

**"dynaMACS is 110% better than our old software.
If a sales agency is using anything other than
dynaMACS, then they are missing out."**

Margaret Legnosky, Office Manager
Cutler Industrial Sales, Inc.



Client Challenge

Cutler Sales Office Manager Margaret Legnosky can sum up the impact their old sales and commission tracking software had on the agency in four words: "We were always behind."

Only one month of data could be entered at a time, so the previous month had to be closed before the next could be started. The reports were difficult to work with and could not be emailed, so extra time was spent creating, printing and sending reports to the field. Sales invoices had to be entered manually, with no ability to import information from manufacturers electronically. And the list goes on. In addition, help desk support was basically non-existent. This busy agency didn't have time to be held back by antiquated software.

dynaMACS Solution

So Cutler Sales made the switch from CAS to dynaMACS. Legnosky calls dynaMACS "a blessing. Everything is faster and easier: entering commissions, creating reports, sending information out to the reps, looking up customer information...I can do it all in a fraction of the time. Our old software was primitive in comparison."

Manual entry of sales and commission data is virtually eliminated, because manufacturers send sales and commission data electronically and Legnosky imports it with dynaMACS eSi in seconds. Heavy month-end processing is a thing of the past, because data for any month can be entered at any time. Sales reps equipped with dynaMACS Mobile have 24/7 access to up-to-date territory information. The agency has instant on-screen access to all manufacturers, customers and sales territories. And technical support is just a phone call or mouse click away anytime Cutler Sales needs it.

Initially, Cutler Sales considered having a custom software program built. But it quickly became apparent that dynaMACS could do everything a custom application could do – for a fraction of the cost. "dynaMACS is designed specifically for sales agencies, so it meets all of our needs. Anything I need to do, dynaMACS can do it...and more," Legnosky says.

Agency Profile: Cutler Industrial Sales

Founded:	1987
Markets:	Industrial and Machinery
Territories:	NY, NJ, PA, MD, DE, CT, ME, MA, NH, RI, VT
Associations:	NIRA, MANA, ISA, STAFDA
With dynaMACS since:	2008