

“dynaMACS Commission Reconciliation finds factories’ miscalculations, and has resulted in money being recouped that we never would have discovered.”

Gayle Marshall, Office Administrator
Haimes Coleman Group



Client Challenge

Before Haimes Coleman Group purchased dynaMACS, the agency used Excel spreadsheets to attempt to track sales and commissions. This became more difficult as the agency grew.

“We really didn’t have a sales program,” says Gayle Marshall, Haimes Coleman’s office manager. As a result, the agency didn’t have reports that they could send to the sales reps to let them know how their territories were performing. All that changed in 2002 when the agency turned to dynaMACS.

dynaMACS Solution

Now, not only are they equipped with a wealth of reports and information on the agency’s business, but they are even saving money as the result of dynaMACS.

With commission reconciliation, “I post reports and find errors in which someone at the other end has inadvertently miscalculated,” Marshall says. “It’s resulted in money being recouped that we would not have even discovered.”

Although Haimes Coleman has worked with dynaMACS for many years, the agency recently implemented eSi, the module that transfers data electronically, from manufacturer to sales agency.

For every manufacturer that emails sales information, updating the agency database with sales and commission information is data-entry free. “I love it,” Marshall says.

eSi saves her a significant amount of time every month. “Recently, a factory sent us three months worth of reports. Before dynaMACS, it would have taken me 4 days to enter all that data. But with eSi, it was done virtually automatically, in under an hour.”

Marshall says learning the software was a breeze, but when she has questions, she turns to the dynaMACS support team, who she says, “are very knowledgeable and always eager to help.”

| Agency Profile: Haimes Coleman Group | |
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| Founded: | 1995 |
| Market: | Marine |
| Territories: | AL, AK, FL, GA, KT, LO, MS, MO, NC, OK, SC, TN, TX, VA |
| Associations: | NMRA, NMMA, NMDA, MANA, MIASF |
| With dynaMACS since: | 2002 |