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Linda Penfield, CFO/Operations Manager
Ole Pro Agency



Client Challenge

Ole Pro Agency had custom software built in 1980, shortly after the agency was founded. But technology has advanced by leaps and bounds since then, so the agency decided it was time to upgrade. “The developer was excellent, but he was the only person who knew our system. dynaMACS is the first software we found for reps that meets our needs and gives us the information we want, with all the bells and whistles of new technology,” says CFO / Operations Manager Linda Penfield.

dynaMACS Solution

After hearing acclaim from other agencies who had switched to dynaMACS, Ole Pro Agency traded C-prompts, static information and one-dimensional reports for clickable easy-to-read icons, customizable reports and drill-down information.

From the start, the agency was able to see its business in new and powerful ways. “The information I need as the administrator is very different than what the salesmen need. With dynaMACS we get it all,” Penfield says. “Of all the software we’ve ever bought, dynaMACS is the one we adapted to quickly and found most useful across the board, from data entry to salespeople.”

The agency initially purchased dynaMACS Mobile for one salesman. “By the following Monday morning team conference call, he was raving about it. Now before a sales call, he is able to extract individual account information, create a report for the customer on any manufacturer and print out graphs for the meeting. With one touch, he has all the information he needs to make sales calls more effective,” Penfield explains.

Based on his endorsement, the agency ordered four more dynaMACS Mobiles for other salespeople. When asked what feature she finds most useful, Penfield has a hard time narrowing to one: “The simple data entry, concise but complete reports, the ability to view information in so many ways ...”

Agency Profile: Ole Pro Agency	
Founded:	1978
Markets:	Industrial Tools & Abrasives
Territories:	AL, FL, GA, MS, NC, SC, TN, VA
Associations:	STAFDA
With dynaMACS since:	2007