



**FATSTAX®**

**The FatStax Advantage:**

- Catalog information is visually appealing and accessible
- Robust tools to format and display deep product information
- Information is easily kept current and up to date
- Proposals can be sent quickly, without any delays from home office tie-ups
- Offline display/retrieval of all essential information
- Dynamic updates can instantly be delivered to all reps
- Always-current information ensures customer insight



**Headquarters:**

525 East Stop 18 Road  
Greenwood, IN 46142

**Industry:**

Industrial-process cooling equipment

**Business**

- Manufacturer
- Independent representatives sales force
- Sales throughout U.S., Canada and Mexico

**Customers:**

Industrial Manufacturers

[www.FatStax.com](http://www.FatStax.com)

## *Industrial Manufacturer's Sales Success Proves iPads Aren't Just for Pharmaceutical Reps*

### **Advantage Engineering Sales Flourish Out in the Field**

The people at Advantage Engineering know fully well the value of a good tool. As the manufacturer of thousands of different and innovative heat-transfer products for demanding industrial cooling needs, the Indiana firm is thoroughly versed in the highest standards of quality, service and rigorous engineering. Their 90 employees have been serving the industrial manufacturing market since 1977, so they know a thing or two about how to build—and sell—sophisticated equipment.

---

*“What FatStax addresses is the ability to make sure our workers have very current info, to be able to quickly change the info, to give them presentation tools for the info, and overall be more effective with their customers.” – Jon Gunderson, Sales and Marketing Manager*

---

But even successful processes need to change over time. Some of the methods used by the company's independent sales representatives weren't as efficient as they could be. Jon Gunderson, Advantage's sales and marketing manager, knew there had to be a way to use technology to streamline some sales operations. He had to hunt to find the ideal solution, but the results—the FatStax sales, presentation and catalog app for the iPad—were well worth the search.

### **Advantage Field Sales Get the FatStax Overhaul**

Besides their 90 employees, Advantage has a team of 60 independent manufacturer's representatives in the field, assisted by regional sales managers in the U.S. Because Advantage has such a deep product line that continues to evolve, supplying the field reps with updated (and often printed) information wasn't easy. “We were trying to figure out a way to keep the most current information in our rep's hands and also be able to change that information quickly if needed,” says Gunderson. “If you print a bunch of brochures and send them to these guys, it's 50/50 whether they'll put them in the catalogs or use the old ones, and even continue to use the old prices.”

Gunderson knew there was a better way. “We had been searching for a couple of years for a tool that would help us with that. We tried some things that never got off the ground. I decided to have someone write us a custom

**Copyright 2013, Red Funnel Consulting**

app from the ground up that does what we wanted it to do. But then I heard about FatStax. What FatStax addresses is the ability to make sure our workers have very current info, to be able to quickly change the info, to give them presentation tools for the info, and overall be more effective with their customers.”

### Quick Proposals and Dynamic Catalogs, the FatStax Way

Before FatStax, getting a proposal back to a client might involve a seven-step sequence of calls and emails between reps, sales managers and secretarial staff. “With FatStax, our rep does a couple of touches on the iPad and is done. It completely streamlines the process. Our Regional Sales Manager

---

*“I view this as our secret weapon. I almost want to keep my mouth shut about it. FatStax provides a competitive edge for us—it’s such a cool and powerful tool that I hope my competitors don’t stumble into it.” – Jon Gunderson, Sales and Marketing Manager*

---

here isn’t tied up with that process, and he can do the things that deeply need his attention, rather than simple proposals,” says Gunderson.

Besides using it for a proposal tool, FatStax supplies Advantage with a simple way to manage, update and present their extensive product catalog. The application’s built-in templating system is easy to use and flexible for a company’s needs. “If we change any information it goes to the whole sales force immediately, so our reps have the most current catalog,” says Gunderson.

“We have a specific look for our presentation materials, and the app makes it very easy to accurately input the information. The easy use of images in the product is fantastic. We might only have two to five images in a brochure, and they might look very similar, but with FatStax we can put the exact photo for every specific product in the catalog.”

### Service, Support and Growth

Advantage recognizes the value of service and support in its own customer operations, and heralds FatStax for the same. “The support side has done an excellent job. They assigned a couple of people to keep watch over us, one here in Indianapolis, and we have a weekly conversation. Whenever I have any kind of a question, I email them; they’ve been super good about getting answers and acknowledging any of our suggestions. It would be easy to sell and run, but they’ve held our hands when necessary and have been really good,” says Gunderson.

Advantage currently has five separate product catalogs in FatStax, and are building one for internal use as well. They are working with the team at FatStax to explore other ideas to help promote Advantage products, while supporting OEM manufacturers at the same time.

### FatStax: A Secret Weapon

“What’s great about FatStax is the speed to the customer: they get the most current info, and we have the ability to change it quickly. That gives us more time to concentrate on priorities here. In today’s world, instant gratification isn’t quick enough, and FatStax solves those situations or makes them more simple,” says Gunderson.

“I view this as our secret weapon. I almost want to keep my mouth shut about it. FatStax provides a competitive edge for us—it’s such a cool and powerful tool that I hope my competitors don’t stumble into it.”



**FATSTAX®**

**Let us help you get your business mobility started.**

Toll-free: 800-734-7750  
Email: info@FatStax.com