

“dynaMACS is a crucial part of daily operations for both the sales team and the office staff. We couldn't get along without it.”

Carol Stumph, Office Manager
Flaherty Sales



Client Challenge

Flaherty Sales is a busy place, so when the agency upgraded its software, the number one requirement was that it keep pace, and provide functions to help everyone do their jobs better. Sales reps needed fast, easy access to updated figures while they were on the road. The office staff wanted to reduce data entry and accurately reconcile commissions.

dynaMACS Solution

With dynaMACS on board, the team is operating more efficiently than ever. Sales reps are armed with dynaMACS Mobile, which gives them access to the latest sales and commission numbers from their laptops. “It’s a great way to review sales data prior to going into a meeting,” says owner Mike Cloonan. “We have laptop stands set up in the car, so we can get numbers right before we walk through the customer’s door.”

dynaMACS Mobile alleviated the need for the office staff to send out paper reports to reps – a big time saver. But an even bigger time saver, says office manager Carol Stumph, is eSi: “We import information electronically from our manufacturers, so there is no re-entering data from stacks of paper.”

The feature Stumph uses most is Sales IQ. “We all use it on a daily basis, to check how lines are doing, get sales histories, look up commissions, and more.”

The agency also uses Commission Reconciliation to track commissions owed to the agency, and reconcile payments.

Cloonan adds that he often uses the software to find contact information. “When in dynaMACS, it’s faster to click the customer viewer and look up a phone number or email address than it is to open Outlook.” Overall, dynaMACS has exceeded the agency’s expectations. Cloonan sums up by saying, “We love it. dynaMACS is a single point of reference for information on every manufacturer and customer. The ability to sort data in so many ways, and see all lines in one place is a huge advantage.”

Agency Profile: Flaherty Sales

Founded:	1980
Markets:	Industrial & Construction
Territories:	Ohio, Kentucky, West Virginia, Pennsylvania, Michigan
Associations:	STAFDA, ISA, MANA
With dynaMACS since:	2001