

# Saving time and seizing opportunities with RepFiles

*How salespeople at Flynn & Reynolds use the RepFiles NEMRA app to provide customers with solutions – right when they need them.*



Bryan Lally, CPMR, VP  
Flynn & Reynolds Agency, Inc.



The RepFiles NEMRA app has been a key sales tool for the outside salespeople at Flynn & Reynolds Agency since 2012, shortly after the app's inception. Since then, it's been a time-saver and served as a central hub to retrieve product information when new opportunities arise.

There was a time when Vice President Bryan Lally, CPMR had 100 pounds of printed literature in his car during a distributor sales call and spent 20 to 30 minutes going back and forth to his car three or four times to bring in the material. Now that he carries a smartphone and tablet, Lally (along with the rest of the Flynn & Reynolds outside sales team) uses the RepFiles NEMRA app multiple times per day.

**The RepFiles NEMRA app provides a centralized location for sales reps to access essential content delivered by their manufacturers, as well as collateral uploaded by their own company.** Files inside the app can be downloaded for offline use, sent as email attachments and easily kept up to date.

While some manufacturers are using different file delivery services and portals or developing their own mobile apps and websites, Lally explains that **sales reps are not going to be comfortable or speedy if they have to access content in different locations. Having all their manufacturers' content consolidated inside one location is a huge benefit.**

**“Our salespeople are comfortable pulling data up from RepFiles because they can open the app and ‘bing bang boom,’ within 15 seconds they have the information they need.”**

“If a customer asks, ‘What do you have to address this problem?’ and a salesperson can't pull up the information quickly, he's not going to use the app,” Lally said. “Our salespeople are comfortable pulling up data from RepFiles because they can open the app and ‘bing bang boom,’ within 15 seconds they have the information they need.”

**Lally gives three examples of how he uses RepFiles to save time, be prepared and better serve his customers.**

## Contractor Sales Calls

When Lally is on a sales call with a contractor in the field, he might be there for one particular item, such as lighting. He doesn't know what additional opportunities there might be until he gets to the job site. Once he's there, he might see five other opportunities.

RepFiles then serves as a central board for quickly accessing product information. Lally pulls up the files on his tablet and reviews the information with the customer while in the field. He can then email the files to him right there. The customer doesn't have to wait until Lally returns to the office to find the relevant information.

### Distributor Sales Calls

When Lally goes into a sales call at the distributor level, he knows that he will be working with different groups of salespeople. He may visit three or four people in constructions sales, then in the next room, he may talk with the lighting sales group. Since he is connecting with different kinds of salespeople as he moves from cubicle to cubicle, he can't possibly bring in enough literature. This is where RepFiles comes in hand.

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“The likelihood of them buying from us also increases because I was able to fulfill their need right then and there.”

“Instead of having 100 pounds of literature in my car,” Lally said. “I now may have 15 to 20 pounds. **While this saves the manufacturer money in printing costs, it also gives me more time to spend with my customers.**”

Instead of going back and forth to his car, Lally can pull up product information on his tablet and review it with the customer. If it makes more sense to view it on the customer's screen, Lally can quickly email it to him so that he can open the file on his computer.

“From there, we can go into a deeper level of product review because I am there discussing the information with the customer,” Lally said. “The likelihood of them buying from us also increases because I was able to fulfill their need right then and there.”

### Troubleshooting

Lally uses RepFiles not only when selling a product, but also for troubleshooting. For example, Lally said that he might be in a subbasement of a hospital being showed a control system that is not working properly. Since the content he's downloaded inside of RepFiles is available offline, he can pull up the installation instructions while he's underground surrounded by concrete.

“It's a huge time-saver,” Lally said.

Built by the industry, for the industry, the RepFiles NEMRA app is a **free** for sales reps to download from the [Apple App Store](#), [Google Play](#) and [Microsoft Store](#). Once installed, users can register for their own RepFiles account, sign-in to the app and request access to their manufacturer' content.

To deliver additional content for your sales team, please contact [support@repfiles.net](mailto:support@repfiles.net).

