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Sarah Winzenried
Mainstream Marketing

MAINSTREAM
MARKETING

Agency Profile:
Mainstream Marketing

Founded:	**1990**
Markets:	**Sporting Goods**
Territories:	**Southwest: TX, LA, AK, MS, OK**
Associations:	**SGAA**
With dynaMACS since:	**2002**

Client Challenge

Mainstream Marketing was wasting precious time with its old software. For example, the agency, which was using CAS-rep software, was not able to see sales entries on screen, but rather had to print a report before they could determine if the entries balanced.

Despite this drawback, the agency thought their old software was doing the job OK. But then they were introduced to dynaMACS.

dynaMACS Solution

Sarah Winzenried says, "It's unbelievable how much time we could save during the posting process with dynaMACS. Our old software had its drawbacks, but it got the job done. We didn't realize how much more efficiently we could be working – until we found dynaMACS. The difference is really amazing."

She says the conversion went off without a hitch, with no loss of data. And, the technical support team is always ready to help when she has a question.

As for favorite features, Mainstream likes being able to sort data on screen or print reports in many different ways, such as sorting manufacturers by customer and geographic location, or viewing a five-year sales history for a particular manufacturer, or seeing which sales rep are performing best based on sales or commissions.

Sales reps now receive sales data faster, she says, "We are headquartered in Texas, and have salesmen in four other states. It took almost a week before they got their sales reports in the mail." With dynaMACS, Mainstream converts reports to PDF format and emails them to sales reps, who receive it the same day. "The sales guys love that."

When a sales rep left the agency and a new person joined, Mainstream was able to transfer all accounts from the departing sales rep to the new person all at one time, quickly and easily.