

"I would recommend dynaMACS to anyone."

Bob Flint, Partner
The Ranger Group

Client Challenge



After being in business a little over a year, and with sales growing, it quickly became clear that The Ranger Group needed software for tracking commissions, analyzing sales and paying reps. "We were trying to use Excel spreadsheets, but it wasn't providing the depth of information, or the flexibility we needed. Sales analysis was merely a by-product of accounting," says Partner Bob Flint. In addition, sales reps did not have timely, reliable and in-depth data on customers and manufacturers, which was inhibiting sales and account management.

dynaMACS Solution

Flint was introduced to dynaMACS at a trade show, where he saw a demo of the software and decided it was just what the agency needed.

Since purchasing dynaMACS, top sales reps at The Ranger Group are now equipped with dynaMACS Mobile, so they always have the most recent sales and commission data on the road with them. Rather than preparing individual reports for reps, dynaMACS mobile eliminates the work and automates the process.

In fact, dynaMACS Mobile is so beneficial, The Ranger Group purchased dynaMACS Mobile for three more of its sales reps. "It's a big help to have up-to-date information before walking into a meeting with a customer," Flint says.

Manual tracking processes and cumbersome spreadsheets are a thing of the past. The Ranger Group has easy access to higher levels of data intelligence, which enables them to serve manufacturers better.

"Rather than being rows in a spreadsheet, our sales and commission data is transformed into meaningful information. I would recommend dynaMACS to anyone. dynaMACS lets us communicate better with our manufacturers and customers, improving our value to both," Flint says.

Agency Profile: The Ranger Group

Founded:	2007
Markets:	Industrial & safety products
Territories:	Nebraska, Iowa, Kansas, Missouri, Oklahoma, Arkansas, Texas, Louisiana
Associations:	STAFDA, ISA, MANA
With dynaMACS since:	2008