

HOW TECHNOLOGY IS CHANGING THE GAME FOR SALES AGENCIES, MANUFACTURERS AND DISTRIBUTORS

By Gil LaCroix, President and CEO, dynaMACS software

There is one crucial tool that no sales agency can live without: Up-to-date and accurate sales and commission information. It is the lifeblood of successful operations. With it, sales agencies have instant access to data and are able to monitor performance, anticipate problem areas, improve communication with factories and distributors, and proactively manage the agency.

The past: Low-to-no-tech

Sales agencies and their reps are the main point of contact for distributors and manufacturers, so it stands to reason that reps must operate with up-to-date data at all times. However, in the past, sales agencies had to make due with information that was weeks or months old. Sales invoices/commission statements were sent via "snail mail," creating an information bottleneck that impeded agencies' sales analysis efforts and interfered with getting sales information to field reps.

Further complicating matters, when they finally received the reports, sales agencies had to manually re-key every sales invoice and commission statement into their databases, a time-intensive and resource-heavy task.

The present: Technology-savvy

Those days are all but gone. Today, sophisticated sales and commission software is available. The software, such as dynaMACS, is designed specifically for manufacturer's reps, and enables agencies to instantly import factories' data. The agency receives commission statements/sales reports immediately after the manufacturer sends it. The agency can import those files the same day, and their system is updated within minutes.

The entire process, from manufacturer sending, to agency receiving and importing, can take less than an hour. As a result, having close-to-real-time is data a reality. Pacesetter Sales & Associates sums it up by stating, "Not having to re-key saves hours, or even days every month, so we have more time to spend with distributors and manufacturers."

Flaherty Sales also imports manufacturer's files immediately, so the manual, cumbersome task of re-entering data from stacks of paper is eliminated. The agency saves time, operates more efficiently and gets the information they need, when they need it.

For maximum effectiveness, agencies such as Pacesetter and Flaherty take the process a step further, by emailing the files to sales reps in the field, so everyone has access to the same up-to-date information. Reps can view sales, commission and performance data from their computer while they are at the office, at home or on the road.

At Summer Sales Company, 90% of manufacturers send reports electronically, so the entire process, from importing data to sending information to reps, is virtually paperless. Owner Mark Simmers says, "When I'm in the field, I have my laptop right next to me, and dynaMACS is up and running. I'm confident knowing that I have the most up-to-date information available."

With a powerful software program, agencies and their field reps can "slice and dice" in a variety of ways: by distributor, supplier, territory, sales rep, year-to-date sales, or a complete five-year sales history.

Well-informed sales reps are able to be proactive, rather than reactive. They are more informed, better business partners. Most importantly, they are able to spend more time on sales and customer-service-related activities and less time gathering and organizing information.

Benefits for manufacturers

Just as agencies benefit by *receiving and importing* information electronically, manufacturers benefit by *sending* electronic files. The factories simplify processes, and no longer have to spend time preparing individual commission statements or sales reports for every sales agency, every month. Paper and mailing expenses are eliminated, and time spent resolving issues due to data entry errors is greatly reduced.

Not only does sending information electronically save manufacturers money, but it doesn't cost them anything. There is no software to buy. It simply requires a one-time set-up of a report format.

Benefits for distributors

Distributors feel the impact of electronic sales information as well. Sales agencies and reps are more responsive and better informed, so they can help distributors make buying decisions based on solid data.

A win-win-win

In today's age of technology, manual tasks are constantly being replaced by more efficient electronic methods. Sending, receiving and importing sales information is one of the many processes that has "gone digital." It is a simple change in procedure – from manual to electronic – that results in tremendous business benefits for sales agencies, manufacturers and distributors.



dynaMACS enables agencies to analyze sales, pay reps and track commissions, all with one powerful, yet easy-to-use software. For more information, or a free no-obligation demo, contact us today at 1-800-321-1788, sales@dynamacs.com or visit www.dynamacs.com.