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Ron Remer, Partner  
Big East Sales Team



### Client Challenge

When Ron Remer founded IdeaRep (which now does business as Big East Sales Team, with Dan Pigott of DP Marketing) it was back in the 1990s: the start of the computer age. At the time, this forward-looking agency realized the computer’s potential for managing a business, but could find no software that was designed for multi-line reps. “When making a sales call, I had to manually compile some sort of numbers to review with the customer,” Remer explains. “It took too much time and didn’t look very professional.” Then, he was introduced to dynaMACS’ predecessor: MACS software. Suddenly, the agency had a clear picture of what their suppliers and distributors were doing – where sales were up and where they were down. When dynaMACS, an easy-to-use Windows based version, was introduced a few years later, the agency was on-board immediately.

### Agency Profile: Big East Sales Team

**Founded:** 1990

**Markets:** Promotional Products

**Territories:** NJ, PA, DE, MD, DC, NY, CT, RI, MA, NH, VT, ME

**Associations:** PPAI, ASI

**With dynaMACS since:** 1998

### dynaMACS Solution

“dynaMACS is not only easy-to-use, with access to any data I want in a few mouse clicks, but it’s also designed specifically for sales agencies, so it has all the features I need to manage my business more effectively,” Remer says.

Remer can run reports in a variety of ways: by supplier, distributor or sales territory. For example, he can look at any individual supplier and who their best customers are. He can sort by state, by zip code and much more. Then, he can see numbers for any individual distributor. He even brings those reports to sales meetings. “The reports really impress my customers. It’s a competitive advantage for me,” he says. “And sometimes, those reports serve as an eye opener for distributors. They may think they’re giving me lots of business, but their individual report may show the opposite. The facts are undeniable, and I’m able to turn that into a growth opportunity.”

Remer is so impressed with the software, that he’s become a proponent. “I recommend dynaMACS to my peers all the time. There’s nothing like it in the industry.”