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Dan Beaudet, President
Dan Beaudet Co.



Client Challenge

With Dan Beaudet's old sales agency software, RPMS, getting timely data was an issue. Printed reports provided by the data entry person at month-end was the only access Beaudet had to sales data. During the month, he often felt he was in the dark.

Furthermore, Beaudet says, “There was no way to manipulate the data, no way to review the information in different ways, such as looking at a particular customer's sales figures. With my old software, the reporting format was less intuitive and cumbersome. dynaMACS flows easily and has already resulted in more profitability.”

dynaMACS Solution

When the agency switched to dynaMACS, Beaudet saw an immediate difference. “dynaMACS' Sales IQ tells me everything I need to know quickly. It cross-references everything, so no matter what screen I'm on, I can click and filter the data in many different ways. It is so easy to get the information you want.”

Because Beaudet purchased eSi, a feature that enables him to import sales and commission information that his manufacturers send electronically, data entry is a thing of the past – as is waiting for month-end to see sales figures.

Beaudet now spends less time managing invoices and commission statements and more time with his customers. In fact, his sales information enhances his meeting with customers.

“It's very impressive to a customer when you can pull up sales information at his desk, on your laptop. I bring up data on the lines I represent, and show how each did year-to-date this year versus last. Then with a mouse click, I show a graph illustrating that data. The response is always a “wow.” They know that I am on top of what's happening and that's very reassuring to them.”

When asked to rate his old software with dynaMACS, Beaudet says, “It doesn't compare.”

Agency Profile: Dan Beaudet Co.	
Founded:	1990
Markets:	Luxury plumbing & decorative hardware
Territories:	ME, VT NH, MA, CT, RI
Associations:	AIM/R
With dynaMACS since:	2006