

“We highly recommend dynaMACS. . . The ability to receive factories’ sales data electronically was one of the reasons we chose this software. ”

Kevin Weinacht, Founder & President
Weinacht & Associates

Client Challenge

WEINACHT & ASSOCIATES
A Manufacturers’ Representative
on the cutting edge of the industry

Weinacht & Associates was using custom-built software for managing sales and commission data, however the software vendor did not have expertise in the manufacturers’ rep industry, said Kevin Weinacht, Founder & President. Weinacht continually found features the software lacked, and to implement them meant constantly rising development costs.

In addition, some of Weinacht’s manufacturers were sending sales & commission data via email, but the agency had no way of importing the files electronically. This meant the agency had to print the reports and manually re-enter data into its own database.

dynaMACS Solution

Weinacht now uses dynaMACS for managing sales & commission data, and has implemented the eSi (electronic sales information) component, which automatically transfers electronic files from manufacturers to the agency database, eliminating data entry.

For those manufacturers who send electronically, Weinacht receives data the same day it is sent, and the agency database can be updated right away. Weinacht hopes to persuade other manufacturers to replace mailing printed invoices with electronic transmission of files.

Another dynaMACS advantage is its ease of use, says administrative assistant Karen Woolard. “The screens are user friendly and visually easy to understand. Other software is so confusing it seems made for programmers, instead of salespeople. “

Technical support is a top priority, Vice President Debbie Weinacht explained. “We are a fast-paced agency, and when support is required, we need answers now. dynaMACS’ knowledgeable technicians provide timely answers, not excuses or callbacks.”

Woolard agrees. “The dynaMACS support team takes time to talk with clients who use dynaMACS every day and the feedback helps them build better software.”

Agency Profile: Weinacht & Associates	
Founded:	1980
Market:	Industrial & construction supplies
Territories:	Missouri, Kansas, Iowa, Nebraska, Minnesota, Wisconsin, Central/Southern Illinois and the Dakotas
Associations:	ISA, STAFDA, MANA
With dynaMACS since:	2003