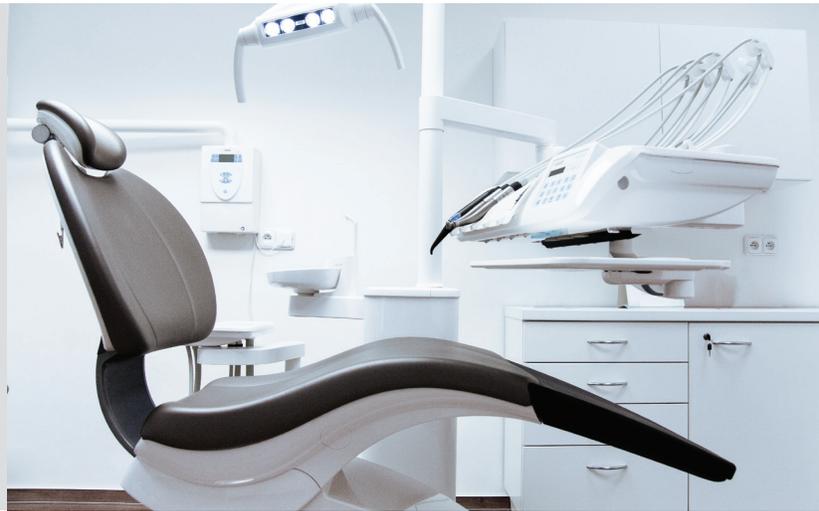


## Case Study

# Dental City

### PRODUCTS USED

#### SALESPAD DESKTOP



**THE COMPANY** Dental City is a Green Bay, Wisconsin-based reseller of dental supplies. The company ships from their 40,000 square foot facility to dental professionals across the US, Canada, Puerto Rico and the Cayman Islands. Dental City maintains an extensive product catalog of over 30,000 items and an emphasis on excellent customer service, both of which require timeliness and accuracy. With their previous system, Dental City salespeople were hand-writing orders and then having someone enter the orders into the system. The lack of efficiency in the old system prompted Dave Withbroe, one of the owners of Dental City, to seek improved productivity. "I wanted salespeople selling and entering orders easily; I did not want order entry people taking orders and not selling. Big difference," he says

**THE SOLUTION SalesPad Desktop.** While looking for an improvement on the old system, Dave was introduced to Microsoft Dynamics GP and SalesPad, which integrates with Dynamics GP to provide an enhanced user experience. Withbroe liked how easy SalesPad made the order entry process. He says: "I was looking for a CRM solution that had simple, fast order entry. We chose GP because of SalesPad." SalesPad has eliminated the need for the Dental City order entry team to refer back to the sales team for clarification with an order, saving the company time and keeping orders accurate. Things that can be left out on a handwritten order can't be forgotten with SalesPad order entry. "It was a problem at one time," Withbroe says of information missing on orders, "but you



Dental City | Green Bay, WI | [www.dentalcity.com](http://www.dentalcity.com)

### KEY BENEFITS OF SALESPAD DESKTOP

- Faster, more accurate order entry
- Increased gross margin, productivity, and cost savings
- Streamlined CRM and customer visibility
- Improved item inventory visibility
- Visible sales trends

can't forget to ask the customer, for example, the color, or the size, when you have to fill in those blanks. [In SalesPad, if the blanks aren't filled], you can't complete the order. But you can leave it out when you're hand-writing orders."

SalesPad has also had an impact on Dental City profits. Withbroe says SalesPad helped increased the company's gross margin by 3%, within two months. "Our reps negotiate all prices, and the order entry piece of SalesPad allowed reps to see the impact each part of the negotiations had on gross margin

CONTINUED ON PAGE 2

## “IT’S HARD NOT TO GIVE THIS SOFTWARE A SERIOUS LOOK AS AN INSIDE SALES AND CRM PIECE.”

**Dave Withbroe**, co-owner, Dental City

percent,” he says, “We knew [SalesPad] would have an impact, the question was, to what degree?”

But SalesPad is more than just an order entry system. Withbroe appreciates the numerous features of SalesPad’s Customer Card that provide visibility and save his sales reps time. “The Item Sales tab helps reps easily find items not ordered recently and the Sales Graph tab allows reps to easily see sales trends at the account level.”

Dental City, a company that prides itself on building relationships with its customers, also employs SalesPad’s CRM features, which

help sales reps keep organized and manage customer accounts. “The CRM Event Manager allows reps to better manage accounts by easily filtering to the best accounts each day,” Withbroe says. Dental City representatives call customers to make sure they are happy, and having a good call objective makes the process easier. He says that SalesPad CRM features help with pre-call planning, as well as keeping reps on top of events. “[SalesPad is] cost justified as an order entry system – the price difference between GP and SalesPad is about half the price – but it’s hard not to give this software a serious look as an inside sales and CRM piece,” he says.