CAVALLO

DENTAL City

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GREEN BAY, WI I DENTALCITY.COM

The Challenge

Dental City is a Green Bay, WI-based reseller of dental supplies. The company ships from its 40,000-square-foot facility to dental professionals across the United States, Canada, Puerto Rico, and the Cayman Islands.

Not only does Dental City maintain a product catalog of over 30,000 items, it's also deeply committed to providing excellent customer service — a combination that requires timeliness and accuracy. With its previous system, this proved impossible to deliver. Salespeople were hand-writing orders and manually inputting them into their order management system, and the lack of efficiency prompted owner Dave Withbroe to seek alternative software options.

The Solution

CAVALLO SALESPAD. While searching for an improvement on the company's old system, Withbroe was introduced to both Microsoft Dynamics GP and Cavallo SalesPad, which provided additional power and more user-friendly options for managing Dental City's order-to-cash cycle.

Error-free order entry

Withbroe said he was impressed with how simple order entry became once they implemented SalesPad. "I was looking for a CRM solution that had simple, fast order entry," he said. "We chose GP because of SalesPad."
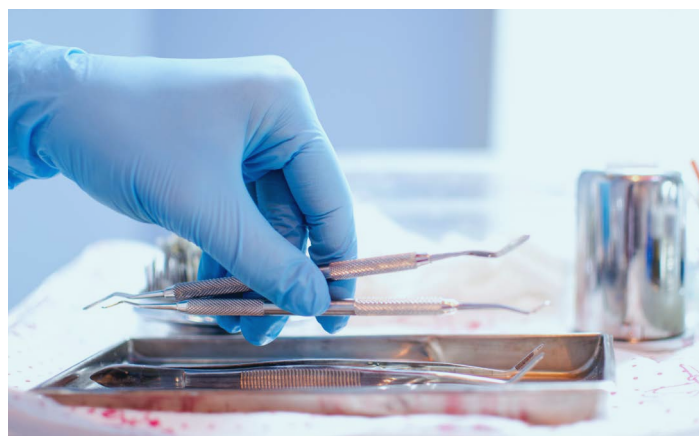
With SalesPad's powers at its disposal, Dental City's order entry team no longer needs to refer back to the sales team for clarification with an order, saving the company time and eliminating a major source of human error. Their order entry system has become foolproof.

"It was a problem at one time," Withbroe said of information missing on orders, "but you can't forget to ask the customer, for example, the color, or the size, when you have to fill in those blanks." If the blanks aren't filled in SalesPad, "you can't complete the order. But you can leave it out when you're hand-writing orders."

For Dental City, winning back that once-lost time meant more than just efficiency enhancements — it also gave way to a significant increase in profitability. Withbroe

said SalesPad helped increase the company's gross margin by 3% within two months of implementation.

"Our reps negotiate all prices, and the order entry piece of SalesPad allowed reps to see the impact each part of the negotiations had on gross margin percent," he said. "We knew [SalesPad] would have an impact — the question was, to what degree?"

Greater visibility, greater customer satisfaction

While Withbroe said he was especially pleased by the improvements in Dental City's order-entry process, he also appreciates the numerous features of Cavallo's Customer Card. Cavallo's CRM provides visibility they couldn't access previously, and it allows the sales reps to access relevant customer and product information with speed and agility.

"The Item Sales tab helps reps easily find items not ordered recently, and the Sales Graph tab allows reps to easily see sales trends at the account level."

It's standard practice at Dental City for representatives to call customers to make sure they're happy. Withbroe said Cavallo's CRM features help reps with their pre-call planning, as well as keeping them on top of events.

Users are also able to manage customer accounts with ease — they can easily access past interactions and track a given customer's historical data with the company, so they're not starting from scratch with each call. Being able to track those kinds of details has helped Dental City foster productive, personal relationships with their customers, which is one of the main values that drive their operations and their business.

"[SalesPad is] cost-justified as an order entry system," he said. "The price difference between GP and SalesPad is about half the price – but it's hard not to give this software a serious look as an inside sales and CRM piece."

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> **Dave Withbroe, Co-owner**

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