

Andon Specialties

How SalesProcess360 helped a fast-growing manufacturer's rep/distributor maximize their return on CRM.

Contact Us:

504-957-8499

sales@
salesprocess360.com

salesprocess360.com

Shifting Business Model Brings Challenges

Houston-based Andon is a manufacturer's representative and distributor of process automation, analytical and fluid handling products and solutions. The company serves customers throughout Texas, the Gulf Coast and as far north as Michigan. Andon also recently expanded to offer coverage on the West Coast with a new location in Ontario, CA, for a total of 24 states.

This ongoing growth has brought added complexity. Their CRM system, adopted in 2008, helped ease growing pains. But as they've expanded and transitioned their business model and geographies over the past few years, they have struggled to fully integrate CRM within the expanded organization, according to Keith Rainwater, vice president of operations. Getting full rep buy-in to consistently manage territories and set priorities using the valuable data available to them was also a challenge. Andon was also about to embark on an integration between their CRM and ERP to gain 360-degree visibility into their business.

In 2016, to help them connect the dots between their CRM system, their ERP and their company culture, they hired SalesProcess360.

Getting ROI from CRM

Using the SalesProcess360 CRM Audit, SalesProcess360 Founder Brian Gardner helped Andon identify and fine-tune their sales process to ensure they'd get the most of their CRM-ERP integration. Rainwater said Gardner took the time to understand what Andon was trying to accomplish before bringing their expertise into the equation.

Working with SalesProcess360 helped Rainwater understand that software must be built and implemented in a way that fits a company's needs, not the other way around. "You're not going to change what you do because of your CRM integration with your ERP," he said. "The tool has to be in alignment with your sales philosophy, your methodology."

Another challenge SalesProcess360 helped Andon work through was getting its inside sales and marketing teams to extract value from the analytics reports the CRM generated. SalesProcess360 set up customized dashboards for each department that made it easy to view and analyze data in multiple ways, including by individual rep, by geography or by business unit.

SalesProcess360 also saw an opportunity to use their existing CRM data in a whole new way. Previously, Andon's reports focused on metrics that looked back in time, letting reps know when they didn't meet goals without giving them the time or insights they needed to adjust.

SalesProcess360 helped them identify KPIs that could serve as a leading indicator

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and showed them how to use their CRM to build automated reports to keep their business on track. Now, Rainwater said, they’re looking through the front windshield of their business “instead of looking through the rear-view mirror.”

Andon is taking SalesProcess360’s advice to “start slow and grow” to get the most from its CRM-ERP integration. But Andon is already starting to see the benefits. “It took a lot of effort, but it was worth it. Absolutely worth it,” Rainwater said. “Things are really starting to accelerate in terms of our use and the benefits that we’re driving from the program and the integration.”

And he’s optimistic about the future: “Phase one has been a paradigm shift for us. It’s had a huge impact on our ability to manage and run our business. I expect the same kind of leaps as we implement and move into phase two and phase three down the road.”

About SalesProcess360

SalesProcess360 helps industrial sales organizations get ROI from CRM. We believe it’s about process, not just technology. We work with companies at all stages of CRM, from CRM selection to ongoing training long after implementation. We offer CRM audits, evaluations, implementation coaching and management training. We also offer coaching on sales process.

Services include:

- CRM Audit
- Sales Process Consulting and Coaching
- CRM Utilization
- Industrial Sales Management Peer Groups
- Sales Process Review and Mapping
- Speaking and Seminars

The founder of SalesProcess360, Brian Gardner, has spent more than 25 years in sales and sales management in the industrial market. He served as sales manager for a major regional rep/distribution company for 15 years before he founded Selltis, LLC, the only industrial-focused sales team CRM solution with roots deeply embedded in sales process improvement. Having guided Selltis to success, he has taken his passion for process improvement to the speaking and coaching world as the founder and lead evangelist at SalesProcess360. He is the author of *ROI from CRM: It’s About Sales Process, Not Just Technology*.



Brian was a faculty member at the 2016 University of Innovative Distribution in Indianapolis. He is also on the speaking circuit for many process control and industrial associations. He has also conducted seminars on the topic of sales and sales management at Texas A&M, Case Western Reserve University, and Louisiana State University, along with being a presenter at annual sales meetings for various companies.