



## Equipment Leasing Company Takes Telesales to New Level – Street Level – with GoldMine® and MapView for GoldMine

First American Equipment Finance, based in Fairport, New York, helps mid-market companies nationwide grow their businesses with equipment and software lease financing. The company employs about 100 people across offices in New York, Chicago and California. In recent years, the company has made news for its breakneck growth – 1,600 percent from 1997 to 2000 – landing it in the #3 spot among fastest growing companies on *Inc. Magazine's* Inc. 500 listing and as the #1 fastest growing company in the Rochester, New York area in 2000.

First American Equipment Finance, <http://www.faeef.com>, attributes its growth largely to its unique sales model: Sales reps based in New York and California sell exclusively over the phone. This approach enables the company to keep its cost of sales low and reach out to a greater number of prospects. The success of First American is attributed to high customer satisfaction resulting in repeat business.

### A Unified View of All Contacts Companywide

Since 1997, the company has relied on GoldMine® software from FrontRange Solutions to manage all of its contacts. All 100 employees, from Sales to HR, to Accounting to executives, use GoldMine to keep up with their activities and communications. With all users synchronized in real time using Citrix, everyone has a current and consistent record of all contact with a customer, ensuring they interface professionally and knowledgeably. Plus, they don't waste time calling or emailing to share information about customers.

The sales team looks to GoldMine as its source of leads, which feed in quarterly from D&B, a provider of global business information, tools and insight. To build the sales pipeline, they must establish relationships with each contact over the phone. However, since sales reps

are not physically at customers' locations, First American needs a way to maintain connectedness with contacts.

### Street-Level Mapping of Customers and Prospects

With that goal in mind, First American (<http://www.faeef.com>) implemented a solution to take reference selling to another level. It uses MapView for GoldMine, an innovative solution created by the company's FrontRange Solutions partner, W-Systems Corp. of Ramsey, New Jersey, to visually display contacts on a map. W-Systems based its solution on GoldMine using GoldMine's new XML API to provide integration to the mapping tools provided by Microsoft MapPoint®. Using GoldMine's SQL-based database engine, it instantly calculates relative distances of contact records and intuitively presents this information on a map.

From GoldMine, First American sales reps launch MapView to show the location of a prospect on a detailed street-level map instantly. From there, the rep can press a button to show current customers and industry references in the surrounding area, allowing him or her to enhance the sales conversation with details about customers in the prospect's neighborhood. Each contact is represented by little "pushpins" on the map, which reps can click for further information from GoldMine.

"As they talk to prospects, they can say, 'Yes, we've done business with so and so down the road,'" explained Sean Miller, Vice President of Information Technology at First American. "It's a great tool for the sales reps to be able to reference specific accounts in the same geographical area and be able to talk about the area itself."

From the creators of award-winning GoldMine® and HEAT® software |



Sales, Marketing  
& Relationship Management



Customer Service



Communication  
Management



Infrastructure  
Management



IT Service  
Management



## A Quick, Simple Way to Foster Relationships

Previously, only longstanding account and sales reps could take this approach, drawing on their extensive knowledge of their territories. Now, even new reps immediately understand where customers are located in a territory and sound knowledgeable when talking with potential customers.

MapView for GoldMine also allows First American reps to take greater advantage of their trade show attendance. The company can query MapView to see all customers and prospects near the site of the event. Then, First American uses GoldMine grouping to create letters for that set of contacts inviting them to visit the company's booth.

MapView also offers other geographic analysis such as mapping of the user's current calendar entries, visualization of forecasted sales, and retracing of completed sales calls in a user's sales territory.

Beyond the sales team, company executives also use MapView to map current prospects and customers before traveling to meetings or conferences. If possible, they try to arrange face-to-face meetings to strengthen the relationship. In this situation, the executive might take advantage of routing in the software to get instant directions to locations.

The ability to visually display all key contacts quickly in a specific geographical area has transformed First American's sales process. It increases productivity for all users and gives reps an important new way to build relationships with contacts. "MapView for GoldMine is really a tool that helps you establish a relationship with a prospect," Miller said. "We're targeting six and seven figure opportunities. We have such an efficient sales model and a strong focus on customer service and satisfaction. This combination of efficiency and customer service has allowed us to be very successful in the marketplace."

Miller credits W-Systems for its strength in creating solutions – like MapView and other custom applications – that truly address the company's business needs. "W-Systems goes the extra mile to understand where we want to go. They are regarded as a business partner, rather

than just a solution provider," said Sean Miller, First American Equipment Finance, <http://www.faeef.com>.



### About W-Systems Corp.

W-Systems provides innovative, cost-effective, contact and activity management for sales and marketing. W-Systems provides professional consulting and development to deliver solutions that let companies manage contacts for more follow-up, more sales, and more profit. For more information, call (800) 775-8378 or visit [www.w-systems.com](http://www.w-systems.com).

### About FrontRange Solutions

FrontRange Solutions develops award-winning software and solutions used by more than 130,000 companies and over 1.2 million users worldwide to manage a wide variety of business relationships and provide exceptional service. FrontRange product families, designed specifically for small-to-medium-enterprise (SME) and distributed enterprise organizations include: GoldMine® for business relationship management, team-based contact management and sales force automation solutions; IT Service Management with HEAT® and ITIL standards-based modules for complete service management; Communication Management including IP Contact Center for reduced telephony costs and increased agent productivity, streamlined customer service and communications; and Infrastructure Management, which provides the ability to optimize the full lifecycle of a company's assets. Customers representing 44 percent of the *Fortune* 100 and 76 percent of the FTSE 100, include Coca-Cola, Shell Oil, Prudential Securities, Électricité de France, Mack Trucks, Campbell Soup, Avaya, Bechtel Corp, Bank of America, and Turner News Network. For more information, call (800) 776-7889 or visit [www.frontrange.com](http://www.frontrange.com).

### AT A GLANCE

**Customer:**  
First American Equipment Finance

**Industry:**  
Financial

**Employees:** 100  
**GoldMine users:** 100

**Products:**  
GoldMine®  
MapView for GoldMine, by W-Systems Corp.

**FrontRange Solutions Partner:** W-Systems Corp.

### GoldMine Business Benefits:

All keep up with their activities and communications, interfacing professionally and knowledgeably with customers.

With W-Systems Corp.'s MapView for GoldMine, the telesales team instantly maps the location of the contact on the phone and builds the relationship by mentioning reference customers in the surrounding area.

New reps learn their territories quickly by viewing all current customers on the map and clicking back to the GoldMine contact record for each.

MapView helps create targeted mailings to all prospects near upcoming trade shows.

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