

REDHORSE CRM USER PROFILE: SIERRA SCHOOL EQUIPMENT COMPANY

Sierra School Equipment Company (SSEC), a family owned and operated business based in Bakersfield, implemented RedHorse Customer Relationship Management (CRM) in April 2010. With over 3,500 contact records, it was essential for SSEC to organize client information, sales history and correspondence to maintain superior value and service. Vice President, Mike McDermott, explained that switching from GoldMine to RedHorse has increased administrative efficiency, streamlined operations and enhanced the potential of his sales staff.

IMPROVED BUSINESS OPERATIONS WITH REDHORSE CRM

Selling quality equipment and furniture to public and private sector customers since 1957, SSEC has improved its data management system over the years to remain competitive in the industry. SSEC was facing capacity limitations with GoldMine; the system was maxed-out and they actually had to delete important client information from the database to keep the program running.

When researching options for SSEC, VP Mike McDermott discovered that upgrading to a different version of GoldMine was cost-prohibitive. From issues with browser compatibility to limitations in linking email messages, he found the GoldMine system to be problematic and inadequate. Mike said he was also having a hard time getting effective customer support.

With RedHorse CRM, the team at SSEC enjoys unlimited data storage at a reasonable price. Seamless integration with accounting software, custom reporting capabilities and intuitive sales tracking options are just some of the many features that Mike McDermott and his staff find superior with RedHorse. And, since all first year updates are included in the initial price, concerns about incurring additional costs are eliminated with RedHorse CRM.

RedHorse CRM suits our project-based business. With GoldMine, I had to choose to link correspondence with only one client record at a time. Now I can connect information with multiple contacts so that it's easier to find when I need it. With tabs for favorites and commonly accessed records, I have the information I want at my fingertips.

I certainly recommend RedHorse CRM and the reliable customer service I consistently experience with Strategic Selling.

Mike McDermott
Sierra School Equipment Company
Vice President

THE STRATEGIC SELLING SOLUTION

Mike McDermott, Vice President of SSEC, was certain that there must be a better way to manage client records, organize communication and track sales interactions. Strategic Selling, SSEC's CRM consulting firm for the last 15 years, provided Mike and his staff with effective customer support to accomplish a smooth transition from GoldMine to RedHorse CRM. Strategic Selling educates clients in strategies and methods to improve sales and business relationships through successful implementation of CRM software.

Mike McDermott was impressed with the professional expertise of his customer support representative. The technology was tailored to meet the needs and goals of his company. And, Strategic Selling provided training and coaching to facilitate his sales staff to become capable and confident users.

Comprehensive product knowledge and responsive customer support enables Strategic Selling to help businesses achieve measurable results by effectively utilizing RedHorse CRM.