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Vanessa Topper, Owner
TopNest Designs



Client Challenge

Vanessa Topper, owner of TopNest Designs, was using Microsoft Excel spreadsheets to manage her sales agency when she started out as a one-woman show. But as business expanded, she realized she required more detailed reporting than Excel could provide. She started searching for software tailored to the needs of manufacturers’ sales reps. “I needed to look at sales by manufacturer, customer or sales rep; I needed the ability to easily split commissions and I needed to get a better handle on my business,” Topper explained.

dynaMACS Solution

Topper found dynaMACS through Google, watched an online demo, and then got an online demo from a dynaMACS representative. She says, “I knew right away that dynaMACS was what I needed.” Implementation was fast and easy, Topper says, and shortly after she started using the software, “dynaMACS answered questions about my business that I didn’t even know to ask.”

What Topper finds most useful is, “Everything is one click away. I can drill down for more information in a second.” Topper has a better picture of how her agency is performing and uses the data to set goals for growing her business.

“Before dynaMACS, I knew I was doing OK, but now I know exactly where the sales are coming from and what accounts are under-performing. I am able to analyze performance month-to-month and year-to-year. As a result, I am more goal-oriented. I know what I need to do to raise numbers and increase profitability,” she says.

Topper finds the reporting comprehensive, and the many pre-defined reports meet all of her needs – although she is able to customize the reports should the need arise. “dynaMACS lets me create reports from thousands of possible combinations. It is very impressive.”

Topper also points out that dynaMACS’ technical support has helped her tremendously: “Whenever I have a question, they’re ready with an answer. They are real heroes who have contributed to my success.”

Agency Profile: TopNest Designs

Founded:	2002
Markets:	Wine tasting room gifts and promotional products
Territories:	Wine country: California, Oregon, Washington
With dynaMACS since:	2006