



SalesChain Brings Prospecting Success to Office Equipment Dealers

EDA Data Integration Delivered to Dealers



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“Dealers are growing their core business and very effectively targeting vulnerable competitor replacements using EDA data. The key is not giving salespeople more data, but giving them the right data at the right time.” TIM SZCZYGIEL, PRESIDENT, SALESCHAIN

BENEFITS SUMMARY	SALESCHAIN DELIVERS EDA DATA on expiring office equipment leases to dealers in a format they can use to increase sales revenue. Usage of EDA data integration has grown to more than 30% of SalesChain customers.
OPPORTUNITY	WHEN IT COMES TO OFFICE EQUIPMENT DEALERS , SalesChain has its pulse on the market. They provide business management software in 43 states, to many of the nation’s top dealers. President Tim Szczygiel recognized the need for dealers to not only protect their core business, but to seek out new opportunities.
CHALLENGE	IN THE COMPETITIVE OFFICE EQUIPMENT MARKET , improving market share is a key objective for most dealers. Sales turnover is high and there are no clearly defined geographic territories for dealers. SalesChain wanted to provide office equipment dealers with something more than a spreadsheet full of potential prospects and little information other than a name or phone number.
SOLUTION	SALESCHAIN WAS ABLE TO ADD VALUE by bringing EDA data to sales people, making their prospecting more effective. “Dealers are able to target opportunities in the market vs. blind cold calling,” said Jennifer Boucher, senior product manager for SalesChain. “Somebody who uses EDA data has a comprehensive view of competitive equipment that is in the field. Someone who does not have this data has to figure that out themselves and manually put it into their system,” added Boucher. For example, instead of a look at the market based on individual machines, the SalesChain system organizes the data by customer. So salespeople can quickly prioritize high volume customers. Information that easily managed.
BOTTOM LINE RESULTS	“DATA FOR DATA’S SAKE IS USELESS,” explained Boucher. “It has to be in context. It has to be in a manageable format. You have to put a plan to it.” Boucher has found that EDA data provides a clear identifiable target for short-term core growth among dealers. “There is a lot of excitement and anticipation when salespeople get the data. They can call with confidence – it provides a real psychological advantage.” Szczygiel is so confident in the value of EDA data integration to its customers that salespeople talk about it with virtually every prospect. Since 2008, usage of EDA data has grown to more than 30% of SalesChain customers.

CONTACT EDA TODAY to exploit new market opportunities. EDA provides data-driven market insight to manufactures and dealers of office equipment. Our robust platform of equipment buyer data enables you to identify regional hot spots and competitor market share. As well as target qualified prospects using our detailed contact information and equipment purchasing histories. To get insight you can act on, call **800.288.8262** and ask for Jack Craft.

For details on **SALESCHAIN** business management software, contact Bob Treitel at 603.571.5857 or bob.treitel@saleschain.com.