



The Difference is Gosiger

About:

For over 80 years Gosiger, Inc. has been helping American manufacturers maximize productivity through equipment, application experience, and exceptional service. Gosiger, Inc. has grown into a \$200 million company with 15 facilities throughout the U.S. Gosiger's headquarters remain in Dayton, Ohio where second and third generation family owners continue to operate the company. Today's Gosiger is not simply a distributor of machine tools and accessories, their focus is on helping manufacturers improve their competitiveness and profitability through their four key businesses: machine tools, factory automation, customer support and financing.

Business Needs:

- Rapid growth and acquisitions have created the need for standardizing sales and marketing processes
- Manage a single prospect and client database for collaboration across all divisions
- Standardize on one quoting methodology and format for all 12 divisions, but still provide flexibility for differences
- Develop an accurate and reliable sales forecasting process
- Automate very manual pre and post sales paperwork
- Reinforce a common and consistent brand to clients

Immediate Challenges:

- Consolidate multiple ACT! databases, Outlook contact files, and manual paper files with redundant, unclean data
- Accommodate unique requirements by division; including some real needs and some just "we have always done it this way" issues
- Train a diverse section of regional cultural differences as well as various skill (computer) sets

Simplesoft Solutions Plan:

- Introduce the use of Sage SalesLogix for full sales and marketing automation
- Standardize and automate pre and post sales processes for Gosiger, Inc.
- Learn the requirements and various differences by division; while still delivering a solution that would meet the corporate need for consistency in branding, automation, and forecasting

Results:

- Sage SalesLogix implemented across the entire organization
- Every prospect quote developed inside of SalesLogix producing an automatic forecast
- Business decisions based on weekly forecasts from the SalesLogix Dashboards and reports
- Improved communication with various vendors utilizing empirical data now available

The Financials:

- 66% time savings in producing Sales Quotes
- Returned an average of 300+ hours per month to selling
- Saved \$300,000+ in lost productivity, over the last year

"Sage SalesLogix has given Gosiger, Inc. a competitive edge in our industry and strengthened the relationship and credibility we have with our machine builders. Because we can provide the machine builder a forecast that is based on facts and a proactive approach to our prospect and client base it builds confidence in our organization. SalesLogix has simplified and streamlined the quoting process and eliminated thousands of unproductive hours from our business."

- Pete Haley
Managing Partner



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