

"It's What You Don't Know That Can Hurt You"



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Business Activity Monitoring



Case Study



They may advertise only once or twice a year, but seasonal and special-interest advertisers are important business for The Seattle Times Company.

Sales reps need to track those hundreds of occasional advertisers and sign them up early. **SalesLogix KnowledgeSync** (developed by Vineyardsoft Corporation) makes it happen.

Consider what makes a newspaper successful and you'll likely think of scooping the competition and running brilliant exposés.

Great newspapers do these things, but to be truly successful, they have to perform in other areas, too, including advertising sales. Because, without those sales, the money that makes the rest possible just isn't there.

So, when The Seattle Times Co., which provides advertising and other services for both *The Seattle Times* and the *Seattle Post-Intelligencer*, realized it was losing advertising revenues because it was losing track of its advertisers, it began looking for a solution.

The problem's roots lay in the way sales reps moved among their selling territories.

"Sales reps get too many reports. The simple, easy e-mail alerts that we generate from SalesLogix KnowledgeSync have been very well received. Reps say, 'It's great. This is just what I need.'"

*Brian Jonas,
Advertising CRM Administrator.*

"As reps moved from one territory to another, the new rep coming in wasn't given a whole lot of information about who they were supposed to see and what was important to those advertisers. They had to start from scratch," said Brian Jonas, Advertising CRM Administrator for the company.

"We wanted a tool sales reps could use to capture who they were talking to and share that information."

The company used Lotus Organizer and cc:Mail to record information, but those applications didn't permit the kind of data sharing it needed. In his search for a solution, Jonas looked at more than three dozen products, including GoldMine, Onyx, and Siebel.

About The Seattle Times:

- ◆ Provider of press, pre-press, advertising, circulation, and marketing services for:

The Seattle Times & Seattle Post-Intelligencer

- ◆ More than 3,500 employees
- ◆ 78 LAN-based users
- ◆ 50 remote users
- ◆ Microsoft SQL Server
- ◆ Nearly 170,000 account records
- ◆ 910 MB database

The Challenge:

How to keep on top of seasonal and special-interest advertisers to make sure that they don't fall through the cracks.

The Seattle Times needed to keep salesreps informed about what advertisers to contact, and when to do it.

“We were looking for something that would be used by our sales reps; something approachable and intuitive,” Jonas recalled. “Some of the ones we looked at were powerful programs, but we didn’t feel they’d be used by the reps.”

Then Jonas discovered SalesLogix. He got in touch with Scott Adams of SalesLogix certified Business Partner SalesPath Corporation.

Adams was not only able to show how easy to use and affordable SalesLogix could be, he demonstrated how SalesLogix could solve the company’s specific problems.

“We decided SalesLogix would be easily understood by the reps and would enable us to share information with everyone who is a touch point with our customers,” Jonas said.

Adams added, “They liked the flexibility SalesLogix provided — the way it could be customized to meet their exact needs. Plus, they could work with SalesLogix very much like they did with ACT!, which some of their people had experience with.”

“That combination of customization, familiarity, and ease of use really sold them on SalesLogix.”

Among the most significant customizations the SalesPath team performed involve the use of BusinessAlerts, powered by SalesLogix KnowledgeSync.

(“SalesLogix KnowledgeSync” is a version of KnowledgeSync 2000 specially branded for Interact Commerce by Vineyardsoft Corporation.)

In addition to the problem of salespeople moving among territories, taking their knowledge of it with them, was the complication caused by occasional advertisers.

These businesses place ads in Seattle’s leading newspapers only during certain times of the year. That might be during the holidays, a particular season, or to coincide with an event such as the popular Northwest Flower & Garden Show.

“Many of those little seasonal and special-interest advertisers were falling through the cracks left and right until we rolled out SalesLogix,” Jonas said. SalesPath created checkboxes in SalesLogix that sales reps now use to note when such customers want to advertise.

Then, about 60 days before their advertising time arrives, a BusinessAlert is generated in

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SalesLogix and sent to each advertiser’s salesperson, reminding him or her that it’s time to contact that customer. “That’s been a huge help!” Jonas added.

BusinessAlerts are also generated in SalesLogix for advertisers who have been inactive for a certain period of time, encouraging sales reps to get in touch with them.

“Sales reps have had that information available to them through various business system

reports, but they didn’t look at them,” Jonas said.

“They get too many reports. The simple, easy e-mail alerts that we’re generating from SalesLogix have been very well received. Reps say, ‘It’s great. This is just what I need.’ I know we’ve saved a lot of advertisers from going inactive. It’s difficult to track that, but it has to translate into revenue.”

Jonas has long been involved in helping The Seattle Times Co. apply technology to its sales processes, but his background is as a salesperson.

In doing so, he said, “I’ve always taken my sales background and said, ‘You run the machine this way, but here’s how you sell with the machine. Here’s what you do to make a sale using this program.’”

He expects to be applying SalesLogix to the company’s business processes for a long time to come.

The Seattle Times Co. currently has nearly 130 people using SalesLogix and will soon expand that number to about 150, adding another advertising unit and seattletimes.com, the company’s new media side.

It’s just the beginning of a four-year plan the company has for its SalesLogix implementation.

But, that plan is built on a series of little successes.

And little successes, like small, occasional advertisers, can add up to a lot. Jonas summed it up well: “SalesLogix stops those little disasters from happening.”