



## CUSTOMER SUCCESS STORY

### CUSTOMER

TheWritersEdge.com

### CORPORATE PROFILE

#### Headquarters

Spring Hill, Florida

#### Type of Business

Online supplier of office products

#### Number of Employees

About 15

### APPLICATION

#### Software

ACT! by Sage

#### Number of ACT! Users

Every employee

## TheWritersEdge.com Turns Opportunity into Success Using ACT!

TheWritersEdge.com was created by husband and wife team Jim and Traci Jobin in 1996, based on their obsession with office supply stores and their love for writing instruments. The business is the distribution arm of Fisher Pen, famous maker of the "astronaut pen" that has been featured on Seinfeld and The Tonight Show.



When the Seinfeld episode first aired, showing Jerry touting the benefits and coolness factor of the astronaut pen, customer demand exploded. "Consumers came clamoring for the Seinfeld pen," says Jim Jobin. Sales volume doubled and Jim and his wife knew they needed a powerful contact manager to track incoming sales leads and identify the pen models in high demand.

I considered encouraging people to use their own systems, but then realized how everyone could benefit by using one system for all our team's customer tracking and reporting."

Jim had been an avid ACT! user for more than fifteen years. Before starting TheWritersEdge.com, Jim sold portable technology scanners and used recipe cards to track his customer contact information, relationship history and notes. He organized the cards in a manner so he could clearly identify prospects by location and specific stage within the sales cycle.

### Enter ACT! from Sage Software

Jim mandated that every sales person use ACT! and the business took off. "At first



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### CHALLENGE

Identify, track and manage sales leads generated from the mention of the "astronaut pen" (a product offered exclusively by TheWritersEdge.com).

### SOLUTION

ACT! with opportunity management, sales forecasting and group scheduling features.

### RESULTS

Sales continue to increase and employees are able to track and manage all opportunities. ACT! is recognized as an essential tool for business success.



Your business in mind.

*"For my business, one of the most important ACT! features is the simple ability to capture every detail of every customer relationship. Businesses need to differentiate their customer service. People love to buy but hate to be sold. A customer will buy from the person who takes the best care of them. ACT! empowers me to manage all of the small details that let my customers know I care about them."*

—Jim Jobin,  
Owner  
TheWritersEdge.com

## **ABOUT SAGE SOFTWARE (formerly Best Software)**

Sage Software offers leading business management software and services that support the needs, challenges and dreams of more than 2.4 million small and mid-sized business customers in North America.



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industries. For more information, please visit the Web site at [www.sagesoftware.com/moreinfo](http://www.sagesoftware.com/moreinfo) or call (866) 308-2378.



In the late 1980s, Jim attended a sales seminar featuring a new program known as "ACT!." Later that evening, he went home and watched the VHS training tape from the seminar, and the "ACT! bug hit!" Not only did ACT! allow him to manage his customer base better and produce enhanced sales reporting for management, it also helped him to think more clearly about his accounts by managing the myriad of details for each customer relationship.

Jim's team found that the solution was easy to use, with an intuitive interface they could tailor to fit their specific business needs. The customizable drop-down lists made it easier to quickly compile consistent and accurate data entries.

Using the forecasting and sales tracking capabilities in ACT!, employees can view all sales opportunities at once and then access, update and filter opportunities by fields such as user, estimated close date and sale size within the Opportunity list.

In addition, the ACT! user interface provides an integrated view of all activities, sales opportunities and communications to contacts and customers. Jim and his staff can easily perform letter and e-mail merges by selecting the group of contacts; ACT! does the personalization and updates each contact's History so each team member knows what was sent and when.

"For my business, one of the most important ACT! features is the simple ability to capture every detail of every customer relationship," Jim says. "Businesses need to differentiate their customer service. People love to buy but hate to be sold. A customer will buy from the person who takes the best care of them. ACT! empowers me to manage all of the small details that let my customers know I care about them."

ACT! also provides Jim's team with efficiently designed Microsoft® Outlook® e-mail integration and calendar functionality. Jim has gained valuable time by using the scheduling function in ACT! to view each team member's schedule before planning activities and meetings. Additionally, he can view specific customer meetings and get a clear picture of what each team member is working on.

"ACT! has the unique ability to manage all the details that make or break a business. We have used ACT! to manage relationships, close sales and track nearly every stage of opportunity development for over a decade. ACT! helps our people access precise details about each customer, the instant they are needed, to close important deals. I cannot imagine our achieving this level of success without it."

These days, Jim is thrilled about his longstanding use of ACT! and regularly looks forward to new features and enhancements that Sage Software regularly adds to help businesses further automate mission-critical tasks. Overall, TheWritersEdge.com team members believe that ACT! provides them with the tools they need to continue growing a unique and successful business.