



## CRM

For  
Architects  
Engineers  
Contractors  
Construction Suppliers

### Director of Marketing – Aerix Industries

*“We have a very niche company with unique products and processes. We needed a software system that was highly customizable to meet our needs without having extra blank fields. Project SalesAchiever CRM was the best option for that.”*

## Case Study: Unique Applications of CRM Systems for Suppliers

For suppliers, one of the best ways to increase efficiency and improve customer service is through the implementation of a customized CRM system.

Aerix Industries, which provides niche supplies for the mining, geotechnical, and construction industries, selected Project SalesAchiever CRM due to the system’s ability to be adapted to their unique needs.

“As a specialty supplier, our needs are different from those of construction and engineering firms,” said Jewels Redding, Director of Marketing for Aerix Industries. “We wanted a system that we could customize based on our needs. Project SalesAchiever accomplished this best.”

Working with the SalesAchiever implementation team, Aerix Industries modified the system to maximize its use within their firm. They started by reviewing the comprehensive number of data fields within the program, removing the ones that were geared more towards construction firms.

Next, they repurposed the “Opportunities” tab, using it to track the frequent orders they receive from repeat clients. More complex projects requiring a bid or proposal process and on-site implementation assistance were assigned to the “Projects” tab. This way, employees can access the appropriate project data with ease.

“We realized that our employees would be more likely to use the system if they had a limited number of places where they had to enter and access data,” Redding said. “We considered what we really needed to know to succeed as a company, then adapted the system to facilitate this information flow.”

For Aerix Industries’ team members who are located in remote offices or client job sites, the ability to smoothly access information with their mobile devices was important. Project SalesAchiever CRM provided a more streamlined way to share information among employees, including new orders, potential projects, and client information.



### Tips for Suppliers

- Adapt the data fields to your company’s products and processes
- Make sure the data entry process is easy for all employees

Call 1-888-523-2568 for a demonstration

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