

Sage '35F° | Customer Success



Challenge

Mountain City Meat didn't have a standard sales methodology in place that utilized a CRM system. Client and prospect information was in a series of disparate systems, spreadsheets, and sticky notes. An intense quarterly reporting process was hurting sales productivity.

Solution

ACT! provides a centralized location for all client and prospect data that is easy to deploy and use.

Results

The Mountain City Meat sales team now has a complete view of their client relationships. Powerful reporting tools turned a 40-hour, quarterly reporting task into a quick 20-minute job. Executives use the dash-board feature to keep tabs on team performance.

Food Manufacturer Excels With Sales Process Made Possible Through ACT!

Mountain City Meat Company is a customer-focused organization with more than 20 years of experience as a custom steak and ground beef manufacturer. Whether shipping fresh or frozen product, quality and care are paramount to providing an exceptional experience. Today the company hails the retail, military, food service, chain restaurant, and food distribution sectors as the cornerstone of its business. And at the base of that cornerstone is one simple philosophy: to build successful, long-term partnerships with their customers. With a demanding clientele that includes the likes of Walmart and O'Charley's Restaurants, living up to this philosophy is imperative. So when the company was looking for a contact management system that could meet and exceed their standards, they chose ACT!.

Provide a Standard Sales Methodology

Prior to selecting ACT! as their solution of choice, sales reps at Mountain City Meat each had their own method for recording important details pertaining to individual clients. Kylene Cooper, executive assistant—sales and marketing, notes that there wasn't any real sales tracking. "We used spreadsheets and sticky notes. There were boxes and boxes of files everywhere. And there were a series of disparate systems that reps used to log the information of their choice. It was really kind of horrible." In the end, this spelled out to a lot of duplicate data entry and a lot of wasted time. Something definitely needed to change.

Cooper notes that while other solutions were evaluated, nothing really stood out beyond ACT!. "Once we selected ACT! as the way to go, we took our time defining and communicating our goals with our ACT! Certified Consultant. With the parameters in place, they worked directly with our IT department to get all of the necessary imports done," says Cooper. "We really love working with them because they take the time to understand the importance of what we do here."

Sage champions a large body of independent consultants that represent nearly every region of the country where you can purchase ACT!. They are required to meet high standards, and only the most talented are labeled "certified." Mountain City Meat's certified consultant is no different. In addition to assisting with implementation, they also trained the entire Mountain City Meat sales team in 1 day; a testament to their knowledge and expertise, as well as the ease of use of ACT! right out of the box.

CUSTOMER:

Mountain City Meat

INDUSTRY:

Food Manufacturer—Custom Steak and Ground Beef

LOCATION:

Denver, CO, USA

NUMBER OF LOCATIONS:

2 locations

NUMBER OF EMPLOYEES:

350 employees

NUMBER OF USERS:

16 users

DATABASE SIZE:

25,000 +

SOLUTIONS:

ACT! by Sage Premium

MODULES:

Calendar and Activity Management
Contact and Customer Management
Service and Support Automation
Reporting
Communication

ADD-ON SOLUTION:

LinkPoint 360
TopLine Dash Manager
TopLine Designer
Exponencial Field Calculations

Cooper noted, "Getting the solution up and running was quick and painless. And the training provided by our consultant was very informative. To date we haven't had any crashes or other issues with the system."

Today ACT! provides one central location where all contact data is stored. This allows Mountain City Meat to have a standard methodology in place that defines how reps treat and record contact details. But what's really great is that ACT! makes data entry a snap because it comes standard with 60+ predefined fields – saving them time on a daily basis. And since ACT! is easy to customize, you can develop new fields or rename current ones to match your company or industry vernacular.

Report With Ease

As an executive assistant, Cooper's job is report intensive. She develops reports for company executives, the board of directors, finance, and production leads on a regular basis. The interactive dashboard and 40 preformatted reports in ACT! allow Cooper to prepare a comprehensive summary for the vice president of sales that provides detailed information regarding team and individual performance. Such information shows the VP who is excelling and who may require a bit of coaching in order to hit sales goals.

Cooper also prepares quarterly sales reports. In the past, this process required almost 40 hours to complete—a full work week. Today the required time is slashed to a 20-minute process.

And while ACT! is full of its own reporting features, it also integrates with a number of products by Sage-approved development partners—like TopLine Results, makers of TopLine Dash Alerts. Cooper uses TopLine Dash Alerts specifically for its Key Performance Indicator analysis capabilities. Now she is able to view and filter sales metrics on activities, histories, and opportunities; for example, number of calls, meetings, to-dos, emails, quotes, and new opportunities for a particular client. It also calculates win/loss ratios, average sales and total sales for selected users. This provides the production department with advanced knowledge about opportunity close probability and what material will be needed; allowing them to research price and quality from providers in a timely and efficient manner. Bottom line, it saves Mountain City Meat time and money through accurate forecasting.

Synchronize Your Team's Efforts

Mountain City Meat has sales representatives throughout the United States. But they have just two main offices—one in Denver, CO and one in Nashville, TN. So when reps need the most updated information on clients, prospects, and sales opportunities, they rely on the synchronization of the ACT! database on their personal computers to the main database on the company's servers. With an Internet connection, they gain the exact information they need when they need it most. This feature also allows the data that they record on their computer to be imported to the main database. So when other reps are making client calls they have accurate relationship details—displaying a unified effort for Mountain City Meat.

ACT! and their certified consultant helped change the way Mountain City Meat builds and maintains client relationships. Today company sales reps and executives alike are working in a unified manner that increases productivity and profitability. With a clear vision leading the charge, Mountain City Meat is poised to handle future growth with ease and confidence.

Customer Success | Mountain City Meat

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—Kylene Cooper
Executive Assistant
Mountain City Meat

**TO LEARN MORE ABOUT ACT! BY SAGE, PLEASE
VISIT WWW.ACT.COM OR CALL 1-866-903-0066
TO SPEAK WITH A REPRESENTATIVE.**

About Sage CRM Solutions

Sage CRM Solutions is a portfolio of market-leading applications consisting of ACT! by Sage, Sage CRM, and Sage SalesLogix. Over 63,500 organizations and 3.1 million users worldwide rely on Sage CRM Solutions to develop profitable, long-term business relationships.