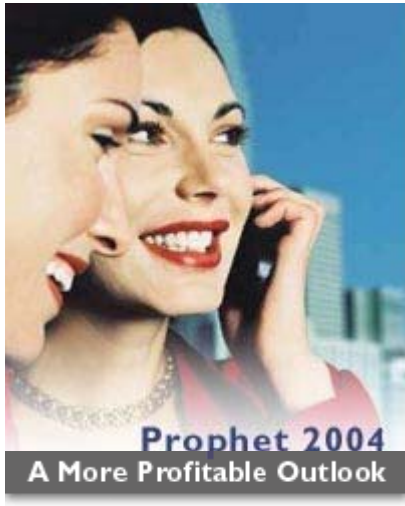



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"Exchanging success stories and ideas through the Prophet Community will help us all become better sales professionals."

Scott Fasser, Editor
Avidian Technologies

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Prophet 2004, the Perfect First Sales Opportunity Manager A Case Study

Brandrud Furniture was established in 1955 by Harold Brandrud in Seattle, Wash focus on high-quality, custom furniture. The company has grown significantly since its inception. The company's dedication to quality furniture and service has remained the same.

Brandrud manufactures high-quality, functional, commercial furniture for health care, education and educational institutions that require a long sales cycle and some of the largest sales forces. The sales force consists of independent sales representatives spread across the United States with sales support located at the manufacturing facility in Auburn, Washington.

The Challenge

When Bobby Holt, Lee Falck and a group of investors purchased the company in 2004, Brandrud's growth had plateaued. In addition, the competition from overseas was increasing in their market. Holt and Falck wanted to find a way to increase the company's sales while still maintaining their commitment to providing top-quality furniture.

The first task was to streamline the manufacturing process, reduce lead times and implement cutting edge design concepts. With lead times reduced by 66% and costs in-line with the competition, growth in their niche market as well as market expansion became the order of the day.

Both Holt and Falck realized that putting a sales process in place was critical to the success of an efficient and effective sales organization. Brandrud was managing sales opportunity with an outdated, custom Access database that simply stored data and did not allow for the management of a sales process. They needed a sales management software solution that would help them establish the sales process, create benchmarks for sales opportunity management and provide much better sales forecasting based on actual data in the sales pipeline.

"After we improved the manufacturing processes and back office functions, we knew that a critical step for us to grow this business was to address the sales side." said Bob Falck of Brandrud. "We were growing despite a lagging economy, but knew that if we were effective at managing our sales process that we could predict future demand better and increase our sales even more."

The Solution

After looking at sales management software including Prophet 2004, ACT! and other solutions, Brandrud selected Prophet to help them with their sales organization.

1. Establish a sales process for the first time in company history.
2. Provide an easy to use solution for tracking and managing sales opportunity implemented with a far flung group of independent representatives.

Prophet was selected over ACT! because of the true integration of the sales opportunity into Outlook, the clean interface which makes the product easy to use and the rich features.

In addition to the sales management software solution itself, Avidian Technologies provided training sessions to help Brandrud think through and establish the sales process as well as more advanced features and sharing capabilities of Prophet 2004. The training helped Brandrud expand its knowledge of the features that Outlook already includes the

[Sales Reports](#)
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managing the process more efficient as well as how to sell more effectively.

Brandrud now has a sales process in place that allows them to track opportunistic sales process. Contact notes, quote files, opportunity details and the stage of the now organized and accessible through an interface that the sales team was already

When a current or potential customer contacts Brandrud and asks for a quote, the information is entered into Prophet 2004 by a sales support or customer service contact is assigned to a sales rep to generate a quote and a tickler task is created to contact the potential customer at a specified period of time. Before Prophet 2004, the best clients that never materialized would go untouched because the sales reps are not proactive in contacting them. By mining the leads that never responded to Brandrud is going after highly qualified leads that never took the next step.

"For the first time, we have a sales process that allows us to set benchmarks and reports that are consistent among sales reps," said Bobby Holt, President of Brandrud. "We were able to get up and running quickly with the core functionality of Prophet and Outlook was extremely helpful to making our daily tasks easier."

Before being purchased by Holt and Falck, Brandrud Furniture had already established a company committed to excellence. But under Holt's and Falck's leadership, Brandrud reached \$15 million annually from hospitals, clinics, doctors offices, universities, and custom production. With the help of Avidian Technologies' Prophet 2004 Sales Management software, Holt and Falck hope to add to the success Brandrud has already experienced.

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