

Welcome... to the latest edition of our Newsletter. In this edition we have plenty to keep you occupied during your tea break, including news on all our sports sponsorships; An update from the AEMT & EASA trade associations; our new affiliation with the BPMA; exciting news on how we can help train your sales staff to perform better(!); the latest release of EMIR-CRM Extension and much, much more!

To keep up with all the latest news, why not follow these online updates?

- Our LinkedIn page  <http://www.linkedin.com/company/solutions-in-i-t-ltd>
- Our Twitter feed @SolutionsInIT 
- Or simply visit the News section of our website: www.solutionsinit.com/news 

Fazakerley off to a fast start with EMIR!



In August 2013 Greg Russell, the owner, contacted Solutions in I.T. about their EMIR software, which is the

market-leading **business management system** for electro-mechanical sales, repair and service industry. As an AEMT member, he had previously heard about EMIR and decided to look closer at the solution. His company needed a **job management system** to be able to produce job cards, manage job costing, progress work through the workshop, produce delivery notes and invoices and link financially to their existing Sage system.

EMIR was installed in early September 2013 and Fazakerley went live **the very same day(!)**. Within a month Greg had also decided to upgrade his EMIR system by adding the **Quoting module**, which was delivered at the beginning of October.



As Greg says, "Following the implementation of EMIR the day to day processing of repairs has improved dramatically. It's simple, easy to use and, along with the

support provided, it's proved to be exceptional value for money. I have no hesitation recommending EMIR software and the associated support package".

Read more on: <http://solutionsinit.com/clients/case-studies/fazakerley-rewinds-ltd-liverpool>

Welcome to our latest team member – Steve Ashman!



Solutions in I.T. are pleased to announce the arrival of a new recruit. Steve Ashman joins the team working alongside Gary Downes in the role of Business Development Manager.

He brings to the business over 25 years of experience in sales and marketing in the ERP arena having worked for

prestigious names such as Microsoft Navision and Dimensions from the Access Group.

Steve is also a **very accomplished and experienced sales trainer**, having run sales training courses across the globe; a Master Practitioner of NLP – Neuro Linguistic Programming; and a published and successful business author. His books on presentation mastery and telemarketing success are available on Amazon Kindle and Kobo Writing life.

His knowledge of the industry will enhance the work of the very busy business team at Solutions in I.T., where he will be focussing on existing customer account management and our new business marketing strategy.

Why not let Steve help your company to improve its sales? Steve is designing and running our exclusive **Sales Professionals Training Day** which is full of tactics and strategies for improving your company's sales. We know that your sales success will ensure our success, so why not make the most of Steve's experience and let us help you to improve your sales team performance?

Please see page 3 of this newsletter for more information on how your company can book up-to 3 places on this exclusive training day.

Sponsorships Update

Solutions in I.T. are now proud to sponsor **FOUR** sports teams:- 3 youth and 1 adult side. Here is a summary of their latest activity to bring you up-to-speed...!



Solutions Netball team [L to R]: Heather Phillips, Tara Philby, Shammah Midzi, Lara Parekh-Downes, Sophie Ellis, Neve Saunders, Ruby Johnston

The '**Solutions**' netball team has just started their 3rd season in the Kettering & Corby netball league and continue to grow and prosper as a relatively junior side in an adult league.

Top scorer for the girls is Neve Saunders, while Honour Munro-Hall has the most 'players player' awards as voted for by the opposition at the end of each game.

We wish the girls well for the rest of the season.



Ise Lodge U15's, back row [L to R]: Chyznski, Brumby, Williams, Henshaw, Oldham [GK], Greetham, Mindham, Hill. Front row [L to R]: Taylor, Barton, Parekh-Downes, Gregory [Capt], Dixon, Martin, Berwick, Bellamy.

Ise Lodge Youth U15's continue to have an excellent season and are currently top of the Northamptonshire & District 'A' league, having finished as champions last season.

They have also progressed to the Final of the League Cup with a thumping 6-0 win over Gregory Celtic in the semi-final! Despite their success in many league campaigns and summer competitions, this is their first cup final, so extra special for the boys! The final will be played at the end of March.

Top scorers are strikers Preston Williams with 28 and James Barton with 25.



Rec United back row, [L to R]: Page, Williams, Harvey, Taylor, Humphries, Kemp, Laws, Tierney. Front row, [L to R]: Jones, Charnley, Downes, Thompson, Dalton.

We also sponsor Rec United who play in the Sutton & District League in the West Midlands.

They are also having a great season and are currently pushing for promotion in 3rd place in the league.

They recently lost in the semi-final of the League cup, but are into another semi-final of the FA Sunday Junior Cup [the only league representative still in this cup] and are into the quarter finals of the Rumsby cup.

Top scorers are strikers James Taylor with 21 and Aaron Harvey with 17. We wish the lads well for the rest of the season and hope they continue their good run.



Back row, [L to R]: White, McGeouch, Muir, Davidson, Stokes, Duffy, McColgan, Baxter. Front row, [L to R]: Paterson, King, Brown, Robertson, Hughes, Baird, McLean, Pringle. Missing Greg Murray

Shotts YMCA Reds are into the final of the West Lothian County Cup, a trophy they won last year, after defeating Blackburn Utd 3-1 in the semi-final last week. The Shotts U-16 team are still on schedule to retain the treble that they won last season and are currently 3rd in the league with several games in hand over Milton BC and Murieston Utd. Indeed if they win all their remaining league games, Shotts will retain their league title.

Shotts lost out in the South East Regional cup semi-final last month going down 2-1 to Leith Athletic in a very close encounter, but the boys are now focused on the run in to the season and the double treble!!!

Update – The team have now scored 170 goals in 32 games this season so far. The squad are also delighted to welcome back Greg Murray, who has just played his first game after being out with a serious foot injury for over six months.

CRM release...

Exclusive Sales Training Day for your sales team with our latest CRM release!

As you will be aware, a Customer Relationship Management system [CRM for short] is a valuable tool for all of those companies wishing to improve the communication they have with their prospects and customers. A CRM solution delivers efficiencies by centralising all marketing and sales functions, so that you never miss another opportunity to promote your business, product or service and your data is all held in one place!

In April 2014, our EMIR customers will benefit from the release of version 3 of EMIR-CRM. Some of the extra benefits CRM v3 users can expect to see:

- Brand new sections to help with prospect marketing, including telesales and related follow-up activity.
- Additional information fields and search facilities – You'll be able to store and view vital information from the enhanced data within customer and contact records and associated searches.
- There are new "activity lists" now available to help identify all follow up activities, call-backs and importantly today's actions, keeping you on track and ensuring you don't miss an opportunity.
- We'll make it easy for you to import and export information into Microsoft Excel, making light work of centralising your existing data, and facilitating mail merges and email marketing messages.
- Put simply, the more information CRM holds, the more your CRM can give you in return and this version of our CRM is enhanced in all sections, giving you our best value CRM so far!

Making the most of your Investment – Exclusive sales training for your team with or without our CRM!

We appreciate that time is not always available to implement new strategies, however important or vital to success. To this end, we are providing a professional selling course, designed and run by sales trainer, Steve Ashman, which not only utilises the features of EMIR-CRM, but is aimed at developing more business for you regardless of the CRM system you use.

This training day, running at the **Harborough Innovation Centre on Weds the 14th of May** is open to a limited number of users from either a sales or marketing background, strictly on a first-come, first-served basis.

This day features a high quality, professional sales training programme covering the topics of identifying your target market, understanding your sales opportunity, creating a marketing plan and how to measure and sustain activity to close more business. This is far more than using EMIR-CRM and is equally relevant to all sales professionals whether they use EMIR-CRM or not! Just a few of the areas covered, include...

- Do you understand the rules on TPS –Did you know you just can't phone anybody?
- Ever wondered what the most effective way of purchasing company data is?
- As a sales manager, how do you make your team successful?
- What is the most effective way of making a call to a prospect for the first time?
- Can you qualify each opportunity to accurately predict turnover?

Attendance on this fantastic sales training course will normally cost £199 per person for the day, but we have a special offer for you...

Sales Training Offer for new EMIR-CRM Customers

If you currently aren't a CRM user and pre-order the new EMIR-CRM version 3 by 31st March 2014, we will allow you up-to 3 places on this essential sales training course **for just £99 per person**. This will ensure that your staff will know how to use CRM, but more importantly, we will improve your sales team performance in one day!

Sales Training Offer for existing EMIR-CRM customers on Maintenance contracts

If you are a current CRM user and have an EMIR Maintenance contract, you will automatically be upgraded to version 3 of the CRM system, but we also want you to get the most out of your investment. Our sales training day will be perfect to give your team a new look at how you improve technique and use CRM to bring you more sales. So, you can also send up-to 3 of your sales team on this exclusive training day **for just £99 per person**.



Read more about EMIR-CRM:

<http://solutionsinit.com/products/emir-modules-and-extensions/extensions/crm>

Other News...

We have joined the BPMA to add to our AEMT & EASA association memberships

As part of our total commitment to the electro-mechanical sales, service and repair industry, we have now joined the BPMA to add to our trade association memberships with EASA and the AEMT.

The British Pump Manufacturers' Association (BPMA) is a trade association representing the interests of UK suppliers of liquid pumps and pumping equipment. BPMA's prime mission is to influence the business environment in the interests of the competitiveness and profitability of the UK Pump Industry through a range of commercial, marketing, technical, environmental, educational and energy services



along with regular meetings of members.

BPMA members are the leading companies in the field of pumping technology in the UK with a commitment to product quality and development, value for money, safety and after sales service.

BPMA members account for approximately 85% of the £1 billion plus UK market for pumps and in addition are net exporters.

We are delighted to be part of this great organisation and look forward to meeting its members.

AEMT News – Are you the next AEMT “Technical Specialist”?

The AEMT are currently looking to recruit a technical specialist to replace the recently retired Eriks Zvaigzne. Erik's shoes are proving difficult to fill, hence the advertisement for replacement on the AEMT website.

A high profile position requiring a commanding knowledge of hazardous area equipment as well as high and low voltage machines.

- AEMT Authority on Hazardous Ex Equipment
- Provide Support on HV + LV Machines
- Support AEMT International Ex Courses
- Represent AEMT on IEC, IEC Ex and European ENER Committees
- Deliver Papers at Conferences
- Compile Technical Publications and Course Notes

Pay is negotiable, flexible work hours, UK based. Please contact Tim Marks on 01904 674 897 and email with a CV and appropriate cover letter to admin@aemt.co.uk

Also, there is a **Members Meeting on March 5th** in Huddersfield where a series of great speakers have been lined-up for your entertainment and education.

The AEMT are also in the process of changing their website to be of greater use for members in a complete re-design and re-launch, later this year. Please see www.aemt.co.uk for more details, email admin@aemt.co.uk or call +44 (0)1904 674899.



EASA News...

Firstly, EASA have re-branded as per the new logo below. This re-branding will be rolled out more extensively in the form of a new website and newsletter, which are expected in April 2014.

In terms of upcoming EASA “Region 9”, events:

4th to 6th March 2014

Managers & RPs Repair and Overhaul Ex. Atmosphere Equip 3 Year Refresher - Birmingham

28th March 2014

EASA Region 9 - Spring Council Meeting - Birmingham

8th to 10th April 2014

Drives & Controls Show - NEC Birmingham

29th June to 1st July 2014

EASA International Convention - Boston, Massachusetts, USA

25th to 28th September 2014

EASA Region 9 Convention & AGM - Tenerife

For more information, please contact secretary@easa9.org

