



# ACI Controls

*Learn why all customer-facing employees for this manufacturer's rep and distributor of process control products use Selltis to track sales activity and opportunities, manage quotes and allocate expenses.*

ACI Controls is a manufacturer's representative and distributor of process control products and services. They are headquartered in Buffalo, NY, serving New York State and Western Pennsylvania. ACI has 24 users on Selltis and have been using the system since January 2000.

## Why Selltis?

Selltis was built as an industrial market team-selling solution to share and leverage data from across your company: inside sales, outside sales, customer service, management, business partners and more. Selltis has more than 15 years serving the industrial market.

### Contact Selltis:

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*Selltis is powered by infodat.*

*Learn more at [infodatinc.com](http://infodatinc.com)*

## Here's what Bob Wescherath Jr., president of ACI, had to say about Selltis:

"In the late 90s our company was still preparing pen-and-paper call reports. One of our account managers began using ACT which spread like wildfire among the sales force because of the efficiency, computer vs. paper. Before long we had 15 islands of information in ACT. For obvious reasons, we wanted all the data in one shared database. Every time we tried to merge the individual databases into one 'super ACT' it failed. I was sold on the concept of CRM and began investigating available solutions.

"We looked at several applicable solutions and chose Selltis. We used Selltis for five years, extremely pleased! When Selltis switched to the cloud version we chose to keep the server-based version of Selltis we had purchased. After experiencing issues making changes to the system without the support of the Selltis team we looked for yet another new solution and signed a three-year contract with another CRM Company.

**"Selltis allows us to professionally and thoroughly report back to our 'A-line' principals on activity we are working on their behalf in the field."**

"Our experience with the new CRM company was not good. After the 30-day implementation window their support pretty much evaporated. Without support from them, using their program was clunky and far from user-friendly. We could not get the customizations needed to desktops, reports, etc.

"As a result, two years into our three-year contract our guys quit using it. The contract with our new provider was terminated and search for another option began. We kept coming back to Selltis. I always liked Selltis. Finally, we made the move from the new CRM company back to Selltis, realizing that we were behind the times by not embracing the new cloud technology.

"Currently, Selltis is being used across the company by pretty much anyone who touches a customer, from account managers to inside sales to expeditors.





“We are using Selltis for:

- Opportunity identification and tracking
- Quoting and quote follow-up
- Account manager call reports

“Just recently we began using Selltis for our expense reimbursement program. This has streamlined and simplified the process across the board; that’s been great! We can track expenses against opportunities, against accounts, against individuals and even the principals we support. All of this allows us to professionally and thoroughly report back to our ‘A-line’ principals on activity we are working on their behalf in the field.

“Our experience with Selltis has been nothing short of phenomenal. We receive support calls once a quarter from management to check in. The proactive support and suggestions on screen design and process improvements have been implemented across the board.”

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