

“When it comes to updated sales and commission numbers and comprehensive reports, dynaMACS provides everything I could ever ask for.”

Mark Simmers, Owner
Summer Sales Company



Client Challenge

Summer Sales Company used a feature in Excel spreadsheets called Pivot Tables to track sales and commissions. But the program was so difficult to use that it seemed as if a user needed a master's degree to figure it out. As the agency grew, Owner Mark Simmers quickly realized they needed a more sophisticated, yet easy-to-use sales agency software. He spoke with several other sales agencies, all of whom recommended dynaMACS.

dynaMACS Solution

“dynaMACS is far superior for running a sales agency,” Simmers says. “When it comes to updated sales and commission numbers and comprehensive reports, dynaMACS provides everything I could ever ask for. Now, we have an up-to-date view of how customers and principals are doing.”

Simmers looks at year-to-date comparisons, as well as month-to-month numbers, to identify trends, and see which accounts are up or down.

He also has dynaMACS Mobile, which enables him to take dynaMACS on the road with him. “When I’m out selling I have my laptop right next to me, and dynaMACS is up and running.”

Back at the office, numbers can be updated as often as the administrator wishes, without having to wait for month-end. To make the time-consuming data entry process much easier, the agency uses dynaMACS eSi, which enables manufacturer’s sales invoices and reports to be imported electronically.

After educating the manufacturers on the benefits of eSi, Summer Sales Agency convinced the large majority of them to send electronic files. Today, 90% of the agency’s manufacturers do. For the administrator, this means time spent on data entry is reduced from days to minutes.

“We are very happy with dynaMACS and glad we made switch,” Simmers says. “The software has lived up to its reputation.”

Agency Profile: Summer Sales Company	
Founded:	1982
Markets:	Industrial & welding equipment
Territories:	WA, ID, OR, MT, AK, HI
Associations:	NIRA, ISA, STAFDA
With dynaMACS since:	2006