xkzero

MOBILE SALON SALES SUCCESS

Bassett Salon Solutions is a premier, family-owned wholesale distributor of professional hair products in the Western United States. Founded in 2007, Bassett Salon Solutions has succeeded by providing outstanding service for independent salons.

"iSales 100 is a dream... I can get orders pushed out anywhere on the spot! Even 35,000 feet in the air... yes!"

- Brooks Oldridge, Brand Manager, Bassett Salon Solutions

Overview

In their continuous effort to improve customer service and add flexibility for remote sales reps, Bassett determined the need to provide their sales team with a Sage 100-integrated mobile solution.

Situation

Bassett Salon Solutions started out serving local salons with 4 products in their inventory. As they built up their customer base, they expanded their territory, their sales team, and greatly increased the number of products they offer. By 2009, they had 10-12 sales reps. Their ordering process involved calling in to customer service reps at the home office, who would then enter their orders into Sage 100. Founder Ward Bassett knew early on that he wanted sales reps to have the ability to enter orders before or after office hours. As Bassett grew, they recognized that a mobile sales tool was becoming a necessity. In addition to flexibility in ordering times for sales reps, their customers wanted the ability to pay at the time of the order. Bassett decided that a mobile sales system that integrates with their Sage 100 ERP system was the way to solve these problems. The initial mobile system that Bassett implemented soon proved to lack the capability to adapt critical aspects of how sells.

Solution

Systems Administration Manager Bobby Gardner said that "allowing salespeople to enter Sales Orders before or after office hours" was a key requirement for Bassett Salon Solutions. They found that iSales 100 was the ideal solution in part because it allows salespeople to create Sales Orders remotely and sync them directly and securely with the Sage 100 system at the home office. It also enabled them to accept credit card payments in

COMPANY

Location: Anaheim, CA

Founded: 2007

Industry: Wholesale Distributor of professional hair care products

SOLUTION

iSales 100 by xkzero, used by
- 40 field sales reps
- 5 regional managers
- Company executives
- B2B self-service customers

Paya Credit Card processing

Sage 100 Reseller: SWK

KEY RESULTS

Anywhere, anytime:
- Entering of orders
- Access Stock/pricing info
- Credit Card payments

Process high volume orders

Higher accuracy of orders

Reduced administrative costs by over 30%

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the field–another growing desire at the time. What Bassett discovered after implementing iSales 100 is that it opened up a world of new efficiencies for their administrators, salespeople, and customers. They now serve 7 states with over 10,000 SKUs with 45 salespeople.

Benefits

The initial desire to provide sales reps flexibility was met with praise. Salon Sales Consultant and Brand Manager Brooks Oldridge said "iSales 100 is a dream in the air and on the ground. Many of my orders come at the end of salon weeks on Saturdays and Sundays. I can get my orders pushed out anywhere on the spot! Even 35,000 feet in the air... yes!"

Gardner appreciates how iSales 100 helps Bassett comply with supplier agreements. Gardner said that their "agreements with manufacturers that restrict certain product sales to specific states definitely threw in some challenges. But iSales 100 made it a lot simpler once we realized its full potential." To accommodate these agreements, Bassett Salon Solutions uses User Defined Fields (UDFs) in Sage 100 and includes filters on those UDFs–along with other criteria–to determines which products a sales rep in any given territory has access to.

Now Bassett is able to cover 7 states with 20 brands and over 10,000 SKUs, all with 45 salespeople. "40 of our 45 salespeople are currently using iSales 100" Gardner said. "They are more confident that they have this tool in their hands. They no longer have to rely on customer support." He also noted that as they've grown, using iSales 100 has eliminated the need to bring on additional customer service reps to handle the increased volume.

Some of Bassett's clients are even using iSales 100 to create their own Sales Orders. Gardner creates a new iSales 100 profile for the client, and sets all the filters and rights on their account so they can only see the products and pricing that they are supposed to. Some customers love the ability to use the iSales 100 app to place orders directly when they get low on stock.

For more information about iSales 100, visit xkzero.com/mobile-sales.

KEYS TO SUCCESS

Leveraging Sage 100 Data
- Pricing rules
- Customer/Item purchase rules
- User Defined Fields (UDFs)
  - Geographic based sales restrictions

Key iSales 100 features used
- Remote, always on ordering
- Customer self-service inquiry and ordering
- Unlimited licensing

Smart adoption strategy
- Internal champion (in sales)
- Training for all new sales staff
- Sales order percentage targets
- Percentage target leader board

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