

# DMC Case Study: Winterhalter



Business Growth Solutions



*Founded in 1947, German company Winterhalter, is the market leader in glass and dishwashing equipment for the catering and hospitality trade. Their industry-leading machines can handle anything from 440 to an impressive 4,400 dishes. Andy Blake is the Sales Director based at Winterhalter's UK subsidiary in Milton Keynes.*

Company:

**Situation:**

**Winterhalter UK**

"Before we installed SalesLogix in the UK three years ago, we didn't have any CRM software in place, except a less-than-ideal card-based system," Andy explains, "Which of course meant we had little control over managing sales leads or following them up to generate more sales."

Region:

**Milton Keynes**

Number of Seats:

As the market leader with facilities around the world, the time had come for Winterhalter UK to "move onto something that would enable our teams in the UK to do what they do best – sell – which is why we chose SalesLogix and ultimately why we also chose DMC."

**35**

Product:

So back in 2005, Winterhalter UK approached three different Sage software suppliers. "We were impressed with DMC because they listened to what we wanted," says Andy. "They were able to explain how they could solve our problems – and they obviously knew their product back to front!"

**SalesLogix**

**Solution:**

Although Andy wasn't involved in the actual installation, he says it all went "very smoothly" and staff found it "very easy to master". But with such a huge sales force and an equally substantial customer base to manage and develop, training is "always going to be an on-going process".

# DMC Case Study:

## Winterhalter

Company: "We buy one-to-one training from DMC which is excellent," he points out. "We have a contact who we work with very closely there. He listens to what we want to do and he does it - which is exactly what we need."

**Winterhalter UK**

Region: One of the main things that has attracted Andy to SalesLogix is its flexibility. "At the beginning of this year we found we had quite a bit of unnecessary 'dirty data', duplication and so on. This was because when we first set it up, we thought we knew what we wanted it to do whereas in reality we didn't - we'd tried to be 'too clever', if you like."

**Milton Keynes**

Number of Seats:

**35**

So Andy and his team realised they needed to simplify things. "So we sat down with DMC for a day and explained what we wanted to achieve. They listened thoroughly and came up with a solution then and there - something they seem to be particularly good at!" he adds.

Product:

**SalesLogix**

As a result Winterhalter UK now has a "much cleaner database", something that's "a lot more workable" than the original. "Really, we'd tried to be 'too clever' at the start," he repeats.

### **Benefits:**

Things have improved dramatically over the last ten months. "We can sort all our data so we can track customer activity and embrace opportunities, helping us to build better, more profitable customer relationships."

Andy has one concern, however. But he adds that "it's nothing to do with SalesLogix or with DMC who have been smashing throughout. Although we've got a very, very good and professional sales force, SalesLogix has helped us improve processes extensively. We have machines costing twenty thousand pounds so it is vital that we are able to track sales progress and with continual SalesLogix training staff are able to communicate and be on top of the job."

And the return on investment for Winterhalter UK? "It's difficult to say, because how can you compare something like SalesLogix to our old card-based system? Can you really ask yourself would we or would we not have got this or that business? Without wanting to sound arrogant, we are the market leader, so I guess SalesLogix has definitely played a part in that!"

But of course return on investment isn't simply measured in market share. "SalesLogix has definitely helped our sales teams manage, track and measure targeted campaigns better than ever before," Andy adds. "It just makes everyone's life easier."

And in conclusion: "The guys that we deal with at DMC have been brilliant. In fact if I was to sum up DMC in one sentence I'd say this: 'They're very good!'"