

“dynaMACS has helped us immensely. A comprehensive 5-year sales history feature shows not only who is up and who is flat, but why the numbers are what they are.”

Bob Holt Jr.
Holt & McArdle Associates, Inc.

 **Holt & McArdle Associates, Inc.**



Holt & McArdle Associates, Inc. represents the safety, fire, construction and industrial markets.

Client Challenge

Holt & McArdle Associates, Inc. prides itself on providing superior support, service and product knowledge, and that commitment to excellence has allowed successful growth every year of its existence. This sales agency expects nothing less from its sales and commission tracking software. The agency needed software with sophisticated reporting and analysis capabilities, but one that was also very easy to use.

dynaMACS Solution

dynaMACS is just the solution the sales agency needed. Bob Holt Jr. says dynaMACS empowers the agency's managers to gauge performance and look at the business in many beneficial ways: from overall agency sales to individual sales rep performance. The sales agency now has a complete view of activity from month to month, and from year to year, which allows the in-depth analysis capabilities Holt & McArdle was seeking.

Viewing information in many different ways is as easy as a few clicks to change how data is sorted. For example, Holt & McArdle can view a complete list of all manufacturers the agency represents, listed in descending order with sales numbers for top performers first. To see why a manufacturer at the bottom of the list is not performing well, it takes just one click of the mouse to see all customers who buy from that manufacturer, and where sales have fallen.

Another click and the agency can see a five-year sales history for the customer in question. “This comprehensive 5-year sales history shows not only who is up and who is flat, but why the numbers are what they are.”

In addition, the comprehensive and easy-to-generate reports are an excellent way to communicate sales performance to the entire company. “We used dynaMACS at our national meeting, to review performance by sales rep territory, as well as activity for the company as a whole,” says Holt.

**Agency Profile:
Holt & McArdle
Associates, Inc.**

Founded:	1983
Markets:	Safety, Fire, Construction & Industrial
Territories:	NY, NJ, PA, DE Washington D.C., MD, VA
Associations:	NIRA, STAFDA, SEMAA, ASSE, MANA
With dynaMACS since:	2003