



Transforming Field Performance: Streamlining Sales Workflows with SPOTIO at Hadco Metal Trading

Hadco Metal Trading is a leading service center specializing in the distribution of semi-finished metals and plastics throughout the United States. Their business model revolves around maintaining an extensive inventory, positioning themselves as a one-stop shop for their customers.



 Bensalem, PA



Industrial Distribution



B2B

hadco-metal.com

The Challenge: Lack of Visibility & Productivity

Hadco Metal Trading needed a comprehensive solution to streamline their sales team's workflow. They aimed to find a platform that would enable their representatives to efficiently plan and execute their weekly tasks.

For account managers, it was crucial to quickly identify clients within their vicinity. Additionally, the company's managers and leaders sought enhanced visibility into their teams' activities to monitor performance and improve efficiency.

The Solution: Reliable Data for Field Management

SPOTIO streamlined Hadco Metal Trading's workflow by simplifying rep scheduling and activity management. Reps could easily plan tasks, sync with integrated calendars, and focus on their territories. The platform enabled:

Efficient Planning: Scheduling appointments, calls, and emails without missing tasks.

Targeted Outreach: Better visibility into client locations for strategic engagement.

Activity Tracking: Leaders gained insights to monitor team performance effectively.

The Results: Data-Driven Strategies for Improvement

Hadco selected SPOTIO because it uniquely offered territory planning directly on interactive maps with customizable pins—a critical capability for their field sales operations. As a result, Hadco experienced:

Enhanced Visibility: Clear customer insights for strategic planning and targeted outreach.

Optimized Processes: Seamless task management for better efficiency.

Leadership Insights: Real-time tracking for improved team performance.

Results and Impact

- **Enhanced Visibility:** SPOTIO provided Hadco Metal Trading's sales team with the tools needed to gain a clearer view of their customers. This visibility allowed representatives to strategically plan their days and weeks, leading to more efficient and targeted customer outreach.
- **Optimized Processes:** The platform facilitated better coordination and efficiency within the sales team by enabling reps to plan and execute their tasks seamlessly. This structured approach ensured that all appointments, calls, and emails were managed effectively, enhancing overall productivity.
- **Leadership Insights:** SPOTIO's tracking capabilities gave Hadco Metal Trading's leadership a detailed view of their teams' activities. This insight allowed managers to monitor daily performance, identify areas for improvement, and provide targeted support to their reps, driving overall productivity and efficiency.

Conclusion

SPOTIO played a crucial role in transforming Hadco Metal Trading's sales processes. By enhancing visibility, optimizing workflow processes, and providing leadership with essential insights, SPOTIO enabled Hadco Metal Trading to streamline their operations and achieve greater productivity with their reps. This collaboration showcases the value of strategic solutions in driving business success and improving sales team performance.



SPOTIO has revolutionized our sales team's workflow. The ability to strategically plan and execute our daily tasks has significantly improved our efficiency and productivity.

Ron Dvir

VP of Business Development, Hadco Metal Trading

About SPOTIO

SPOTIO is the premier field sales engagement platform designed specifically for field sales teams to increase pipeline growth, enhance productivity, and close more deals. SPOTIO centralizes field sales activities, offering organizations critical insights and visibility to drive revenue. Serving thousands of customers globally, SPOTIO is committed to propelling field sales teams to new heights.