



The Sky is the Limit for Stonefield Query for GoldMine

Company Name

Skyline Displays Colorado

Established

1986

City

Centennial, CO USA

Website

www.skylinedisplay.com

Contact

Hunter Clark

Title

Sales Manager

Industry

Tradeshow

Query Version

Stonefield Query for GoldMine

Dealer

Apropos Consulting

City

Denver, CO USA

Website

www.aproposconsulting.com

Contact

Mark Cutts

Notable Quotes

"If you are managing a sales team or any data application and want to access your data and then be able to run reports, Stonefield Query for GoldMine is the best solution I know of."

Hunter Clark

Skyline Displays Colorado in the Spotlight

Skyline Displays Colorado are tradeshow specialists located in Centennial, Colorado. For over twenty years, they have offered state of the art displays, rental units, and exhibit management services to businesses in the state of Colorado.

Hunter Clark is the Owner and Sales Manager of Skyline Displays Colorado. When Hunter purchased the business in 2004, he had an IT network and GoldMine installed.

The Skyline Displays Colorado Problem

Hunter looked at several CRM alternatives and chose GoldMine because it enabled him to manage his sales team and tradeshow information. Once the installation of GoldMine and the IT network was complete, Skyline Displays Colorado resumed business as usual.

When Hunter began using GoldMine he noticed it was limited in its ability to store the large detailed records he needed to track his clients' trade show requirements. He solved this problem by adding Details Plus, an add-on for GoldMine. Hunter attempted to work with the reporting tools in GoldMine and found them difficult to use and incompatible with Details Plus. Hunter was not able to access the information he needed.

Not having access to information had a huge impact on Hunter's business. Hunter had to rely on sales people to manually key in information and wait for them to hand in sales and activity reports on a weekly or monthly basis. Skyline Displays Colorado was not able to be proactive when contacting clients for upcoming trade show events. Hunter needed an easy-to-use data mining and report-writing tool that would allow him to extract and view any information on demand.

The Stonefield Solution

Mark Cutts is a certified GoldMine consultant with Apropos Consulting. They discovered Stonefield Query in 2002 when Mark was looking for an easy-to-use data mining and report-writing solution. Since then Stonefield Query has become a standard part of their toolkit.

After discussions with Hunter regarding the problems he had with GoldMine, Mark recommended Stonefield Query for GoldMine as the data mining and report-writing solution. "When I looked at the problems Hunter was having with GoldMine and Details Plus, I knew that Stonefield Query for GoldMine would be the perfect solution," said Cutts. "It is easy to use and able to utilize the data stored in both programs. Stonefield Query for GoldMine is great value and a very powerful data mining and report-writing tool."

Before Hunter decided to purchase Stonefield Query for GoldMine, he downloaded the free thirty-day trial version of the program and Mark educated Hunter on the basics of the program. After working with Stonefield Query for less than half a day, Hunter was confident that he could use the program to design reports for Skyline Displays Colorado. "I agree with Mark that Stonefield Query for GoldMine is the perfect solution and great value," said Hunter.

The Result

Stonefield Query for GoldMine has had a tremendous impact on Skyline Displays Colorado. Hunter can now go into the program to view any information on demand. Sales people have more time for sales calls because they do not have to manually key in reports. Now when Hunter schedules sales meetings he can go into the meeting with quantifiable numbers and activity reports. "I know our sales and call activities have increased," said Hunter. "Sales people will pay more attention to their numbers when they know I have the information at my finger tips."

Skyline Displays Colorado is able to generate reports that list upcoming tradeshow and details on the customers who attended the previous year's show.

Skyline Displays Colorado has used Stonefield Query for GoldMine since November 2006 and have recently upgraded to the latest version of the software.