

Engineering Sales Team Spends More Time with Customers with Simple, Powerful GoldMine® Premium Edition

CUSTOMER PROFILE

Eastern Instrumentation of Philadelphia

Industry
High-Tech Instrumentation

FrontRange Solutions Partner
Beringer Associates

Products
GoldMine® Premium Edition

Business Benefits Realized with
GoldMine

- Reps and managers can easily view the sales pipeline in a matter of clicks.
- The simple interface allows reps to find information in seconds so they can spend more time selling.
- The intuitive application increases use and expedites ramp-up of new hires.
- Reps focus on selling rather than learning software.

At Eastern Instrumentation of Philadelphia, sales representatives spend 80 percent of their time in the field meeting face to face with customers. The more they see customers, the more sales they log.

Yet, they still have to keep up with administrative activities that assist them and the company, like noting all customer interactions and forecasting sales.

“The last thing sales reps want to do is paper work,” said Joe Paglione, Sales, at Eastern. “Although necessary and helpful in the sales process, we like to keep the paperwork, computer work and even emailing to a minimum. We are most effective in our job as salespeople when we are face to face with our customers. Those other activities are part of our job but not the core.”

A smooth sales process is particularly critical for Eastern Instrumentation, which serves as a “professional sales force” representing about a dozen high-tech products from manufacturers around the world. Eastern sales representatives bring engineering products like microwave test equipment and fiber-optic cables, adapters and components to commercial manufacturers, communications and network companies, and defense contractors.

A More Powerful, Intuitive GoldMine

In the late '90s, Eastern Instrumentation moved its contact management from an Excel spreadsheet to GoldMine software. That step brought Eastern's sales into the electronic age. But with the pace of business and technology advancements, by 2007, Eastern found it needed more than contact management, specifically an easy-

to-use interface, more seamless synchronization and simpler forecasting.

Eastern reached out to nearby Beringer Associates of Pennsauken, New Jersey to assist with upgrading GoldMine to a more current, robust version. After Beringer performed a demo and needs analysis, Eastern chose to implement GoldMine Premium Edition. Compatible with Eastern's Windows Vista platform, Premium Edition features a more intuitive interface, smoother synchronization and more extensive built-in reporting capabilities than earlier generations.

Beringer assisted throughout the entire process, from data migration to training representatives how to use it. The firm also developed a customized quoting form in Word that integrates with GoldMine.

“I can't say enough about Beringer,” Paglione said. “They're always there, helpful and very knowledgeable about GoldMine. With lots of people involved, technology stuff can really get wrapped around the axel, but they've done a wonderful job with us.”

Simplified Navigation

Eastern finds the GoldMine Premium Edition interface easy to use, which increases the sales team's speed with the application and willingness to input information. New contact list views include preview panes for quick navigation, letting sales reps find detailed contact information quickly. “Even guys that are not super computer literate find GoldMine is easy for them,” Paglione said.

Eastern has also customized screens, fields and

tabs to fit its specific business environment and expedite access to the information most relevant to the sales team.

Users have taken GoldMine to the next level and actively use it for reporting and forecasting. With Premium Edition, they have real-time access to any data that has been input into GoldMine, allowing them to drill down as needed – on their own, rather than with IT assistance.

Premium Edition likewise simplifies sales forecasting, an important objective for the upgrade. Users can project their own sales on an individual level or managers can look at opportunities per sales rep or across the team. Those powerful forecast features help the team produce solid pipeline and forecast numbers, and therefore maximize revenue opportunities.

GoldMine Premium Edition additionally enhances the company's synching environment. Sales reps use laptops in the field, and then synchronize back at the office. That allows managers to access sales data in near real time. "Synching has become a non-issue. It's pretty seamless," Paglione said.

Eastern also uses GoldMine to execute targeted mailings – "quickly and painlessly" – to customers and prospects. Using GoldMine filters, the sales team narrows mailings to specific groups, and easily prints letters and labels with Microsoft Word templates.

A Focus on Selling, not Contact Management

With the upgrade to GoldMine Premium Edition, sales reps and managers are

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Joe Paglione

Sales at Eastern Instrumentation of Philadelphia

empowered to run their own reports anytime – slicing and dicing the data any way they need – for true closed-loop reporting to inform process improvement.

Eastern sales reps have expanded their use of GoldMine beyond basic contact management. The simple interface allows them to find information in seconds so they can spend more time selling, as well as encourages them to log more details of customer interactions. It also assists with new hires.

"The intuitive interface definitely helps new reps ramp up faster," Paglione said. "We can focus on selling, rather than spending time learning the software."

ABOUT BERINGER ASSOCIATES

Beringer Associates is based in New Jersey and has been a GoldMine Solutions Partner for 12 years. The firm consults with businesses all over the country on the GoldMine application. To reach Beringer Associates, call 800.796.4854 or visit <http://www.beringer.net>.

ABOUT FRONTRANGE SOLUTIONS

FrontRange Solutions develops award-winning software and solutions used by more than 130,000 companies and over 1.2 million seats worldwide to manage a wide variety of business relationships and provide exceptional service. FrontRange product families, designed specifically for small-to-medium-enterprise (SME)

and distributed enterprise organizations include: GoldMine® for business relationship management, team-based contact management and sales force automation solutions; IT Service Management with HEAT® and ITIL® standards-based modules for complete service management; Communication Management including IP Contact Center for reduced telephony costs and increased agent productivity, streamlined customer service and communications; and Infrastructure Management, which provides the ability to optimize the full lifecycle of a company's assets. Customers representing 44 percent of the Fortune 100 and 76 percent of the FTSE 100. For more information, call 800.776.7889 or visit:

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