



SalesLogix

CUSTOMER

The Seattle Times Co.
www.seattletimes.com

CORPORATE PROFILE

Headquarters

Seattle, Washington

Type of Business

Press, Advertising, Circulation and Marketing

Number of Employees

3,500

APPLICATION

Software

- SalesLogix
- SalesLogix KnowledgeSync

Database Information

170,000 Account Records

Number of SalesLogix Users

185 Users

SalesLogix Helps Seattle Times Keep Advertisers

Consider what makes a newspaper successful and you'll likely think of scooping the competition. Great newspapers do this, but to be truly successful, they have to perform in advertising sales too. So, when The Seattle Times Co. realized it was losing advertising revenues because it was losing track of its advertisers, it began looking for a solution.

"If a rep moved from one territory to another, the new rep coming in wasn't given a whole lot of information. They started from scratch, without knowing who had advertised with us in the past," said Brian Jonas, advertising CRM administrator for the company. "We wanted an approachable and intuitive tool sales reps could use to capture who they were talking to and share that information."

After looking at three-dozen products including GoldMine, Onyx and Siebel, Jonas discovered SalesLogix. He got in touch with Scott Adams, a SalesLogix Business Partner with SalesPath Corp. "We decided SalesLogix would be easily understood and

would enable us to share information," Jonas said.

Adams added, "They liked the flexibility SalesLogix provided – the way it could be customized to meet their exact needs. Plus, they could work with SalesLogix very much like they did with ACT!. That combination of flexibility, familiarity and ease of use really sold them on SalesLogix."

SalesLogix KnowledgeSync Brings Advertisers Back

In addition to the problem of salespeople moving territories, Seattle Times Co. was faced with the complication of tracking occasional advertisers. These businesses place seasonal or special-interest ads only during certain times of the year. "Many of these were falling through the cracks until we rolled out SalesLogix," Jonas said.

To address the organization's unique business, SalesPath also recommended the use of SalesLogix KnowledgeSync, which provides automatic business alerts and

CHALLENGE

The Seattle Times Co. needed an approachable and intuitive software solution that could track customer information, which could then be easily shared with other reps when reps moved sales territories.

SOLUTION

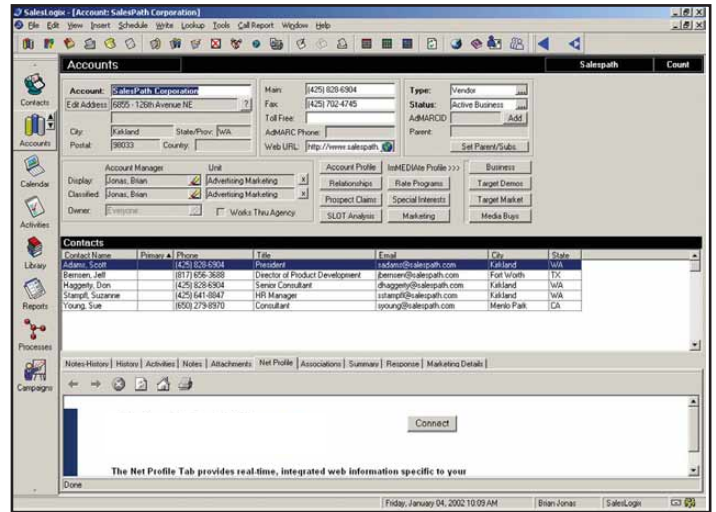
SalesLogix provided The Seattle Times Co. with detailed sales and prospect histories while reminding reps by e-mail to contact the occasional advertiser that they had previously let slip through the cracks.

RESULTS

With SalesLogix, The Seattle Times Co. has been able to increase their advertising sales by maintaining advertisers who previously would have been lost in the system.

"The simple, easy e-mail alerts that we're generating from SalesLogix have been very well received. Reps say, 'It's great. This is just what I need.'"

Brian Jonas
Advertising CRM Administrator
The Seattle Times



notifications. SalesPath created check boxes in SalesLogix for seasonal customers so that 60 days before their advertising time, the appropriate salesperson receives a reminder to contact the customer. "That's been a huge help!" Jonas added.

SalesLogix KnowledgeSync also generates alerts in SalesLogix for advertisers who have been inactive for a time, encouraging sales reps to get in touch with them.

"Sales reps previously had that information available to them through business system reports, but they didn't look at them, as there were too many," Jonas said. The simple, easy e-mail alerts that we're generating from SalesLogix have been very well received. Reps say, 'It's great. This is just what I need.' I know we've saved a lot of advertisers from going inactive. It's difficult to track that, but that surely translates into revenue."

Only the Beginning

Jonas has long been involved in helping The Seattle Times Co. apply technology to its sales processes, but his background is as a salesperson. In doing so, he said, "I've always taken my sales background and said, 'You run the machine this way, but here's how you sell with the machine.' Here's what you do to make a sale using this program."

He expects to be applying SalesLogix to the company's business processes for a long time to come. The Seattle Times Co. currently has nearly 130 people using SalesLogix and will soon expand that number to about 150. It's just the beginning of a four-year plan the company has for its CRM initiative with SalesLogix.

But, that plan is built on a series of little successes. And little successes, like small, occasional advertisers, can add up to a lot.

Jonas summed it up well: "SalesLogix stops those little disasters from happening."



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