

## Lexnet Consulting Group Provides Ideal Technology For Pacific Imaging Technologies

### Pacific Imaging Technologies, Inc.

www.pacificimaging.org

#### Headquarters

San Ramon, California

#### Type of Business

Medical Equipment Sales & Leasing

#### Number of Employees:

25

#### Software

Sage SalesLogix

#### Number of Sage SalesLogix Users:

15

**“Lexnet Consulting Group did a fabulous job customizing and tailoring Sage SalesLogix for us—it’s a competitive sales tool for both management and staff.”**

Pacific Imaging Technologies distributes General Electric surgical products across the states of California and Nevada. Hospitals and surgery centers buy the sophisticated imaging products, which carry an average sales price of \$150,000. The sales cycle is lengthy, technical in nature, and requires a great deal of interaction between Pacific Imaging Technologies’ sales representatives and its customers and prospects. The tool Pacific Imaging Technologies uses to successfully manage its sales engine is Sage SalesLogix, ably implemented and supported by Lexnet Consulting Group.

“Lexnet is a great group to work with,” says Mark Campbell, distributor principal at Pacific Imaging Technologies. “When Sage Software referred us to Lexnet, we felt instantly comfortable with their expertise and approach to our project. I’m a big fan.”

#### Always Connected

In addition to Sage SalesLogix, Pacific Imaging Technologies also reviewed Salesforce.com and NetSuite.

“We learned that with the Salesforce.com and NetSuite products, if you don’t have Internet access, you can’t access the product,” explains Scott Sweet, principal. “Our reps travel extensively and they are often without an Internet connection. With Sage SalesLogix, they can have access to their data even without Internet access.”

#### Perfectly Tailored

During Pacific Imaging Technologies’ sales cycle, sales representatives gather vital information about a prospective customer’s budget cycle, other imaging equipment they may have, and the age and warranty status of existing equipment. Lexnet Consulting Group customized Sage SalesLogix to track this information. The company’s sales representatives then use the information to target the

most likely prospects and the optimum time to make a sales contact.

In addition, Lexnet Consulting Group developed queries to help the sales staff identify missing information about the prospects in their territories, a missing name for the Director of Radiology, for example. The representatives then can gather the information for use in upcoming sales and marketing activities.

#### Managing The Sales Cycle

The ability to capture and leverage data about open opportunities is a huge competitive advantage for Pacific Imaging Technologies.

“If we know a hospital’s imaging equipment is aging, we’ll approach them in advance of their annual budget cycle and have a higher likelihood of closing the sale,” explains Campbell. “Without the software’s help, this task would be an administrative nightmare.”

#### Hire The Experts

On the recommendation of Lexnet Consulting Group, Pacific Imaging Technologies chose to co-locate its server in

a specialized state-of-the-art facility. All upgrades, maintenance, and backups are performed by the facility’s technical staff.

“It’s turned out to be a great decision,” Sweet says. “We hired the experts so that we can focus on our core competencies.”

#### Targeted Marketing

Pacific Imaging Technologies also leases equipment to customers and uses customized screens in Sage SalesLogix to track the terms of those leases. “We launch targeted marketing campaigns out of Sage SalesLogix offering equipment upgrades to customers whose equipment leases are nearing term,” says Campbell.



Pacific Imaging Technologies finds the ability to capture data about open opportunities a huge competitive advantage.

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## Indispensable Tool

Sage SalesLogix has fast become an indispensable tool for the sales team at Pacific Imaging Technologies.

“Our sales reps are excited about the product and it has increased their efficiency by allowing them to focus on prospects with the highest value and the highest likelihood of closing, while still monitoring the other opportunities in the pipeline,” says Campbell. “It provides a framework that allows them to get organized and stay motivated.”

## Proactive Sales Management

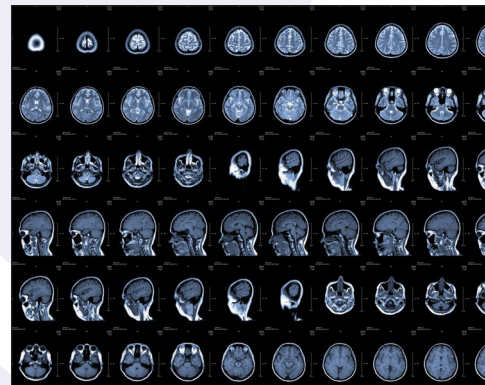
Sage SalesLogix is an ideal sales management tool for Pacific Imaging Technologies. Lexnet Consulting Group worked with Campbell to set up workflows within the software that match the company’s multi-stepped sales cycle. Sales representatives advance their opportunities through the workflow steps, ensuring each lead receives the attention it deserves.

Campbell can analyze the activities and open opportunities of each representative and look for potential bottlenecks. “I can look at the funnel of opportunities and if too many are getting stuck on a particular step in the sales cycles, I can take steps to help move those opportunities along,” he says.

The Sage SalesLogix Visual Analyzer component provides Campbell with business intelligence information in a graphic, dashboard format, providing the visibility to the key performance indicators he needs to focus his team’s efforts on the most effective activities.

## Gaining Face Time

Before Sage SalesLogix, Campbell would ask his team to prepare a spreadsheet of their open oppor-



Lexnet Consulting Group worked with Pacific Imaging Technologies to set up workflows within Sage SalesLogix to match its sales cycle.

tunities each month, which Campbell then accumulated into a larger spreadsheet for tedious analysis.

“Now that information is always available to me, without the need for spreadsheets—I can get graphs and charts that graphically represent my team’s pipeline,” says Campbell. “Plus, by removing the administrative burdens, we’ve given our reps an additional ten hours of customer face time each month.”

## Recommended Solution

“Sage SalesLogix is a competitive sales tool for both management and staff, and Lexnet Consulting Group did a fabulous job customizing and tailoring Sage SalesLogix for us,” Sweet concludes. “There are 20 other GE distributors like us across the country, and I recommend Sage SalesLogix and Lexnet Consulting Group to all of them.”

Lexnet Consulting Group is a leading provider of objective CRM business analysis and implementation services. The company is headquartered in San Francisco California, with additional offices in Los Angeles and Atlanta. Lexnet was founded in 1994 by Steve Chipman in order to provide companies with an expert resource for the evaluation and implementation of customer relationship management solutions.

The Lexnet team has completed hundreds of successful CRM implementations for mid-sized companies and teams within large enterprises. Among the companies that have improved the efficiency of their sales and marketing process with help from Lexnet are Ask Jeeves, Barclays Global Investors, Photon Dynamics, Mighty Leaf Tea, Bank of the West and Singapore Telecom. For more information about how Lexnet Consulting Group can help you untangle the complexities of customer relationship management, go to [www.lexnetcg.com](http://www.lexnetcg.com) or email us at [info@lexnetcg.com](mailto:info@lexnetcg.com).

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