

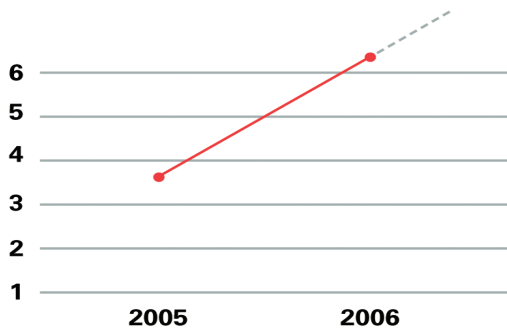


"MARS helps us maximize wholesaler productivity. By using MARS, they have been able to see more people in the field and produce more in sales."

~Mario Gallotto, Director of Sales Administration



## Case History: Sales Reporting www.marssalessolutions.com



### John Hancock Experiences Explosive Growth

In the past 18 months, John Hancock increased their number of wholesalers from 36 to 80 and doubled their inside sales staff. This kind of dramatic growth can often be difficult to manage. But fortunately, with MARS in place, they were poised to get their new sales team members producing immediately. Something that paid off with an over 60% increase in sales to exceed \$6 billion by year-end.

Because MARS is built on a relational database it is easily adaptable to any and all internal legacy systems. "MARS did a great job hearing us and putting our wish list to work in our system," claims Mario Gallotto, Director of Sales Administration.

Three key features of MARS helped John Hancock achieve their growth goals.

- #1 Sales Reporting Stability.** Because MARS is a fully integrated CRM, it can provide reliably accurate information. All data sources flow through MARS and can be scrubbed for accuracy. This better, cleaner information helped wholesalers build stronger relationships with their representatives.
- #2 Easy-to-Use.** MARS has an intuitive front-end so it requires very little training. New salespeople and wholesalers could be up and running quickly. MARS also was available for consultation 24 x 7 to ensure seamless integration.
- #3 Mobility.** Using MARS on their Blackberrys, the sales team had a 360 degree view of producers activities and sales with real-time access to the enterprise system. Wholesalers could quickly identify representative's activity and deliver sales reports. Because they could see more people in the field they could produce more in sales.

At MARS, we are a nimble company of financial experts delivering a superior technical product. We understand your business and have developed our product from the ground up to solely serve your industry. If you need a fully integrated CRM and sales reporting solution to support your rapid growth plans, call Kathy Walsh at 415-485-4523.