



## Maximizer Enterprise™

### W&O Supply, Inc. Standardizing Sales Processes at W&O Supply Increases Productivity

*“The biggest benefit from using Maximizer Enterprise is that each time we interact with a customer we can access a complete customer view.”*

**Jack Guidry, VP and National Sales Manager,  
W&O Supply**

#### W&O Supply, Inc.

**Industry:** Manufacturing

**Location:** Jacksonville, Florida

**Web:** [www.wosupply.com](http://www.wosupply.com)

**Number of Licenses:** 50;  
Maximizer Enterprise eCRM

#### Key Benefits

- ✓ Improved information about the sales team and sales processes
- ✓ Improved tracking of call volume
- ✓ Improved sales methodology
- ✓ Employee retention
- ✓ Protection of customer data and intellectual property



#### Introduction

W&O Supply was founded in 1975 and is the largest marine pipe supplier in the United States. W&O Supply's customer base represents all aspects of the maritime industry including the US Navy, commercial shipping companies, barge owners, cruise companies, offshore rigs and shipyards all across North America. W&O Supply uses a customer relationship management system from Maximizer Software to ensure all thirteen branch offices across the United States and one international location in Belgium stay connected with access to a 360-degree view of each customer as well as new business opportunities.

#### Problem / Challenge

When W&O Supply was acquired by PON Holdings, a multi-billion dollar, privately held company based in the Netherlands, expansion followed and the company was challenged with connecting a mobile workforce of 180+ people, a third of whom were engaged in some sales activities. Standardizing sales processes across offices was a top priority for Jack Guidry, W&O Supply's Vice President and National Sales Manager.

*“As we grow our business model throughout the world, it is extremely important that all of our efforts to maintain existing customers and develop new customers are coordinated in a standardized way. Managing growth while increasing productivity can be challenging,”* says Guidry. *“We needed all departments, including sales, distribution, accounting, technology and management, following best practices procedures as they relate to customer relationships, particularly in the areas of data organization, project tracking, and reporting of key information.”*

## The Maximizer Enterprise Solution

Guidry examined multiple CRM, project management and accounting systems, looking for one that would provide a consolidated view of opportunities and accounts and more accurate forecasting. The system needed to be customizable, yet not so complex that it lacked end-user friendliness, and it needed to be scalable to accommodate future expansion within the organization.

The off-the-shelf capabilities of Maximizer Enterprise appealed to Guidry as a starting point for W&O Supply's CRM project.

"We wanted a system that was intuitive and as easy to use as possible. Maximizer Enterprise appealed to us because all the information centers around the company, and we liked the list-based format that is unique to Maximizer Enterprise. Maximizer Enterprise also has the ability to be easily customized, which we plan on utilizing in the near future," said Guidry.

## Implementation

To ensure the CRM rollout at W&O Supply went smoothly, Guidry contacted Wintec, a Certified Maximizer Software Business Partner in New York. Wintec ensured Maximizer Enterprise was configured in a way that matched the sales processes Guidry wanted to put in place. Within only a few weeks Maximizer Enterprise was being used daily as the managers and sales reps had a common language with which to describe customers, make reports and track opportunities.

"We discussed the long-term goals for our CRM system and there was an absolute commitment from Maximizer Software and Wintec to get us up and running quickly," said Guidry. Jon Arancio, a partner at Wintec, worked with W&O Supply on the implementation of Maximizer Enterprise throughout the organization.

"Jack outlined a few key areas where he felt Maximizer Enterprise would be of benefit, including call monitoring and response, project tracking, and goal-focused selling. We started by organizing key data within Maximizer Enterprise. Unlike the loosely referenced data that crossed the company via e-mail, Maximizer Enterprise linked data in an intuitive way. Customer call reports are stored in the same location as the address, phone numbers and contact names. Unique custom fields are linked directly to this data, as are scheduled events, such as calendar or to-do list items. In this manner, the data in Maximizer Enterprise is easier to work with, better indexed and provides a more complete picture for management feedback on a particular matter or question."

*"Maximizer Enterprise provides the management team at W&O Supply with a more complete picture of their customer relationships."*

**Jon Arancio, Partner,  
Wintec Group, Inc.**

Attract  
Prospects  
Win  
New Customers  
Increase  
Repeat Business

## Results

W&O Supply has increased both the quantity and quality of call monitoring, created comprehensive customer profiles, and they are using the Opportunity Management System (OMS) within Maximizer Enterprise to facilitate the tracking and closing of long-term sales opportunities by tracking multiple client projects and assigning a close date and revenue to each deal.

Logging call reports allow management to guide sales reps to better performance and the call report itself is a valuable tool to prepare for the next sales call. Previous quotes and customer feedback is used to ensure the next call is much more focused. W&O Supply created daily call reports as a way of improving the actual content of customer phone calls. If obvious mistakes are made, the call reports reveal this issue to management before too much time passes.

“By tracking the number of meaningful contacts each sales rep is making, we get two key benefits. First, we can discern high performers from not-so-high performers. Second, we can set aggressive, yet attainable goals for each sales person. Maximizer Enterprise is helping our management team develop and improve the sales skills of our sales team,” said Guidry.

According to Guidry, Maximizer Enterprise helps with employee retention because it is easy to use and when sales reps consistently use Maximizer Enterprise they are more likely to meet or exceed their sales targets. In addition, Maximizer Enterprise can help reduce the cost of employee turnover, which can be an expensive part of doing business. “All of our customer data is stored in Maximizer Enterprise and not with the individual sales reps. And if there is employee turnover, we can now provide new employees with structured training on Maximizer Enterprise when needed. This helps them become more productive quickly and it also ensures each sales rep can be accountable for how they spend their time.”

Since properly logging call activity in Maximizer Enterprise W&O Supply’s sales reps are more conscious of how they spend their time, plan events in advance and are more productive, which has resulted in four hours per week in timesavings per sales rep.

“The biggest benefit from using Maximizer Enterprise is that each time we interact with a customer we can access a complete customer view. With this knowledge we can provide much better customer service and manage the customer relationship more effectively.”

## About Maximizer Enterprise

Maximizer Enterprise is a proven, affordable CRM solution that helps small and medium-sized businesses succeed with an integrated suite of software tools to attract prospects, win new customers, and increase repeat business. With the lowest Total Cost of Ownership in its class, Maximizer Enterprise is quickly deployed, simple to use, easy to administer and has the functionality businesses need to build successful, profitable customer relationships throughout sales, marketing and customer service & support.

## About Maximizer Software

Maximizer Software Inc. provides proven and affordable customer relationship management (CRM) and contact management solutions that help small and medium-sized businesses increase sales and win new customers, streamline marketing to attract new prospects, and enhance customer service & support to increase repeat business. Maximizer Software has helped over 7,000 Maximizer Enterprise™ customers and more than one million Maximizer™ users grow their businesses by building profitable customer relationships with award-winning solutions.

## Awards



## For more information:

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