



Growth Products Branches Out into New Markets with GoldMine®

Renowned golf courses from California to Scotland, major league stadiums, as well as nurseries, greenhouses and tree farms, rely on Growth Products (www.growthproducts.com) to stay green and thriving. For more than two decades, the company has supplied liquid fertilizers, chelated micronutrients, organic biostimulants and biological fungicides to customers worldwide. With high-quality, environmentally-friendly products and loyal customers – now in all 50 states and more than 21 countries – the company has grown quickly, seeing revenues increase, and its distributor network double and export business triple in the past seven years.

Through such an expansion, organization has been essential to the company's success, according to Clare Reinbergen, President of Growth Products. "The biggest challenge is to organize the salespeople," Reinbergen said. With just five regional sales people, each one overseeing a different region of the United States and often several other countries, keeping track of new prospects, hundreds of clients worldwide and the company's 10,000 active contacts is a real challenge. In addition to sales, Reinbergen, technical support and administrative personnel all interface with the same customers, making a centralized customer relationship management system essential.

Centralizing Contact Data, Nurturing New Business

For the past seven years, Growth Products has turned to GoldMine® from FrontRange Solutions and FrontRange Solutions partner First Direct Corp. (1stdirect.com) as its strategy for keeping the team organized and managing all communication with prospects and customers smoothly and efficiently. Reinbergen credits GoldMine with enabling her sales reps to juggle their many contacts, including one rep who deals with more than 350 different contacts. "If he didn't have GoldMine, he

would not be able to manage it. It is as simple as that," she said.

Another sales rep manages the entire West Coast of the United States, as well as all of Growth Products' Asian clients. The distance and the time differences make GoldMine's e-mail capabilities an imperative part of customer contact.

With GoldSync, an add-on from FrontRange Solutions, the sales team synchronizes its GoldMine information frequently to ensure that all parties have access to the same information. Users rely on GoldMine to keep up with customer account status and avoid duplicate efforts.

Though Growth Products initially brought in GoldMine only for the sales team, Reinbergen finds she uses the software more than anyone, especially to manage the sales team. She relies heavily on GoldMine to evaluate how much time her employees spend in the field, how often they visit customers and how well they manage clients. Keeping contact information up-to-date in GoldMine is tied to employee success, providing critical documentation on sales activities. "I say to them, 'If you are not entering it, you didn't do it,'" Reinbergen said.

GoldMine Meets Company's Growing Needs

With successful relationship management rooted in GoldMine, Growth Products recently upgraded to GoldMine 6.5 to create a sharp new look for its marketing campaigns. "We upgraded specifically so we could do the HTML version of e-mail campaigns," Reinbergen said. As a result, Growth Products can send colorful, attractive images in its twice-weekly e-mail campaigns that focus on any number of important topics, including pricing, new products, technical updates and selling techniques.

Through customization from 1stdirect.com, Growth Products collects information not only about its direct

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



Sales, Marketing
& Relationship Management



Customer Service



Communication
Management



Infrastructure
Management



IT Service
Management



Master the Dynamics of Change™



customers, distributors, but also about end users, and links that information. For example, if a prospective customer enters information on the company's Web site, that contact information is automatically uploaded to GoldMine. Based on the prospect's location, the company is matched with the right geographical distributor, which can contact the prospect directly.

The company's GoldMine customization also supports targeted marketing, allowing the company to isolate contacts by customer type, region or country, and thus customize each marketing campaign to fit the right audience. It can also use this information to identify prospective clients around the world. Reinbergen commends 1stdirect.com for always being quick to respond to the company's needs and for providing valuable training in creating groups to customize marketing efforts.

1stdirect.com leveraged GoldMine's capabilities to view external HTML in order to create an integrated view of Growth Products' ACCPAC accounting system. This makes it possible for Growth Products, including remote users, to view accounting data from GoldMine records. Now, when a client places an order with the company, everyone in the administrative offices and on the sales team can access account information. Sharing this data allows sales reps to track purchase orders and shipments for their clients, saving time and decreasing confusion about order status. "The sales person can go in and look at his account and he can see exactly what has been purchased and what is pending," Reinbergen said.

Throughout the years, GoldMine, along with customized solutions from 1stdirect.com, has helped Growth Products to excel in serving a wide customer base across the globe. "We are able to cover the United States and 20 other countries with good organizational skills." More importantly, says Reinbergen, the company is keeping on top of its more than 10,000 active contacts without having to

hire new staff. "We have been able to expand our markets and we have become more productive because we are more organized with GoldMine," she said. "It couldn't be done without GoldMine."



About First Direct Corp.

Since its founding in 1992, 1stdirect.com has been a FrontRange Solutions partner supporting all FrontRange/GoldMine products. 1stdirect.com handles a full range services, including analysis/process design, installation and configuration, customization, training, automated processes, data conversion, reporting, as well as on-site and help desk support. For more information, call (800) 935-4386 or visit www.1stdirect.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 forces 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.

AT A GLANCE

Customer:
Growth Products Ltd.

Industry:
Lawn care products

Employees: 30
GoldMine users: 9

Products:
GoldMine®
dbNetGrid
GoldSync®

FrontRange Solutions Partner:
First Direct Corp.

GoldMine Business Benefits:

Increased sales and a doubled customer base without having to hire more staff.

GoldMine identifies potential new customers, and organizes marketing for customized campaigns by region, distributor or customer type.

Through regular synchronization, the owner can view sales activities and results and better support the sales team.

Integration between GoldMine and Growth Products' accounting software, ACCPAC, gives multiple departments access to order information.

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