

“dynaMACS Mobile delivers the information our salesmen need, directly to their laptops. As a result, they are able to focus their sales efforts in a more productive manner.”

Cal Wilkins
President, TASC0



TASC0 President Cal Wilkins

Client Challenge

The manual processes involved in getting sales data to field reps had become a productivity issue for TASC0. Field sales reps were forced to play a waiting game: Wait for the agency to record sales and close out the month's activity. Wait for reports to be generated. Wait some more for hard copies of reports to be printed and mailed. Meanwhile, TASC0's office staff was spending an excessive amount of time – and paper – preparing reports for each territory, stuffing envelopes and mailing them.

dynaMACS Solution

TASC0 now uses dynaMACS, which enables the sales agency to send field salesmen their territory's figures electronically via email. Sales reps have dynaMACS Mobile installed on their laptops and can import updated data as soon as the agency sends it – and they have access to updated numbers when they are traveling, visiting a customer site, or at home.

“dynaMACS Mobile gives salesmen the information they need to direct efforts and increase sales,” says Cal Wilkins, President of TASC0. “They can be proactive, rather than reactive.”

TASC0 emails updated sales figures weekly. “We knew dynaMACS Mobile had hit a home run with our salesmen when one Friday the updates didn't go out, and our reps called to find out why. They've quickly come to rely on dynaMACS Mobile as part of sales analysis and customer service.”

Angie White, accounts receivable, says the staff saves time and paper with dynaMACS and adds, “Our salesmen see numbers on screen – no flipping through pages of paper. They can view data so many ways, and are no longer limited to the reports we send.”

Built-in security ensures data cannot accidentally be sent to the wrong sales rep. Furthermore, mobiles can be configured to give managers and owners access to every territory's sales data, while limiting sales reps' view to their own territory only.

Agency Profile: TASC0

Founded:	1980
Markets:	Automotive aftermarket, HD, Food & Drug Ag, & Hardware
Territories:	Southeastern United States
Associations:	AAIA, AWDA HDRA, MANA, SEMA
With dynaMACS since:	2000