

Sprint helps Momentum Group increase sales

Challenge

The Momentum Group sells commercial upholstery to furniture builders, architects and designers in office, healthcare and hospitality markets across North America. In the past, sales calls meant toting hefty 50-pound bags of fabric samples that were selected to meet perceived client tastes. But all too often, customers requested additional samples that were not in the on-site bag, which meant rescheduling the appointment and risk losing the business to interim sales calls by competitors.

Solution

Momentum deployed PCS Connection Cards from Sprint (Sierra Wireless 550s) and Panasonic mobile computers. The wireless connectivity for the outside sales reps allowed them to present an online library of fabric sample images as well as manage sales opportunities and order entry applications. An added benefit was the replacement of 50-pound fabric sample bags with 2-pound laptops. New project tracking almost doubled over the first six months. Sales rose in a “down” market, in large part because reps can now “strike while the iron's hot” using on-screen samples of every fabric in inventory to close customers that might have put off purchasing due to missing physical samples.

