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Gregg Van Waes
Sales Representative, Weinacht & Associates

WEINACHT & ASSOCIATES
A Manufacturers' Representative
on the cutting edge of the industry

Client Challenge

Gregg Van Waes, of Weinacht & Associates, has a territory that spans four states. He needs to be on top of what's happening throughout his entire territory and up-to-date with sales figures for every line and all customers.

dynaMACS Solution

Since Van Waes started at the agency five years ago, he's always used dynaMACS. “dynaMACS is the only way I get my territory’s sales numbers. I would be lost without it.”

As soon as the home office sends sales numbers, he downloads them from his email on his laptop. “The first thing I check is an overview of all the principals. If I want additional information on any one, I drill down for more details.” He looks at the latest month to see how sales went, how his accounts are trending year-to-date, and what lines are up, down or remaining the same – and then he can find more information from any screen.

Van Waes typically sorts his reports by year-to-date dollars sold. “I’m looking for surprises. Such as if a line has been up year-to-date but last month, they were substantially down. With dynaMACS, I can address problem areas proactively.”

He also sorts by individual manufacturers, for an in-depth look at sales trends.

Before meeting with principals, he prints out distributors' history, so he has some hard numbers to discuss. “The reports are impressive to show,” he says.

Van Waes says he found dynaMACS user friendly right from the start. “It’s very easy to use. It guides you effortlessly through each step, and I can quickly find and peruse the data I need.”

Agency Profile: Weinacht & Associates	
Founded:	1980
Markets:	Industrial, Welding & Contrator Supplies
Territories:	MO, KS, IA NE, MN, ND SD, WI, IL
Associations:	ISA, STAFDA, MANA
With dynaMACS since:	2003