

**“If a customer’s sales are off, I want to know about it now, not three months from now. dynaMACS gives me the information I need, instantly. ”**

Marsha Green, Past President  
Ballard Decorative Sales, Inc.

### Client Challenge

BALLARD DECORATIVE SALES, INC.  
WWW.BALLARDDSI.COM

Ballard Decorative Sales, Inc. wanted more time to focus its efforts where they mattered most: selling. “We were looking for an easier way to see our sales and commission data so we could spend less time in the office and more time on the road selling products,” says owner Marsha Green.

### dynaMACS Solution

Agency Profile: Ballard Decorative Sales, Inc.	
<b>Founded:</b>	<b>1989</b>
<b>Markets:</b>	<b>Decorative Plumbing &amp; Hardware</b>
<b>Territories:</b>	<b>New York &amp; New Jersey</b>
<b>Associations:</b>	<b>DPHA NDRN</b>
<b>With dynaMACS since:</b>	<b>2002</b>

Using dynaMACS, Ballard Decorative Sales, Inc. has an instant snapshot of its business at any point during the month – and the ability to quickly and easily drill down to more detailed information. “If I see a factory’s numbers are down, I just click to see all their customers, so I know individually which are up and which are down,” Green explains. “I can even see how each sales rep is doing with that manufacturer.”

Green goes on to say, “You only get a certain amount of face time with clients. I need to maximize that time.” With dynaMACS, she says she is always prepared, knowing exactly what to focus on, rather than fumbling through paperwork during the meeting.

And, the data is sometimes an eye-opening experience for factories and customers who either don’t have access to sales reports or get them infrequently. “They might think they’re doing great, but the proof is in the numbers. When the truth is there in black and white, they quickly realize where problems exist,” she says.

As a result, dynaMACS has become an integral part of the sales team’s routine; they run reports, review each customer, then target based on the results.

dynaMACS also brings additional money into the agency in the form of unpaid commissions. “By reconciling commissions, we catch mistakes all the time. The software has definitely paid for itself,” Green says.