

**“dynaMACS saved us tens of thousands of dollars when a manufacturer inadvertently made an error in commissions. We absolutely love the software.”**

Charlie Parham, General Manager  
Pepco Sales & Marketing

**PEPCO**  
SALES & MARKETING



### Client Challenge

Founded in 1965, Pepco Sales & Marketing has established itself as a reputed industry leader. Technology has changed by leaps and bounds since then. When Microsoft Excel first came out, the agency thought it would be a good way for tracking commissions. However, a linear spreadsheet, with no ability to see the sales history, or drill down for more information, was not providing enough flexibility or features to manage the business effectively.

### dynaMACS Solution

Pepco selected dynaMACS due to its ease of use and ability to analyze sales and track commissions. "Anyone can hop on dynaMACS and be up and running after a 5-minute training session," Parham says.

Pepco has a powerful tool for viewing and analyzing data. "There are so many to ways analyze sales and commissions. I look at:

- Sales performance of various manufacturers and salespeople
- What customers are buying from which manufacturers
- How individual salespeople are performing
- Analyze commissions dollars realized per manufacturer

And so much more!"

The software has paid for itself ten times over, by identifying commission errors made by manufacturers. "While running a year-end review of customer purchases from each manufacturer, we noticed a large discrepancy in the actual commissions paid versus the amount tracked by dynaMACS," Parham explains. It turns out a manufacturer had inadvertently made an error that added up to tens of thousands of dollars. "If it weren't for dynaMACS Commission Tracking we probably would never have found the error."

Parham's favorite feature is the ability to get-in depth information with a single mouse click. I can sort by customer, manufacturer or salesperson. "I always know where the sales are coming from. We absolutely love dynaMACS!"

Agency Profile: Pepco Sales & Marketing	
<b>Founded:</b>	<b>1965</b>
<b>Markets:</b>	<b>Plumbing, pipes valves &amp; fittings, HVAC, decorative kitchen &amp; bath, waterworks</b>
<b>Territories:</b>	<b>Texas, New Mexico, Oklahoma, Louisiana, Arkansas</b>
<b>Associations:</b>	<b>AIM/R</b>
<b>With dynaMACS since:</b>	<b>2008</b>