

## Sage ACT! | Customer Success



### Challenge

Recorded Books, LLC needed a contact and customer manager that could support anytime, anywhere access to customer account information.

### Solution

Sage ACT! delivers support to the company's remote sales team, while providing a deeper analysis with 50+ reports and dashboards.

### Results

Recorded Books, LLC is better able to manage its sales opportunities and stay connected with remote access, resulting in an estimated 12% sales increase and five hours of manpower saved each month, per sales person.

### Customer

**Recorded Books, LLC**

### Industry

Publisher of Audio Books

### Location

Prince Frederick, Maryland

### Number Of Users

35

### System

**Sage ACT!**

## Recorded Books, LLC Increases Sales With Sage ACT!

For more than 30 years, Recorded Books, LLC has been supplying products and services to school districts and libraries all over the United States. Headquartered in Prince Frederick, Maryland, Recorded Books, LLC has earned the distinction as the country's premier audio book publisher of popular fiction, nonfiction, and a variety of in-print genres. To manage and track its customer relationships and opportunities, Recorded Books, LLC relies on Sage ACT! as part of its strategic business solution.

### A Better Solution

When selecting a contact and customer manager, Recorded Books, LLC was looking for a solution that would allow the company to effectively manage customer relationships across the entire organization. Sage ACT! enables Recorded Books, LLC to manage all of their customer information—phone numbers, emails, client notes, meetings, and activity history—within one database.

"Before we implemented Sage ACT! we weren't managing our contacts in a global way," says Dan Morris, Recorded Books, LLC Western Regional Sales Representative. "All of us were managing our own database with more than 25 different sales staff and there wasn't a way for us to effectively communicate and market to our customers."

Recorded Books, LLC looked at a number of solutions before selecting Sage ACT!. Morris explains, "Prior to making our choice to go with Sage ACT!, we did review other solutions from Salesforce and GoldMine®. Our decision to go with Sage ACT! was based on a number of different parameters and we've been very happy with our choice."

### Anytime, Anywhere Access

Before implementing Sage ACT!, sharing customer information between sales teams had its limitations. Morris explains, "We weren't integrated at the time with Microsoft® Outlook® and the Internet to be able to access our database remotely and share information collectively. It was very restrictive."

Morris adds, "We were looking for opportunities to improve incremental sales with our customers, and really needed more of an effective management tool."

With Sage ACT!, Recorded Books, LLC is able to get anytime, anywhere access with Windows® and web options for its remote sales teams. This benefit allows sales to stay connected with their customer information while away from the office.

“Remote access through Sage ACT! has given us the opportunity to synchronize on a daily basis,” says Morris. “We are able to receive information from our home office and updates for new contacts and audio databases that have either been sold, or implemented and closed, as well as our ability to communicate our activities for that day from the field.”

Morris adds, “Sage ACT! remote access has given us a lot more power to communicate and manage our contacts throughout the country and also has allowed us to effectively manage our activities and follow-ups.”

### Managing Sales Pipeline

Sage ACT! gives Recorded Books, LLC total visibility and control of the sales pipeline so sales teams can stay connected with new prospects and opportunities in progress.

“One of the features that I enjoy with Sage ACT! is the ability to manage my sales opportunities,” says Morris. “Within the opportunities tab I can track the products that I represent, where they are at in the sales process, and establish a more effective follow-up.”

Being able to better manage customer opportunities with Sage ACT! has also allowed Morris to establish strong customer relationships and build his business.

“Since I started using Sage ACT!, I have increased my sales comfortably by 12% over the last year,” says Morris.

### Easy Reporting and Better Time Management

With Sage ACT!, Recorded Books, LLC is able to measure its sales efforts with 50+ reports and dashboards. Being able to provide a deeper analysis of sales performance has been a huge advantage for Recorded Books, LLC and improvement from past practices.

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– Dan Morris  
Western Regional Sales Representative  
Recorded Books, LLC

“Prior to implementing Sage ACT!, our company was managing reports in a variety of different formats—spreadsheets, Excel®, and other various documents,” explains Morris. “Sage ACT! has increased sales efficiency by allowing our sales team to manage our reporting in one database and our activities and history of our outside sale reps.”

Sage ACT! has enabled Morris to manage his time much more effectively. He explains, “With the automated reports Sage ACT! offers us, I’m saving comfortably an hour a week of my own time, which represents approximately five hours a month of time saved.” With the additional time saved, sales teams have more time to devote to increasing their customer base and building long-lasting, profitable business relationships.

*Note: Customer is a participant in the Sage Customer Reference Program and may be eligible for participation-based incentives.*

#### About Sage ACT!

Sage ACT! makes it easy for you to have meaningful conversations with customers by giving you an organized view of the people you do business with. Like the millions of individuals in small businesses and sales teams who use Sage ACT!, you’ll always be prepared with recent emails, meeting notes, task reminders, and social media profiles, because all of these details live in one place. You can even use Sage ACT! like a sales and marketing assistant to get the right leads, send striking marketing campaigns, and track your overall performance. The bottom line, Sage ACT! takes care of the administrative stuff so you can focus on building long-lasting, profitable business relationships.

#### About Sage North America

Sage North America is part of The Sage Group plc, a leading global supplier of business management software and services. Sage North America employs 4,000 people and supports 3.1 million small and mid-sized business customers. The Sage Group plc, formed in 1981, was floated on the London Stock Exchange in 1989 and now employs 13,100 people and supports 6.2 million customers worldwide.