



WHITE PAPER

Increasing Order Volume with Strategic Partnerships

How sales and marketing firm Outtech has grown order volume 33% by building strategic partnerships with brands and retailers in the outdoor industry.



A leader in the Outdoor industry goes beyond the traditional sales relationship.

A Passion for the Outdoors

Outtech is a sales and marketing firm representing many of the outdoor industry's top brands across categories that include camping, archery, hunting, outdoor accessories, and apparel. Headquartered in Aurora, Ohio, the company is the largest of their kind in the industry, offering comprehensive coverage of the eastern half of the United States and working on expansions in the western US and Canada.

For over 20 years, Outtech has provided a comprehensive suite of services to their manufacturers, from product design and packaging to marketing and sales, and their team is just as enthusiastic about the outdoors as the brands they represent.

Outtech Goes Further with Handshake

At its core, Outtech is about strategic partnerships--working closely with outdoor brands and retailers to increase sales for both parties at either stage of the supply chain. To nurture these connections, Outtech goes beyond the traditional sales relationship, getting involved in all aspects of each client's business.

Outtech COO John Seliga, once a road warrior himself, explains, "We've grown our business to focus on adding value for our customers. Handshake helps us build strategic partnerships with our retailers and vendors, identifying trends and participating in planning, forecasting, product development, and marketing."

Finding a Solution

Before Outtech discovered Handshake, the company had been searching for an order management software solution for close to a decade. While the industry is made up of passionate outdoor enthusiasts who are often up to date on the latest gear, it's not one that's always been known for being tech savvy when it comes to



John Seliga
COO, Outtech

"We have an internal philosophy that we're not going to be the sales reps of old. The business has changed so much that you can't just be a catalog and price sheet guy anymore. That world no longer exists."

Top 5 Reasons Outtech Loves Handshake

1. Gives their representatives more time to build relationships
2. Interactive quotes feature
3. Individualized customer experience
4. Simple, fast order processing allows for higher volume of sales
5. No manual data entry required

Handshake helps Outtech spend less time on admin and more time providing outstanding service.

order management. As is the case across many wholesale industries, countless sales reps are still using cumbersome excel sheets to complete data entry after an already long day of store visits. What's more, they often lack crucial information when in front of customers, including real-time pricing, inventory levels, and customer purchasing preferences.

For Outtech, therefore, increasing their effectiveness and efficiency in these areas represented a real opportunity to get a leg up over the competition.

First, they tried to implement an internally built software tool called the Outtech Order System (OTOS). With OTOS, they confronted the challenges of having to update, manage, and constantly improve a backend system while also trying to maintain focus on their core business.

Thus, despite this sizable investment both in dollars and manpower, Outtech continued to search for an external solution. The company eventually found Handshake, and to their surprise, the platform had many of the features they'd been attempting to develop with OTOS.

Surpassing the Competition

Outtech representatives have since used Handshake to reclaim valuable time and information in order to own their relationships with both clients and dealers. Nick French, a top-performing regional manager at Outtech, explains how he and his team have emerged as leaders among industry peers:

"It's all about how effectively you can run your territory. With Handshake, I'm faster. I don't have to sit there pulling up pricing, and it makes me look smarter. At the end of the day, the time saved allows me to see more customers each day and grow those relationships."



Nick French

Regional Manager, Outtech

"They see that I have an iPad out, and I'm taking photos of sections of the store. I can see if any inventory is low and help them place quick filling orders. All I have to do is email the order from the app."

Representing a wide range of brands and product lines. Seamlessly.

Revolutionizing the Order Writing Process

Outtech reps aren't just improving the customer experience for both manufacturers and dealers by writing sales orders faster. They're also writing more orders. Handshake's standout, intuitive user interface allows reps to quickly process any order, no matter how big or small.

Reps can pull up any account and immediately see their order history. With access to all the manufacturers they represent in one place, they can seamlessly work with retailers who stock multiple brands.

Outtech reps even use Handshake on their iPads and iPhones to take photos of empty rack space during in-store appointments and attach them to suggested reshelving and filling orders. With Handshake's interactive quotes feature, those orders can then be adjusted and/or confirmed by the dealer, and then instantaneously synced to the database in their back office. Any necessary documentation, like sales certificates, tax certificates, etc. are stored digitally right in the app.

More Sales & Satisfied Customers

All of these efficiencies translate to a more customized, modern experience for Outtech's clients, as well as each rep's ability to drive greater sales yield from their book of business.

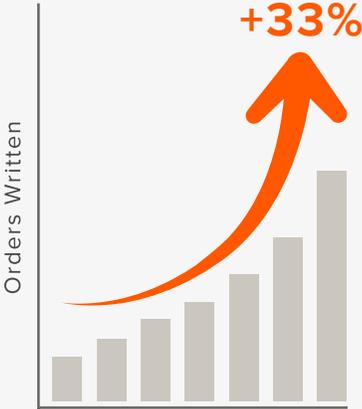
French is using Handshake with all of his brands, including 5.11 Tactical, Realtree, TRUGLO, Gerber, and Plano Synergy Outdoors. With Handshake's easy categorization tools, introducing a new line or brand is easy, and the ability to see a dealer's order history opens up opportunities for reps to suggest new products. Nick in particular is seeing a consistent escalation in the number of orders he's able to write using Handshake, with an average YOY growth rate of over 33%.



John Seliga
COO, Outtech

"There's no doubt that Handshake is the premier order writing software on the market. We haven't come across anything else that would make us think otherwise."

With Handshake, Regional Manager Nick French has seen order volume increase 33% year over year.



Outtech stays on the front lines of innovation.

“It shows customers that Outtech is on the cutting edge and proactively taking advantage of the best technology out there. Whenever we’re talking about our company with vendors, we bring up Handshake and it always gets a very positive response,” says Seliga.

Outtech is now training new team members to utilize Handshake as a compliment to every relationship they build on the road, from store visits to trade shows.

With Handshake, any rep can become an integral part of the process from production to purchase. For Seliga, “what’s really impressive is the focus and dedication going into this product every day, and knowing that Handshake is constantly improving.”

If you’re in the Outdoor Industry and want to learn more about how you can use Handshake to build, maintain, and own your relationships with vendors and buyers, contact us today.

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Nick French

Regional Manager, Outtech

“Walking into a store visit or meeting with a bunch of papers and not a clue...those days are gone. I now have everything right at my fingertips. It’s click, click, boom.”