers and prospects.

We also offer a web-app version of Salestracker enabling sales people to use the system out on the road. It provides product and supplier data, all the key business and contact information that they need, and an instant financial snapshot so they can make informed decisions before a



**Jade Greenhow**

sales meeting or prospect call.

It can also be configured for different users with individual user/access rights and even different sites/locations. As an online service, there is no software to install or manage, and data is not stored on a local PC – it is all in the cloud.

Companies that learn how to use data effectively can build their businesses more successfully while protecting themselves from potential risks and bad debt. Salestracker provides the window industry with the tool to do both. □

[www.insightdata.co.uk](http://www.insightdata.co.uk)