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Client Challenge

The Highlands Group was using a custom-built software for performing sales and commission data entry and analysis. The problem? The software had a rigid format with no flexibility, generating reports was cumbersome and the sales agency simply wasn't getting the service and support it needed.

dynaMACS Solution

After deciding to purchase software designed specifically for manufacturers' sales agencies, The Highlands Group did its homework, researching the top five software providers. "The key to success is being up-to-date, even one step ahead of the industry and dynaMACS helps us do it best," says Rick Morgan, Executive Vice President for Highlands Group Southwest and Southeast regions. "What clinched the deal was dynaMACS enabled us to receive and import sales and commission data electronically."

The Highlands Group also set up its field sales reps with dynaMACS Mobile, which enables the agency to send individual territory reports via email and reps to update their database with a few mouse clicks. "With dynaMACS Mobile, field sales reps don't have to carry stacks of paper when traveling. They can print out only the reports they need, or view data on their laptop," Morgan says.

"Sales reps use dynaMACS to conduct monthly business reviews with key accounts. The reports give a comprehensive picture of sales activity. We also print out a list of all a manufacturers' customers, with sales numbers for the month and prior periods. We use that report to guide the conversation."

Another key benefit of dynaMACS is the technical support the company provides when the busy sales agency needs to get questions answered quickly, without putting the task at hand on hold while waiting for a call back from the help desk. "dynaMACS is extremely responsive and quick to resolve any issues we may have."

Agency Profile: The Highlands Group	
Founded:	1962
Markets:	Office, & school products
Territories:	Mid-Atlantic, New York region, Southeast, Southwest
Associations:	OPRA, SHOPA, OFDA, MERF, HIA, IPA
With dynaMACS since:	2000