
FOSTER ENGINEERED PRODUCTS WINS BIG WITH BID TRACK SELL

Foster Engineered Products, Inc. is a manufacturers rep agency that represents over 10 leading manufacturers in the Architectural Building Products Industry in Arizona, San Diego, and Las Vegas. The six person agency is focused on high quality and continued growth across the Southwestern United States. Strategizing on how to gain market share, agency owner, Robert Foster identified several inefficiencies in his sales process some of which caused lost opportunities.



CUSTOMER PROFILE

FOSTER
ENGINEERED PRODUCTS

Company: Foster Engineered Products, Inc.
Industry: Manufacturers Rep Agency for Architectural Products
Country: United States
Employees: 6



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THE CHALLENGE

The agency was operating on a paper-based filing system with no effective way to manage the complexities of manufacturer requirements, incoming and outgoing quotes, interactions between contractors, engineers, architects, customers and everyone in-between. The volume of files and paper made it nearly impossible to find information quickly, and notes were often misfiled or lost. Each rep was keeping individual spreadsheets that were not accessible by other employees and customer service was suffering.

Using a paper-based system also made it incredibly difficult to accurately forecast pipeline, track commissions, or analyze profitability or product lines. It was clear that this issue had gotten out of control. There was no visibility into which relationships yielded the most awarded quotes. The static system offered little to no measurable results across projects, quotes, and the companies with which the Foster Engineered reps were bidding. Foster set out to find a way to improve data collection and collaboration, customer communication, deal tracking, and profitability reporting.

THE SOLUTION

Foster Engineered implemented [Bid Track Sell](#) to consolidate customer and manufacturer data into a single database and tighten up their sales processes.

The new CRM system enabled the company to keep all contact and project data up-to-date and accessible to all employees, regardless of their physical location. In addition, the system automatically set up individualized task lists for each rep based on their account activity so they could stay on top of follow-ups and other necessary sales activities.

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As the agency owner, Foster gained access to data that was not previously available with his archaic paper and file system. He can now easily track which products are selling and which customers are buying, in real-time. The built-in workflow automation helps keep everyone accountable. He can identify low-hanging fruit via the ‘awaiting award’ report and quickly run commission reports for reps and manufacturers. He is able to accurately quote pipeline to manufacturers who are beginning to require that information for their purchasing decisions.

By the Numbers

- Reduced operations costs by \$50,000 per year
- Increased sales by 20% for the last 4 years
- Prioritized customers based on sales data
- Prioritized products based on sales and profit
- Earned several multi-million dollar sales awards and Rep of the Year awards as a result of increased efficiencies

RESULTS

Foster Engineered experienced several immediate benefits including the elimination of paper files, filing cabinets, and associated sundries which freed up significant office space and saved on supply costs. Because the new system was kept up to date by reps and accessible to everyone, there was no need for an administrative headcount to pull folders and update files. As a result, Foster was able to offer an administrative employee the opportunity to transition into a revenue-generating sales position. The team spends less time in the office, reducing the need for office space. Collaboration, communication among reps, and staying up-to-date on the status of quotes and projects are fast and efficient.

[Bid Track Sell](#) quickly got all employees on the same page. Reps could see the status of projects at any time from their mobile devices, which significantly increased productivity. They were able to spend time with an average of 5X as many contacts per day by eliminating the time they previously spent hunting down necessary information. They can quickly look up historical information and readily answer customer questions. Additionally, the system alerts them when they need to follow up on quotes so nothing falls through the cracks.



ABOUT BID TRACK SELL

Bid Track Sell is a CRM designed for manufacturers reps to better track sales progress. The mobile-friendly online application enables users to manage many-to-many relationships, share information across the company, and track quotes, sales, products, customers, commissions, and email communications. Find out more at BidTrackSell.com

BID TRACK SELL

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