



## Ghent Exhibits Marketing Growth with Sage SalesLogix

### Executive Summary

Ghent Manufacturing is a producer of visual communications products and furniture for schools, businesses, and many other organizations with products like white boards and display cases. Ghent provides their products to consumers through multiple distribution channels that include small to large office retailers, catalogs, and distributors serving various industries. Understanding the needs of, and how to market to, each of these unique distributors is a key to growing their business. A major shift in the way Ghent Manufacturing was managing and using client data was ranked high on their own white boards – and Sage SalesLogix quickly reached the top of the CRM list to meet this critical business need.

### The Challenges

*Ghent Manufacturing needed to.....*

1. **Move** from individual contact management silos to a consolidated CRM solution integrated with historical sales data from their ERP system. Individual contact management databases existed on the sales force client PCs only and had no integration with any other corporate systems, so customer data was disjointed and often duplicated.
2. **Interact** with customers after tradeshow more often, quickly, relatively, and cost effectively, to increase new business and retain current business. Ghent attends approximately two tradeshow a month and following up with all the leads could take the marketing team into the next month. Ghent had to determine the best use of their outside marketing manager's time versus the newly created inside sales and support organization to lower the cost of a sale.
3. **Realign** sales territories and bring on new territory marketing managers in an efficient, cost effective manner without risking current customer relationships. The lack of integration with their ERP system meant bringing on a new territory marketing manager would be painful and time consuming.
4. **Automate** literature fulfillment processes and inquiries and the follow-up tasks required. Mailings that were taking 7 days to turnaround, as well as on-demand requests for samples and literature, were taking the customer service department off the phones during the working day. Something more productive had to be done to speed up time to process those mailings and lower the internal and outsourced fulfillment costs.

### The Posted Results are In

Ghent selected Sage SalesLogix by Best Software over Microsoft CRM as their CRM solution. The Sage SalesLogix Sales Client has enabled Ghent to get a true picture of their entire customer base with the integration of multiple contact management



### Solution Overview

Sage SalesLogix CRM Sales Client implemented to improve sales and marketing effectiveness for a complex distribution system.

### Company Profile

Ghent Manufacturing produces high quality presentation products and office furniture.

### Business Situation

Ghent Manufacturing recognized the need for a CRM system to help grow their business and stay on top in a highly competitive market to deliver the Customer Centric Organization.

### Solution Benefits

#### **Sage SalesLogix Sales and Marketing Client**

- Operational single data repository
- Growth of new accounts due to focused marketing efforts
- Historical Sales data dashboard with Navision ERP integration
- Increased sales
- Faster customer responses with follow-ups
- Lowered internal costs
- Competitive selling edge

#### **Products Used**

- Sage SalesLogix v6.1 Sales Client
- Sage SalesLogix Marketing Campaign



databases and their Navision ERP accounting sales data into a single database. Ghent chose to deploy the solution quickly, while introducing their customizations gradually in phases over a period of two months. The first stage was to clean up their existing account and contact data to better understand and have visibility to their customer base like never before. The next stage was to improve their target marketing efforts and manage them more effectively with Sage SalesLogix.

### The Message Is Clear

Ghent was able to increase by 400% the amount of marketing activity and shorten the entire fulfillment process. They have gone from 200 mailings a month with a 7 day turnaround to 850 mailings a month in 1-2 days. They not only know to whom they mailed what and when, but they can track the responses and create follow up activities for further contact. With the Navision integration, which provides dashboard sales history, and Sage SalesLogix simple customizations, they can quickly determine the appropriate level of sales contact from inside sales to outside marketing support which allows them to lower the cost of a sale.

*"We have grown the amount of new accounts we are bringing on board by 20-30% while lowering the cost of a sale."*

- Mark Current, National Market Manager

### Sage SalesLogix is a Winning Tool!

Sage SalesLogix has not only contributed to growth and customer satisfaction but it has also reduced internal costs. The biggest cost savings is in the area of productivity. Introducing new marketing managers and territory changes can be completed without interruption to customer relationships because the data is in one place and up to date all the time with powerful data management and territory alignment tools. Ghent has estimated that the ramp up for a new territory manager has been reduced from 3 - 6 months before Sage SalesLogix to 2 - 4 weeks with Sage SalesLogix.



The inside fulfillment process is also so much more efficient that the need to use outsourcing has been nearly eliminated. The automated sales and marketing processes, along with adoption by the inside sales group, has reduced the cost of a sale at Ghent Manufacturing, with positive signs of expanding Sage SalesLogix use to other parts of the company including customer service.

### Key Benefits of Implementing Sage SalesLogix

Ghent Manufacturing experienced operational, collaborative, and analytical benefits from their Sage SalesLogix implementation:

- Operational improvements – single repository of data to access, share, and manage
- Internal cost savings – fulfillment processes streamlined and sales productivity improvements
- Ease of integration – with some basic developer training, Ghent's lead developer, Dawn Crow, was able to create the integration process and scripts between Sage SalesLogix and their Navision ERP system in less than a week
- Flexible customizations – Ghent customizations include a dashboard to display historical sales data from their Navision ERP system that keeps the salesperson focused on growth

### Sage SalesLogix Partner – Simplesoft Solutions, Inc.

"Simplesoft Solutions was always very responsive to our needs. They took the time to listen to us until they understood exactly what we needed when we designed the customizations. They also did a fantastic job of training. If I had to pick two words to describe Simplesoft Solutions, they would be professional and friendly." - Richard D. Nolde, IS Manager



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