

UK's largest independent commercial vehicle dealer group triples sales activity with SugarAI

Motus Group (UK) Ltd encompasses the UK's largest independent commercial vehicle dealer group and, with its passenger vehicle interests included, ranks inside the Top 15 of all UK automotive dealer groups.

Operating since 1948, Motus has adapted to an ever-changing industry by embracing new technologies to strengthen its sales team and solve operational issues, keeping it at the forefront of the industry year after year.

Currently operating in multiple countries including Australia, South Africa, and parts of Southeast Asia, Motus is adept at scaling its business. However, it encountered operational issues with volume growth, making it more difficult and time-consuming to track customer requirements.

Members of the sales team were delivering parts and acting as utility players, which led to missed sales opportunities through a complex mix of customer data and spreadsheets.

"Sugar Predict provides us with an important helicopter view of the team, and it opened up our channels of communication to ensure we are visiting the right customers at the right time and making those important sales in a timely manner," says Mat Komorowski, Parts Sales Director at Motus.

A helicopter view of the sales team

Sugar Predict was already a tool that some members of Motus UK had been using sparingly before it was fully implemented across the sales team. Once rolled out and fully utilized, Motus saw touchpoints and customer visits increase by over 300%.

Motus has also made it a priority to improve its use of notes within Sugar Predict. Their usage has made a compounding difference in the sales cycle, as the team knows exactly the customer information they need, when they need it, wherever they are in the world.



Industry
Automotive

Location
High Wycombe, UK

Established
1948 — Over 70 years in industry

Website
www.motusuk.com

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— **MAT KOMOROWSKI**
Parts Sales Director, Motus

Tripling sales activity across the board

Following a company-wide implementation, the goal was to double sales activity across the board. Mat and his sales team not only achieved that goal but exceeded it, tripling sales activity for the period.

"When Sugar Predict was integrated into our tech stack, we saw results almost immediately," said Mat. The team has harnessed Sugar Predict's power across the board, using both desktop and mobile functionality to stay on top of reports and act on cross-sell opportunities.

Backing every new product launch

Sugar Predict continues to support Motus with new product launches, most recently helping a new product fly off the starting line and contributing to a 218% increase in business since last year.

- Every new employee is trained on Sugar Predict as a matter of course.
- A "Sugar Predict user of the month" programme highlights top users each month.
- Top performers share how they use the tools in Sugar Predict to find success.

1948

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OVER 70 YEARS

14%

GROWTH YEAR ON
YEAR

218%

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About SugarAI

SugarAI goes beyond traditional CRM to power account-first, AI-driven selling, helping sellers win and grow the accounts that matter most. Learn more at www.sugarai.com