



THE APP FOR ORGANIC GROWTH

Corbin Turf and Ornamental Supply is a major distributor of professional turf products for world-renowned golf courses, sports stadiums and other turf-related industries in the United States. Founded in 1993, Corbin Turf has built a reputation for distributing quality products and outstanding customer service.

"iSales 100 really has been a game changer for us."

- Andrew Paquette, Business Analyst, Corbin Turf and Ornamental Supply



CORBIN TURF
& ORNAMENTAL SUPPLY, INC.

Overview

In order to improve the selling experience, and to gain visibility to inventory, customer aging, and other key data in the field, Corbin Turf determined the need to find an easy-to-use mobile salesperson app that provided up-to-the-minute access to their Sage 100 system.

Situation

In 1983, Don Corbin and his wife bought a landscape firm, and in 1993 a Turf and Ornamental Supply business. They later sold off the landscape business and focused on building their family's Turf and Ornamental Supply business. For over ten years, Corbin Turf and Ornamental Supply had been successfully using Sage 100 to build their business without mobile visibility into their ERP system. Their process included remote sales reps calling or emailing the office to ask questions about inventory availability or previous orders, or to relay order details. In the office, a customer service rep would look up requested information or enter their orders into Sage 100. To improve efficiency and customer experience, Corbin Turf's owners wanted to get real-time Sage 100 information into their sales reps' hands.

After joining Corbin Turf in 2017, Corbin Turf Business Analyst Andrew Paquette soon realized that great efficiency gains could be made if sales staff were to enter sales orders remotely. While Corbin Turf had growing sales with a loyal team of staff and experienced sales reps, technology was not the company's strong suit.

Solution

The initial roll-out of iSales 100 resulted in immediate improvements for Corbin Turf. Their sales team was able to see up-to-minute data on inventory, customer aging and pricing, sales history, status, and more—all while on the

COMPANY

Location: Greenville, SC

Founded: 1993

Industry: Turf Products
Distribution

SOLUTION

iSales 100 by xkzero, used by

- 9 field sales reps
- Owners
- Office staff

Sage 100

- Sage 100 Reseller: Blytheco

KEY RESULTS

On-site, real time:

- Entering of orders
- Inventory/aging info
- Order history info

Reduced call in volume

Higher accuracy of orders

Reduced administrative costs

The App for Organic Growth

customers' site. The initial concerns around technology adoption were quashed when they realized how easy iSales 100 was to use. "It was like dominoes" Andrew Paquette said. "Once we started using iSales 100 for inquiries, we saw that our team would have no problem using it for Sales Orders". "Now, after 2 ½ years of using iSales 100, 7 out of our 9 sales reps use iSales 100 for 75%-85% of their orders."

Benefits

Corbin Turf appreciates how iSales 100 helps them serve customers. Allowing the reps to look up inventory data and enter Sales Orders on site speeds the process and builds customers' confidence in getting their orders shipped in 24 hours—which is a big customer service point for Corbin.

Even with a sales staff not made up of technical experts, Corbin is experiencing mobile sales bliss with iSales 100. They've even cut down on errors by providing direct access to Sage 100 data. Now, costly errors like double shipments and double invoicing are a thing of the past.

As they've grown, Corbin Turf has been able to support increased sales with the same number of customer support reps. Andrew Paquette noted "We have not needed to hire the equivalent of 1.5 administrative staff to support our increased sales."

With highly efficient sales processes, the reduction of errors, and the ability to do more without growing support staff, Paquette is committed to iSales 100. "My goal within the Turf industry is to be the most technologically-advanced company there is. iSales 100 really has been a game-changer for us." he said.

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



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KEYS TO SUCCESS

Leveraging Sage 100 Data

- Inventory availability and aging
- Customer purchase history
- Warehouse availability

Key iSales 100 features used

- Remote, real time data inquiry
- Easy Sales Order Entry process

Smart adoption strategy

- Used a "Toes in the water" approach with lookup features only: checking inventory, customer aging, and purchase history
- Built confidence with entering Sales Orders with internal staff and a couple sales reps
- Rolled out Sales Orders for all

