

“I expected the implementation to cost far more time”



Robert Oude Avenhuis MANAGER INSIDE SALES

If you think of the words ‘software implementation’, you may think of long cycle times, high costs and customization. That might be true for traditional software implementations, but not for an evolutionary implementation approach like Sofon Ready to Go. Sofon knows how to keep up the pace of implementations. This time we will introduce you to the company Voortman. Voortman develops, constructs, installs and maintains CNC driven processing machines for the steel processing industry and steel trade. Together with Robert Oude Avenhuis – Manager Inside Sales at the Dutch branch – we look back at the speedy implementation.

## Sofon offers Voortman complete sales support system

### COMPLETE SALES SUPPORT SYSTEM

Voortman has gone through considerable growth in the past few years. The machine manufacturer does not only possess sales offices in the Netherlands, USA, Russia and Australia, they also have an extended worldwide dealers network. Oude Avenhuis comments: “Our growing international clientele makes it necessary for us to optimize our sales process. We were therefore looking for a complete sales support system. And Sofon turned out to be very complete. We use all of Sofon: from CRM to quotation generation – and everything in between. I myself was involved with the CRM implementation.”

### PREPARATION

Sofon introduced the *Ready to Go* concept for implementation at Voortman: a structured approach to implementation, from preparations to live introduction. “Working with a Sofon consultant, our wishes and demands were taken on board in a project plan. In this way, we quickly had an idea of the cycle time and man hours needed. The consultant and I scheduled one day a week over a few months. I had expected that we would need far more time, but my expectations were definitely

proved wrong. This was probably because of our matching methods of working. The consultant operated with a critical attitude and a structured approach.”

### SIMULATION

Voortman wanted to use Sofon Sales Organizer to map out sales cycles, define contact moments and to gain insight into win rates. “But we also had some wishes for the organization of the Sales Organizer. For instance, we wanted a few more fields added and we wanted other fields renamed or deleted, in order to increase user-friendliness. During this phase we did a lot of testing and we weighed alternative solutions. If I got stuck, the consultant always had a few good solutions up his sleeve. I would then choose the idea that was best fit for our company.”

### REALIZATION

It was important to Voortman to have access to a user-friendly system: “We wanted to use a minimal number of mouse clicks to achieve our goal. Sofon now actually directs staff. When we have filled-in one field, another field will, for instance, become required because the information in question is needed to



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produce a report; really convenient.” Apart from that, Voortman wanted to structure and organize the access to information per Business Unit. “We have Business Units over the whole world. It is therefore not necessary for a staff member in the USA to be able to look at business opportunities in Russia. So we have organized Sofon in such way that sales people abroad can only look at their own opportunities and activities. The sales staff at our Dutch branch have a few more rights. They are often linked to certain sales offices abroad for support purposes.”

### HAND-OVER & LIVE

In the last phase, Oude Avenhuis put his knowledge on paper in the form of a manual. Then he presented the possibilities in the Sofon Sales Organizer to his colleagues. “Because of the experience I had gained, I didn’t need any support from a consultant. Sofon was received well in our organization. The twenty colleagues that work with Sofon are very pleased with the ease of use the system offers. It is also good that Sofon works as one. You need no separate CRM system, product configurator, quotation generator... You produce a quotation from the standpoint of a customer. All quotations are automatically

stored with the right customer data. You therefore see years of customer history at a glance. So: no more loose Word files and extensive files in archives for us. There is a structure now.”

### REPORTS AND E-MARKETING

Voortman also makes use of reports in the Sales Organizer. “We have insight into our installed base and can very easily produce a reference list. In the Sales Organizer, we indicate that we want to know which customers have machine type A in country B. With a few keystrokes, a reference list appears. From this, we choose a selection of companies suitable for a reference visit from one of our potential customers. We used to keep up this reference list manually in Word. It would sometimes take an hour to find a few good references. Another possibility we really appreciate, is the link between Sofon and our e-marketing package. Every night synchronization takes place. This means that if I add five new contacts at the end of an afternoon, they can immediately be included in a new e-mailing the next morning. It saves us a lot of time in exporting and importing data. And we now know that all data is up-to-date. That is necessary when you send a lot of e-mailings – like we do.”

## WHAT DID VOORTMAN ACHIEVE WITH SOFON?

- One complete sales support system: from CRM to quotation generation
- Timely implementation:
  - Few consultancy hours necessary (twelve days, over three months)
  - Appreciation for role Sofon: critical and structured
  - No dependence on Sofon consultant
- Years of customer history; visible at a glance
- Link to and synchronization of e-marketing package
- Installed base can be managed
- Management reports are available
- Opportunities can be managed

