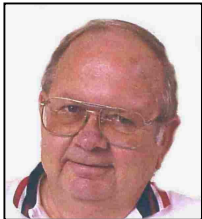


“I’m amazed at how easy it is to use. I received the software on Friday, read the instructions and started using it right away. Monday morning we were up and running.”

Bert Wells, President
StarCrest Sales



StarCrest Sales President Bert Wells, left, and Vice President Fayettea Thannisch, right.

Client Challenge

Bert Wells has been in electronics sales his entire career, and over the years repped for many different sales agencies. When he ventured out to start his own sales agency, he relied on the relationships he'd built to help secure accounts for the new business. With sales coming in, he next turned his attention to monitoring the business and paying his team of sales reps. Using Excel, Wells said he spent a considerable amount of time dissecting the information to turn raw numbers into usable data, and double checking for errors.

dynaMACS Solution

From his past work as a rep, Wells was familiar with software programs such as RPMS, which he thought was very good, but he wanted to research others before making a buying decision. He searched the web, found dynaMACS, requested a demo CD, and started “reviewing with the software to see what it could do,” Wells said. He was impressed with the reporting capabilities, the easy-to-understand screens and the level of information provided.

With a few questions in mind, he contacted dynaMACS. “Personal relationships are very important to me. I’ll drive across town to buy a loaf of bread if I like the store owner. dynaMACS was very responsive and took the time to answer all my questions. Those conversations gave me a good sense of the type of company I’d be dealing with and that sealed the deal for me.”

He was further impressed when he received the software: “I’m amazed at how easy it is to use. I received the software on Friday, read the instructions and started using it right away. Monday morning we were up and running,” Wells said.

He says dynaMACS solved one of his biggest challenges: paying salespeople as quickly and accurately as possible. “dynaMACS’s commission statements are a great tool for tracking how a particular rep is progressing. I also use these reports to guide my communication with the sales team.”

Agency Profile: StarCrest Sales	
Founded:	2003
Markets:	Electronics
Territories:	TX, OK, AR, LA, MS, AL, TN
With dynaMACS since:	2004