

"We talked to other agencies to find out what software they use, and dynaMACS kept coming up. We looked into it, then bought it, and we couldn't be happier. "

Bob Garrett, CPMR
R.C. Bremer Marketing Associates, Inc.



Client Challenge

When R.C. Bremer Marketing Associates, Inc. decided to purchase new agency management software, this busy sales agency didn't have time to spend on researching software providers. "Our business is selling," says Bob Garrett, CPMR and Sales Representative covering Illinois and Wisconsin. "When the time came to buy new software, we talked to other sales agencies to find out what they were using, and dynaMACS kept coming up."

So R.C. Bremer checked out dynaMACS to ensure it met the agency's list of requirements, including: outstanding software support, easy-to-read data entry screens, automated commission calculation, electronic data transmission from factories and reports that are easy to produce without difficult filtering procedures.

dynaMACS Solution

In the end, the former Win-rep user selected dynaMACS: "We looked into dynaMACS, then bought it and we couldn't be happier," Garrett says.

For Office Manager Tammy Perales, the best dynaMACS feature is eSi, the ability to receive factories' sales and commission numbers electronically. She says, "We explain the benefits to every manufacturer and request that they send information electronically. Now, almost all of them do. It saves a tremendous amount of time, and lets us practically do away with data entry."

Perales, who has used several other sales and tracking softwares previously, says dynaMACS is extremely easy to use. "The fields are set up logically, the screens are easy-to-read and I can quickly drill down to find the information I need."

From a sales perspective, Garrett can now easily get information, such as customer history, recent sales figures and commission data. What's more, R.C. Bremer uses dynaMACS Mobile to send updated figures directly to sales reps' laptops. "If we have a meeting with a manufacturer, we have sales numbers readily available and print reports to lead the conversation."

Agency Profile: R.C. Bremer Marketing Associates, Inc.	
Founded:	1982
Markets:	Industrial, Fire & Safety
Territories:	14 Midwestern States
Associations:	NIRA, SEMMA, MERF, QSSP
With dynaMACS since:	2003