

**“We find commission errors and omissions manufacturers unintentionally make. The money recovered in the first year alone nearly paid for the cost of the software. ”**

Mike Nowak, Partner  
CSI Marketing, Inc.



### Client Challenge

As CSI Marketing, Inc. expanded from a small sales agency with a few lines to a larger one, with a growing number of manufacturers and sales reps, the agency faced several challenges: 1) They needed a reliable way to track commissions owed versus those received, to ensure they were being compensated properly 2) Their largest manufacturer sent such a high volume of invoices that data entry had become a full-time job 3) They had no dependable way to communicate to sales reps which parts of their territories needed attention, versus those performing well.

### dynaMACS Solution

dynaMACS solved each and every one of those challenges. The commission reconciliation module identifies outstanding invoices, the age of those dollars and when errors are made by manufacturers in commission calculation or payment. “The money we recovered in the first year alone nearly paid for the cost of the software,” says Partner Mike Nowak.

CSI implemented dynaMACS eSi and now receives all invoices from its largest manufacturer via email, virtually eliminating data entry. “The stacks of invoices were often four inches thick, but dynaMACS’ electronic transmission eliminated data entry time – and saved us from having to hire another person,” says Trish Nowak.

As for sales reps, they are armed with the data they need to effectively sell and service their territories. CSI cites the recent hiring of a new sales rep as a prime example. “If it weren’t for this software, there is no way we would have been able to tell him where he needed to focus his efforts,” says Mike. “We ran a report by all cities within his territory, and it instantly showed sales in the eastern portion were down and in need of attention.”

The same sales rep came to CSI from a large manufacturer and was “blown away” by the dynaMACS reports, telling Nowak there was no way he could have gotten this level of data from his old employer.

#### Agency Profile: CSI Marketing, Inc.

<b>Founded:</b>	<b>1969</b>
<b>Markets:</b>	<b>Construction &amp; Safety</b>
<b>Territories:</b>	<b>NE, IA, ND, SD, MN, KS, MO, WI</b>
<b>Associations:</b>	<b>STAFDA</b>
<b>With dynaMACS since:</b>	<b>2000</b>