

# Manufacturer Rep Sales Automation

## Industrial Pumps

### Problem

The customer was a manufacturer representative firm handling 20+ major product line of industrial pumps with a regional multi-state territory. They had tried the low cost off the shelf sales force automation packages and had attempted to build supplemental in house databases to make up for some of their short comings. The bottom line was that they needed and integrated solution that would enable them to manage their sales.

The customer wanted a method of tracking installed and serviceable pumps of their customers not only the ones they sold but also their competitors, so that they could replace or service the machines. They also needed a way to allow their sales people, support people, product managers and management to collaborate in the sales process.

### Solution

AdvanTec STARS - 15 user MS-SQL

Customizations:

- State/County Territory Assignment
- Service features added to the location specific unit records
  - Tracking
  - Recurring events with calendar pop-up

### Benefits

- LAN and Mobile users sales collaboration
- Shared office event calendar
- Ability to produce a hard copy all encompassing customer profile/portfolio
- Reduction in paperwork
- Sales Pipeline Tracking
- Faster response to client needs
- Corporate Data has become a strategic asset to mine sales and improve service
- Improved Sales