

## CUSTOMER SUCCESS



## Sage SalesLogix Equips Zink Foodservice Group for Success

Zink Foodservice Group is a professional sales organization representing dozens of premier manufacturers in the food service industry. The company's market brands include Zink Marketing, Top O' The Table Inc and Zink Commercial Services. Offering unparalleled service, market knowledge, and technical expertise, the company works closely with kitchen equipment contractors, national chain accounts, consultants, architects, and independent operators helping them select and purchase the right equipment and smallwares for their applications. Sage SalesLogix is the flexible CRM (Customer Relationship Management) solution Zink Foodservice Group relies on to help it close more deals.

### Organize Sales Efforts

About two years ago, the company began looking for a way to standardize its customer relationship management and focus its sales efforts. "Our main goal was standardization—everyone had their own system involving Outlook, file folders, and lots of paper," says Mike McGuire, managing partner and vice president of sales for Zink Foodservice Group. "We needed to organize our efforts for pursuing open opportunities and began analyzing CRM software."

McGuire says the company looked at other CRM solutions, but always favored Sage SalesLogix. "We needed a CRM solution that was powerful and flexible enough to become an effective tool in the hands of our sales representatives," he says. "We had heard Sage SalesLogix was the best—and our analysis proved it."

### Boost Sales Productivity

McGuire says the staff's reaction has been overwhelmingly positive. "They embraced it from the start. It makes their lives easier by helping keep them organized and informed. They can get the information they need to do their jobs, and they appreciate that they no longer have to compile the statistics about the opportunities they are working on that we were always asking for. The software does this for them automatically, providing data such as probability of close and current status."

Sage SalesLogix integrates tightly with Microsoft Outlook so that the sales and marketing staff may continue using this familiar e-mail tool while ensuring that customer communications are still being recorded in Sage SalesLogix. "We just press the Send

#### Customer:

Zink Foodservice Group

#### Industry:

Business Services

#### Location:

Westerville, Ohio

**Number of Locations:** 9

**Number of Employees:** 36

**Number of SalesLogix Users:** 35

#### System:

Sage SalesLogix

### CHALLENGE

Zink Foodservice Group was using a largely paper-based system for tracking opportunities and customer communication. In order to increase its sales potential, the company required a robust CRM solution.

### SOLUTION

Sage SalesLogix provides the lead management, customer communication, and opportunity tracking tools that enable Zink Foodservice Group to grow its sales operations.

### RESULTS

Zink Foodservice Group has increased its sales which it attributes to its improved operations as a result of implementing Sage SalesLogix. Efficiency gains have allowed the company to handle an increased volume of sales calls without increasing its staff—a savings of at least two full time staff members.

SLX button in Outlook and the e-mail is recorded to the Sage SalesLogix contact record,” explains McGuire. “Our staff can keep using the tool they know while we’re collecting the data we need.”

The company’s inside and remote sales representatives all access the Sage SalesLogix database to record notes of their conversations, monitor tasks and appointments, and add new opportunities. “Sage SalesLogix has transformed the way we do business. Every opportunity is visible and accessible to everyone. We’ve got the facts right in front of us—there’s no hunting for a file folder or calling around to find an answer,” says McGuire.

McGuire appreciates the separate Lead database in Sage SalesLogix. “We enter leads generated from trade shows into the Lead database,” he says. “Once that lead is qualified we promote it to an Opportunity with a couple of mouse clicks. It’s cleaner to have unqualified Leads in a separate database from our qualified Opportunities, Contacts, and Accounts.”

#### Focus on Sales Management

The sales managers at Zink Foodservice Group have real-time access to the activities occurring in their territories. “They look at the pipeline report at least weekly to determine where we are in comparison to our budget numbers,” says McGuire. “Sage SalesLogix helps them monitor the territory as a whole, and also look at individual sales representatives in their territory. The managers can see one of their representatives is struggling and can offer training or strategies to help the representative become more effective.”

#### Reporting to Meet Your Business Needs

The reporting capabilities in Sage SalesLogix help Zink Foodservice Group meet its obligations to the manufacturers it represents. “We work for them, so they want to know how many customer touches we’ve made on their behalf. They want information such as how many activities, visits, and calls we’ve made where we discussed their products,” explains McGuire. “We’re able to draw reports with this data from the software and send the reports directly to our manufacturers.”

The sales forecasting tools within Sage SalesLogix are a boon to the company’s management team. “Information is instantly

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accessible, we can review the average days open, close probability, and other key metrics graphically or in a report format,” says McGuire. “Before, it might have taken us days to collect and compile the data from the representatives—and by then it would be out of date.”

#### Enjoy the Big Wins

“We definitely attribute our increased sales volume to Sage SalesLogix,” says McGuire. “Our ability to organize, prioritize, and follow through means we’re closing more sales than before.”

McGuire describes a big win Zink Foodservice Group experienced that he attributes to Sage SalesLogix. “We recently acquired another division, Top O’ The Table. When we were meeting with the key manufacturers represented by Top O’ The Table to assure them that we could do the job, Sage SalesLogix proved to be a major selling point. Each of them was impressed with our organization and management discipline built on Sage SalesLogix.”

The organizational efficiencies provided by Sage SalesLogix enable the company to grow its business without adding additional administrative staff. “We would have had to hire at least two more support personnel if we hadn’t moved to Sage SalesLogix,” McGuire says. “We’re now doing a lot more business with the same number of people.”

If you would like to learn more about Sage SalesLogix, please visit [www.sagecrmsolutions.com](http://www.sagecrmsolutions.com) or call 1-800-643-6400 to speak with a representative today.



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