

# Sales & Program Management

## Update Q2 2021

As the world starts to emerge from its COVID-induced hibernation, it is no secret that the pandemic has changed the landscape of our business world. Our customers have changed in many ways, and now more than ever they depend on us to be a trusted partner and expert in our industry. With the talent we have within our organization we are very well positioned to have a strong 2nd half of 2021 as well as a growing backlog moving into 2022.

Our quoting activity is strong, and we are laser focused on gaining new customers as well as servicing our current customer base to diversify our business for sustainable growth. We are

also concentrating on making good business decisions using the best data available. Thus, we tip our hat to our IT & Technical Services Teams for successfully completing and implementing Phase 1 and Phase 2 of "Project Waterfall". What is Project Waterfall you may ask? It is the foundation of our Sales & Program Management System (MS Dynamics) that provides the data we need to ensure our business stays on track to meet our goals and objectives.

Below is an example of how we track our wins, losses, quote pipeline, etc.. via MS Dynamics:

