



## Case Study: Dent Mechanic Group

# How SPOTIO Helped the Sales Team at Dent Mechanic Group Achieve More



**INDUSTRY:** Dentless Auto-Hail Repair  
**COMPANY SIZE:** 12-25 field sales team members  
**LOCATION:** Dallas/Fort Worth Region  
**FOUNDED:** 2015  
**WEBSITE:** <https://dentmechanicgroup.com>

## OVERVIEW

Dent Mechanic Group is a full-service, white glove, auto-body hail repair shop based in Dallas, Texas.

Dent Mechanic Group focuses on providing a best-in-class customer experience throughout the entire sales and repair process using a dedicated team of outside sales professionals. Their “full-cycle” reps are responsible for canvassing areas impacted by hail damage, meeting and consulting with interested prospects, handling the proposal, and ensuring a smooth handoff to the repair team.



## CHALLENGES

Because of the positive impact that Dent Mechanic Group had on its customers, the company experienced healthy growth. But, as the team grew, gaps in process began to create obstacles impacting scalability. The existing manual processes were not well-suited for outside sellers and challenged the execution of prompt customer responses.

Dent Mechanic Group had several issues to address as their business grew:

- Little to no visibility into what reps were working on
- Limited understanding of what (and who) needs improvement
- Deals frequently fall through the cracks; poor customer experience
- Lack of focus for sales teams - “cherry-picking” deals
- Wasted time on unqualified leads and opportunities
- Hard to predict future outcomes



**“Before SPOTIO, I don't think we understood what it would take to effectively manage a sales team from rep tracking, time management, effort levels, and ultimately revenue output.”**

*Daniel Spaeth | Founder and Owner*

## THE SOLUTION



### FIELD-FRIENDLY PLANNING

Access to lead mapping and filtering, improved buyer data, lead management, and route optimization, all in a mobile-friendly package, eliminated hours of planning for reps leading to increased selling time and revenue.



### MULTI-CHANNEL COMMUNICATIONS

By adopting SPOTIO's multi-channel communications (MCC), reps could call, email, and even text directly from the app while providing a detailed conversation history on every lead for future review.



### TERRITORY CREATION + MANAGEMENT

Dent Mechanic Group can design territories in SPOTIO based on where storm damage occurred and their target market allowing areas to be worked faster and more efficiently, which translates into a better bottom line.



### PIPELINE MONITORING

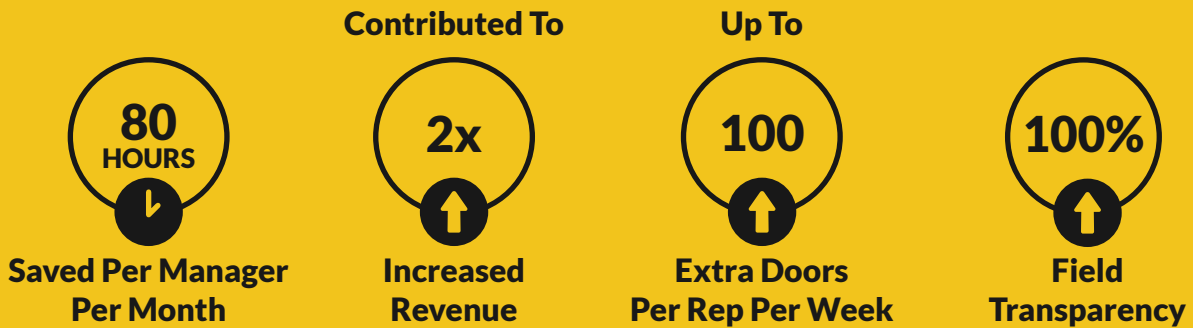
SPOTIO's built-in reporting and pipeline management tools help managers better understand how the team is performing and where to invest their focus for further improvements.



**“SPOTIO has provided a significant increase in visibility of all the activity [of our sales team]. Now, every customer gets individualized attention, and nobody is forgotten.”**

*Joseph Atkins Jr. | Sales Manager*

## RESULTS



“Since I joined this company, we have doubled our income per rep, and I attribute a lot of that to SPOTIO. It’s amazing!”

*Erwin Rojas | Finance Manager*



“With SPOTIO, the enhanced ability to focus on the right customers has really allowed us to propel our growth.”

*Ken Houston | General Manager*

### Since its adoption, SPOTIO has been a significant factor in the Dent Mechanic Group’s growth.

Managers spend much less time digging through data and more time helping their teams be more productive and effective in the field.

Sales reps are using all the powerful tools to help plan their days more efficiently - maximizing the time spent selling and closing more deals than ever before.

Company leaders have a more structured and predictable revenue engine with built-in accountability at every level.

## Want to find out how you can use SPOTIO to achieve more in your sales organization?

GET IN TOUCH WITH A SPOTIO PRODUCT EXPERT TODAY