



Sales Solutions That Grow With You

Prequel Takes MaxSales to the Max!

The President of Clear Lake Lumber had developed a sales system to get the most out of his employees. Prequel helped Clear Lake Lumber get the most out of his idea.



Overview

Company Overview

Clear Lake Lumber, established in 1973 in Spartansburg, PA, produces and sells high quality hardwood lumber to customers across the United States and the world. They employ a multi-faceted sales force, each with their own schedule of contacts and sales opportunities.

Business Challenge

The President of Clear Lake Lumber had developed a sales force management methodology that he had named "MaxSales," designed to help each of his salespeople manage their contact lists, keep current with calls and visits, track sales and sales opportunities, and other aspects of the sales portion of Clear Lake Lumber's business. He came to Prequel to help him transition MaxSales from a pen-and-paper process to an automated online application.

Solution

Prequel Solutions designed and developed a Web-Based Microsoft .NET application for Clear Lake that allows each salesperson to manage their sales force in the most efficient manner possible. MaxSales includes an integrated CRM database of sales professionals, contacts, schedules, phone calls and visits, a web-based calendar with reminders for scheduling capacity and improved daily planning, call and visit queues to enable each salesperson to call or visit the right customer at the right time to improve closing percentage, generated sales reports highlighting individual and group effort expended to achieve sales goals, integrated email and fax capability to allow users to quickly and easily communicate with their customers in the friendliest and most convenient manner possible, and workflows to guide sales person daily activities. A Mobile Web interface was developed to allow salespeople to be connected to their MaxSales contact information even through their smartphone.

Profile

Clear Lake Lumber is a lumber mill and sales company that sells lumber across the US and the world.

Business Need

Clear Lake needed a better system to manage their sales force, to make sure that each salesperson kept current on sales and calls and visits to their contacts.

Benefits

- Individual salesperson activity lists, contact lists and sales opportunities
- Integrated web-based calendar to track calls and visits to individual customer contacts
- Salesperson and manager reports to help each salesperson stay on target for their sales goals
- Mobile Web interface so that salespeople retain access to their information even on the go
- Daily activity workflows to allow salespeople to keep on top of follow-up activities.
- Integrated email and fax capability

Technology Services Provided

- ASP.NET, C#, SQL Server 2005, SQL Server Reporting
- Technology Assessment
- Application Development Services
- Mobile Web

Benefits

With the implementation of the solution provided by Prequel Solutions, Clear Lake Lumber salespeople can now conduct their sales business more efficiently and effectively. Salespeople now have one central location from which they can coordinate and track all their communication and interaction with their clients. Managers can now oversee their salespeople's progress and improvement over time. Clear Lake Lumber was so impressed with the MaxSales web application that MaxSales has now been established as its own associated entity, with Clear Lake Lumber personnel conducting licensing sales of MaxSales to outside clients for their own sales needs.

For More Information

For more information about Prequel Solutions call us at 724.820.1575

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