

“Our sales reps absolutely love dynaMACS. They look forward to receiving updated sales information, and often call me before going to sales meetings, asking for the latest data. ”

Pam Clayton, Customer Support
William F. Miller & Associates



Customer Support Specialist Pam Clayton

Client Challenge

William F. Miller & Associates sales reps were forever frustrated because they had to use sales reports that were outdated – often more than a month old. Agency staff was overwhelmed by the tedious process of manually keying in sales invoices and commission statements – and they had to wait to receive each and every factory's data before they could close the month.

Then, individual reports had to be created, printed and mailed to each rep. To make matters worse, sales information was housed at one computer terminal at the agency, and could not be sorted or manipulated. If a rep wanted to see past-month sales, it had to be retrieved from archived disks.

dynaMACS Solution

All that changed when William F. Miller switched from CAS to dynaMACS. Today, “month-end close” is a memory. Information is entered as soon as a factory sends it, and reps can see up-to-date numbers the same day. Gone are the bulky mailed reports, replaced by electronic files emailed to reps throughout the month.

Whether they're traveling, at home or in the office, reps can use their laptops to receive sales activity for their accounts. Reps view information by manufacturer or customer – making them more confident, knowing they're armed with up-to-date numbers for face-to-face manufacturer or customer meetings.

As for the hours spent manually keying data, that process has been eliminated with some factories. Four of Miller's largest manufacturers send electronic files, which are uploaded into dynaMACS – and voila, sales numbers are instantly updated.

“We can do twice the work in half the time, and I'm confident that I'm sending my reps the most recent and accurate sales information,” says Customer Support Specialist Pam Clayton.

Agency Profile: **William F. Miller & Associates**

Founded:	1958
Markets:	Marine
Products:	Marine components
Territories:	Southeastern US: TN, KY, NC, SC, GA, FL, AL, MS, LA, AR, TX, OK, MO
Associations:	NMRA
With DynaMACS since:	2000