

“I really didn’t realize our software was broken – until I was introduced to dynaMACS.”

Craig Talbert, owner
Advantage Marketing



Client Challenge

Advantage Marketing thought RPMS was working “adequately” for the sales agency, but owner Craig Talbert’s attendance at a trade show changed his opinion. “I really didn’t realize our software was underperforming – I didn’t know it was broken – until I was introduced to dynaMACS.”

dynaMACS Solution

As Talbert was visiting the various exhibits at the trade show, he came across dynaMACS and decided to take a look. The demonstration showed Talbert how data could be sorted by manufacturer, customer and sales rep with a click, how quickly and easily reports could be generated and how easy to understand each screen was. It didn’t take long before Talbert saw the potential of how much more efficiently his agency could be operating with the right software.

“I saw how much information we could have: exactly what accounts are doing by line, the ability to generate commission statements, and so much more.”

But Talbert did have one concern: I didn’t have time to spend hours learning a new system, or trying to teach the salespeople how to use it.” That fear was overcome when with minimal training, Talbert began using dynaMACS with no problem – as did his salespeople. “Anyone who can read and write can use dynaMACS – it’s that easy!”

Salespeople are sometimes resistant to a software change, but Talbert’s team gives dynaMACS a thumbs up. “Getting information is so easy. All you have to do is go into Sales IQ, click manufacturer, or line and its all there.”

Going into his fourth year with dynaMACS, Talbert says, “I’ve never looked back, and I would never switch back.”

Agency Profile: Advantage Marketing	
Founded:	1984
Markets:	Industrial, construction & welding
Territories:	Minnesota, North Dakota, South Dakota, Wisconsin, Iowa and Nebraska
Associations:	NIRA, STAFDA
With dynaMACS since:	2003