

Crane Engineering Sales Inc.

Here's how one industrial distributor has used Selltis to improve the front end of the company's sales process. As a result, Crane has increased its quote hit rate and protected its knowledge base in case it lost a salesperson.

Crane Engineering Sales Inc. is a distributor of industrial grade pumps, valves, seals, filters, and fluid process equipment in Wisconsin, upper Michigan and Midwest. They have been serving the industry for over 70 years and three generations. Crane has 40 users on Selltis and has been using the system since 1998.

Here's what Mary Warnke, director of IT, at Crane has to say about Selltis:

"We needed a tool to analyze our quotes and all the business that takes place before the orders are placed. We were looking for the hit rate of our quotes and also wanted to have a seamless transition if we were to lose a member of our sales force.

"In our quest for this tool we looked at a number of packages from Microsoft Dynamics, Salesforce.com and CORelation. Ultimately, we chose Selltis. Selltis gave us flexibility that the others didn't! It was friendly enough that savvy users could develop their own desktops and not bog down the IT team. We had the ability to extract data, link all data together and an unlimited number of options to view our data.

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"Currently, everyone from Inside and Outside Sales to Management and Marketing are using Selltis. The quoting module works great for us, because of the complex engineered products packages we put together. Management has instant access to reporting for goals and activities.

"Recently, we held our biannual tech expo and were able to take all of the leads from the expo and link them to the contacts that registered while they were at the expo. When I say 'link,' I mean they were listed in our to-do's with each account manager. We were able to report this information back to the suppliers. At this one expo we entered close to 400 leads! Several of our suppliers made a comment as to how well their leads were being managed."

Why Selltis?

Selltis was built as an industrial market team-selling solution to share and leverage data from across your company: inside sales, outside sales, customer service, management, business partners and more. Selltis has more than 15 years serving the industrial market.

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