



# MidWest's Pipeline & Sales Opportunities Increased With Commercient

SYNC Integrated MidWest's Sage BusinessWorks & Salesforce



Household Refrigeration



Air Conditioning



Washing Machines



## COMPANY PROFILE



Midwest Sales and service offers quality products at competitive price points, consistent service and availability to meet or exceed the needs of the “Just-In-Time” customer. They specialize in appliances, consumer electronics, air conditioning systems, and more.

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| LOCATION                                       | <i>South Bend, Indiana</i>                 |
| EMPLOYEES                                      | <i>20 to 50</i>                            |
| INDUSTRY                                       | <i>Appliances</i>                          |
| ERP & CRM                                      | <i>Sage BusinessWorks &amp; Salesforce</i> |
| CUSTOMER BUSINESS MODEL<br>(B2B, B2C, or Both) | <i>B2B</i>                                 |
| SOLUTION(S)                                    | <i>Commercient SYNC</i>                    |
| GO LIVE DATE                                   | <i>June 2017</i>                           |

| CHALLENGE   | SOLUTIONS   | RESULTS   |
|---|---|---|
| Modernize the sales system, pipeline, and increase visibility   | Company reorganization and implementation of Salesforce                             | Better able to generate new opportunities, grow customer base, and increase net new sales   |
| Need to connect important Sage BusinessWorks data to Salesforce | Commercient SYNC, the #1 ERP and CRM integration platform for sales                 | Important customer data (bill to and ship to addresses, invoicing, etc.) and updated month-to-date and year-to-date sales now visible in Salesforce |
| Streamline and increase sales                                   | Part of the overall reorganization, Salesforce implementation, and SYNC integration | With combined efforts, MidWest Sales & Service saw increases in profitability within the first year   |

### NOTES

- MidWest Sales & Service is a family-owned business dating back over 50 years, and Heath Wechter's father took over the company in 1996. But not much had changed to their sales system over the years. Heath came in to modernize and, as he said, “**readjust, realign, reorganize, change [things] around, and hit the ground running.**”
- The company **leveraged Salesforce to help modernize their sales system.** In addition, the sales team uses Chatter daily to help communications, overall sales, and more. “It's really become the Facebook of our business,” Heath explained.
- But MidWest needed a way for the data in their Sage BusinessWorks ERP (customer data, invoices, inventory, and more) to be integrated into their new CRM. They **turned to Commerciant SYNC with a one-way connection from BusinessWorks to Salesforce.**

### RESULTS

- Once the SYNC between Sage BusinessWorks and Salesforce was implemented, it had an immediate impact. As Heath Wechter said, “When we turned it on, the data was flowing right into Salesforce. And I could go in and **see updated, year-to-date sales, and month-to-date sales and [important information] on each customer. It started tracking [important] information.**”
- Wechter credits the reorganization of the company, the overhaul of their systems, and Commercient SYNC for early successes of MidWest Sales. “**I can tell you now that our pipeline and our opportunities have never been bigger,**” said Wechter. “We have used the information and the data through all the systems combined to be able to become [more efficient]. We increased our profitability of almost 2 1/2 percent. Our net.
- “[SYNC has] **helped me make better decisions, because I have more access to more data,**” said Wechter of the Commercient integration of Sage BusinessWorks and Salesforce. Some of the data includes customer information, such as orders, invoicing, bill to and ship to addresses, and more.

## ABOUT COMMERCIENT



Commercient SYNC makes ERP and CRM data integration simple, quick, and efficient. Over the years we've helped companies of all sizes integrate their ERP data with their CRM system, helping businesses become more efficient.

**Our SYNC integration has grown to over 65 systems**, including Sage, QuickBooks, Acumatica, Epicor, SAP, SYSPRO and many others. With our ERP and CRM integrations, your data is synced to both systems in real time without the need for manual data entry, or the risk of human errors.

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