

Strategic Sales Systems Provides Customized Sage SalesLogix CRM Solution to Frederic Roofing

Strategic Sales Systems Empowers Estimators to Generate Bids On Site Using Sage SalesLogix

St. Louis, MO—April 4, 2011—Strategic Sales Systems, a premier provider of CRM (Customer Relationship Management) solutions today announced the results of another successful implementation of Sage SalesLogix for Frederic Roofing, a premier commercial and residential roofing contractor headquartered in St. Louis. The solution enables the company to better track its open opportunities and empowers estimators to generate and print bids while on site.

Frederic Roofing was seeking a way to speed bid turnaround time and increase visibility into open opportunities. “We had a manual system,” said Jim Ott, estimator for Frederic Roofing. “Some of us used pen and paper, others used spreadsheets. Then we’d type up a contract, and mail the bid to the customer. Depending on our work load, it could take several days to complete the bid and during that time, there wasn’t an easy way to know which proposals we were working on.”

Strategic Sales Systems tailored Sage SalesLogix to meet Frederic Roofing’s unique requirements, creating an integral bid creation application within the software. Estimators run Sage SalesLogix on their laptops and are able to enter dimensions and materials into the application and generate and print a professional, accurate bid while they are on site with a potential customer. Since the software and a copy of the database run on the laptops, no Internet service is required in order for the estimators to be productive, meaning they can work from anywhere, anytime. Once back at the office, the laptops are synced with the main database to deliver up-to-date information to the entire team.

“I am definitely able to generate bids in less time,” said Ott. “And the more quickly we can get the bid into our customers’ hands, the more we are more likely to win the project. It saves a lot of work and a lot of time.”

Frederic Roofing’s management now has visibility into all open proposals, with access to the status of each, and the probability of closing. Since each customer call is logged in Sage SalesLogix, the company is able to monitor its call volume, track how many site visits resulted in a bid, and how many bids were converted into a sale. It is information the company can use to hone its business processes and win more projects.

About Strategic Sales Systems

Strategic Sales Systems is a select Sage SalesLogix Partner providing technology and business consulting services. We focus on our customers’ CRM (Customer Relationship Management) needs, and their relationships with their customers. Our goal is to provide solutions to make your interaction with your customers more effective and efficient. Small to medium size businesses are a perfect match for the services that Strategic Sales Systems provides. Located at 1215 Fern Ridge Parkway, Suite 120 • St. Louis, MO 63141 • www.sssworld.com • (314) 225-2025