

Case Study: Heck Industries



"Our organization was utilizing the ClarifyOffice™ system when I joined so I was able to manage my communications immediately."

Ron Heck

Quick Facts:

Industry

Direct Sales

of Users

300+

Objective

"To get my business up and running in the shortest time possible by using a preconfigured system to manage all my communications."

CUSTOMER PROFILE

Ron Heck has been working with a multi-million dollar network marketing company for the past 2 years. One of the reasons he joined this particular organization is that they already had a proven sales management system in place built on the Clarify platform.

GETTING BUSINESS STARTED

Ron is a top sales producer who knows what tools he needed to maximize his production. Starting a new business, there was no searching for an alternate system. He'd been using the Clarify platform and simply adapted it to his new venture.

Ron's business tasks are twofold. First, sales of its health care benefits package offering customers discounts on various provider services and second, recruiting of new agents. Agents receive a replicated web page to market the company's services that is hosted on the Clarify platform. Sales and service inquiries originating from the agent's website feed directly into their individual Clarify Contact Manager, notifying the agent when a purchase or lead has generated from their site.

"We offer our IBO's a complete turn-key suite to begin growing their business day one," says Ron. "It's really allowed us to scale our sales effort while controlling the message. At the same time, our agents enjoy state-of-the-art tools to build and manage their business."

The company's pre-configured Clarify suite includes:

- ✓ Agent websites, branded email accounts, and toll-free numbers
- ✓ Two replicated websites that include opt-in forms that import prospect and customer data directly into the Contact Manager

- ✓ Pre-configured auto response form letters for fast, frequent follow-up
- ✓ Replicated E-Commerce, so agents are immediately notified when the company begins sending out information to new customers and agents respectively
- ✓ Online document and file management to ensure compliance and standardization

"What I love about this system is that our agents really don't have to set anything up. They just advertise their websites and toll-free numbers and the system automates many of the processes."

SIMPLIFIED DAILY ACTIVITIES

Ron and his team access prospect and customer information, documents, and files on the fly. Plus online scheduling and tasking allows the team to work collaboratively without the traditional expense and hassle of in-house software and hardware.

RESULTS

With Clarify's hosted solution, Ron's business was literally up and running in hours, not weeks like many other applications.

"We implemented our Clarify sales management solution without missing a single call. It was that easy. Now we make tweaks ourselves whenever we need to and customer service is a phone call away."

WEBSITE

ronheck.net