



CUSTOMER SUCCESS



ACT! by Sage Premium Is the Tool of Choice for Earth Tool Company

Earth Tool Company LLC manufactures a line of pneumatic piercing tools—imagine horizontal jack hammers—used by utility companies and contractors around the world. These unique tools enable workers to pass cables and piping beneath roads and sidewalks without damaging the surface. Earth Tool has sales representatives spread across the globe, working from airports, hotel rooms, and the company trucks, and relies on ACT! by Sage Premium to keep its staff connected to its customers.

Invest in a Scalable Solution

The company’s rapid growth presented a challenge to management. “When we were smaller, we knew what everyone was working on, what opportunities were in the pipeline, and who people had been in contact with,” recalls John Hrabosky, manager of engineering and technical support at Earth Tool. “As we grew, it became impossible to remember all of that, and we needed a tool to help us manage our pipeline and keep our sales representatives in touch.”

Last year, Earth Tool upgraded from ACT! by Sage to ACT! Premium, specifically designed for companies with larger sales teams, like Earth Tool. “As our sales team grew, we wanted to take advantage of the better pipeline management and synchronization features in ACT! Premium,” Hrabosky adds.

Take ACT! Premium on the Road

“Our sales representatives are each equipped with a laptop and a wireless card,” Hrabosky says. “They are essentially connected all the time.” ACT! Premium has been configured to synchronize hourly, ensuring that staff is always working with current information, and that management in the home office has up-to-date statistics about the number of calls and visits each representative makes. To streamline the synchronization process, each representative is given a subset of the larger ACT! Premium database, including only those records that correspond to his or her territory.

Specially equipped company trucks hold the sales representatives’ computers, allowing them to conveniently look up an address or map a customers’ location. To plan the day’s

Customer:

Earth Tool Company LLC

Industry:

Tool Manufacturer

Location:

Oconomowoc, Wisconsin

Number of Locations: 1

Number of Employees: 50+

Number of ACT! Users: 28

Solution:

ACT! by Sage Premium

CHALLENGE

As Earth Tool’s sales force grew, it became impossible to effectively and centrally monitor the volume of new sales opportunities. The mobile sales force needs anytime, anywhere access to their contact management database.

SOLUTION

An upgrade from ACT! to ACT! Premium provides scalable support for the company’s growing mobile sales team.

RESULTS

Sales representatives have up-to-date access to their contact database through efficient synchronization. Management insight into the sales pipeline aids in sales and production forecasting.

sales calls, representatives first query ACT! Premium to compile a list of the contacts they plan to visit. The list is easily exported to Excel® where it is accessed by a mapping and GPS software application loaded on each representative's laptop. "They can pull up a map of all the plumbers in San Diego—with driving directions to each," Hrabosky explains. "This allows them to make the very best use of their time."

Monitor Your Pipeline

Maintaining an ample sales pipeline is a vital element in Earth Tool's sales strategy. "The more opportunities in our pipeline, the more likely we are to meet our sales goals," Hrabosky notes. "With ACT! Premium, we always know exactly what opportunities are open, what stage they're in, and what the probability of closing them is. Not only does this help our sales team, but we use it to more accurately forecast our production and manufacturing."

Hrabosky, with the help of the company's ACT! Certified Consultant (CC), created several custom reports within ACT! Premium to help him monitor the activities of the sales team. "I have a report sorted by date and time that details what activities each representative has scheduled or completed," he says. "It makes it easy to compare each representative and ensure we're getting maximum productivity from the team."

Boost Efficiency Across the Company

Hrabosky appreciates how easy the ACT! Premium application is to administer. As new versions of the software are released, he updates each representative's computer remotely using an Internet conferencing service. The representatives simply turn over control of their laptop to Hrabosky and he installs the updates remotely.

Because most of Earth Tool's employees are familiar with Microsoft® Outlook®, they use it for their e-mail and calendar functions. ACT! Premium synchronizes with Outlook, ensuring that e-mail messages are attached to a Contact record, and tasks and appointments scheduled within ACT! Premium appear on both the Outlook and ACT! Premium calendars. Staff in the

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main office can view the sales representatives' ACT! Premium calendars, and even schedule appointments and calls on their behalf.

Earth Tool designed quote templates in ACT! Premium, using the mail merge feature to insert Contact and Opportunity-specific data into the template as it's generated. The company's list of products and parts was imported into the ACT! Premium application allowing the representatives to easily select the correct item and price. "Our representatives are able to generate quotes in the field from ACT! Premium, and the pricing stays consistent," says Hrabosky.

Power Up Marketing Activities

The company recently hired a full-time marketing person who will use ACT! Premium to monitor upcoming construction jobs, enter the associated lead information into ACT! Premium, and schedule follow-up activities for the sales team.

Earth Tool has found clever and ingenious ways to put the power of ACT! Premium to work. "It's a flexible and amazingly powerful product," concludes Hrabosky.

If you would like to learn more about the ACT! by Sage family of products, please visit www.act.com or call 1-866-333-0990 to speak with a sales representative today.

ABOUT SAGE SOFTWARE

Sage Software supports the needs, challenges, and dreams of more than 2.7 million small and mid-sized business customers in North America through easy-to-use, scalable, and customizable software and services. Our products help manage a complete range of business functions including: accounting, operations, customer relationship management, human resources, time tracking, merchant services and the specialized needs of the construction, distribution, healthcare, manufacturing, nonprofit, and real estate industries.

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