



MICHIGAN TEMPERATURE SUPPLY

sales-i helps MTS keep detailed account records and improve sales forecasting abilities.

WHAT IS MICHIGAN TEMPERATURE SUPPLY?



APCO, Inc. was established in 1946 as Appliance Parts Company. The company quickly grew and split into two divisions: APCO, which sold appliance parts to apartment builds, and Michigan Temperature Supply (MTS), which sold parts for heating and cooling systems.

After proudly serving customers for more than 60 years, Michigan Temperature Supply has gained a reputation for being knowledgeable in the HVAC industry and doing whatever it takes to get the job done right.

"sales-i gives me the ability to see my business by salesman, branch or division within seconds. I know which customers are up or down so we can respond within days to trends in our market. sales-i has given me the ability to manage and grow our business more efficiently & effectively."

LARRY HARRELD
Sales Manager



THE CHALLENGE

As their sales team grew and evolved, MTS had two main challenges. The first was how to record important account information in a lasting way.

"We wanted to know where our guys were going and what the comments were from our customers," explained Sales Manager Larry Harreld. "As salesmen would come and go, we lose all that history every time that happened."

The second challenge was how to create and distribute sales reports in a convenient and useful way.

"We always had targets for the guys, but we couldn't really see the targets because our internal program is not all that easy to use for sales reporting," explained Larry.

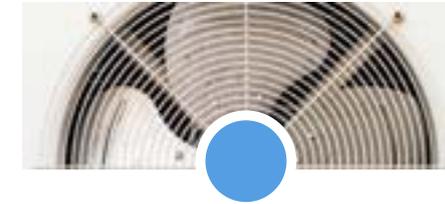


THE SOLUTION

Due to their reporting issues and fragmented customer records, Michigan Temperature Supply was drawn to the capabilities sales-i offered them.

MTS partnered with sales-i in 2016, and since then they have had much more success passing on critical account information. The ability to quickly and easily create sales reports and forecasts has also been a game changer for Larry.

"Each salesman has the same opportunity at their fingertips to bring up sales history," explained Larry. "We can forecast what we think we might sell in air conditioners coming up in May, June, July based on the prior year, and I can run that number and tell you by the item what we'll need within five or six items."



THE BENEFITS

The biggest benefit of their increased reporting and forecasting capabilities has been the ability to create customers for life. Larry shared a specific instance in which running a report of previous purchases allowed MTS to create an inventory list for a customer that has kept them from buying anywhere else.

"We had a fairly large, new construction [contractor] and we were having a hard time getting inventory levels for him," explained Larry. "So, I went through sales-i and pulled out all of his history for the past year and a half, and then I went through with him and figured out what he would use every two weeks. We adjusted inventory levels and purchase levels, and now his buying, well, he's not buying anywhere else, so that's nice."



LOOKING AHEAD

Having seen success with sales-i, the Michigan Temperature Supply team is now looking into ways they can increase the effectiveness of their sales-i implementation.

MTS has become comfortable with the Enquiries and MyCalls features, and now Larry and his team are working to maximize their knowledge of all aspects of the software to increase their revenue even more.

#SELLSMART

Our sales performance tool makes every call more **personal** and more **profitable**, effortlessly turning any good salesperson into a great one.

Request your demo
today at www.sales-i.com

UK HEAD OFFICE

Prologis House,
1 Monkspath Hall Road,
Solithull,
West Midlands,
B90 4FY

0845 508 7355
tellmemore@sales-i.com

NORTH AMERICA

200 W. Monroe Street,
Suite 1701,
Chicago, IL
60606

1-847-868-8175
tellmemore@sales-i.com

AUSTRALIA

Level 23,
52 Martin Place,
Sydney,
NSW 2000

+6102-9220-5108
tellmemore@sales-i.com

