

How LeadManager+ helps overhead crane fabricator Somatex grow

A few years ago, Daniel Mack moved back to his hometown in Maine. Shortly after his return, he ran into a high school friend, Jason Amara, at a gathering. Jason was now running his family business, Somatex, which builds, designs and services overhead cranes, hoists, and lifting devices.

Jason knew Daniel's background in construction and project engineering would bring value to his company and offered him a project manager position.

Shortly after Daniel joined the company, Jason called a team meeting. "Jason said that if we wanted to hang with this industry, we had to grow," remembers Daniel. "He said if any of us had any ideas, we needed to bring them to the table."



Daniel had recently heard about LeadManager+ and thought it might help. "I told the guys about LeadManager+ and said that we could get a free trial," says Daniel. "I explained that it would bring the leads to us. We starting looking into it and pulled it up on the big screen. We figured this can't hurt, so we signed up for the free trial."

"We got two or three jobs right out of the gate—before the trial even ended," says Daniel. "It's really a no-brainer. We decided, given the cost, it was worth it."



FOUNDED:

1989

HEADQUARTERS:

Detroit, Maine

COMPANY SIZE:

50 employees

Revenue:

\$8+ Million

ROLE:

Manufacturer

SPECIALTY:

Fabricator, installer and servicer of overhead cranes, hoists and lifting devices

MORE INFORMATION

somatexinc.com

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Before signing up for LeadManager+, Daniel would call the same network of people they've worked with previously. "We're in Maine, we're in the corner of the world where the infrastructure is not rapidly expanding. We were trying to find new customers and it was hard. We were relying on the internet to tell us where people, and projects were happening and it was extremely time consuming.

"I knew we needed you [LeadManager+] when I jumped on there and I saw how projects just pop out at me. It doesn't waste my time."

Daniel worked with his LeadManager+ account manager to set up his searches, so the most relevant projects would come to him. They set up search tags that immediately lets Daniel know which projects are worth looking into.

"Over time, we've dialed in our searches but it's so easy to use. I log in and it's already set up and I just scroll down. My search tags tell me this one is irrelevant, and this one is something I need to look into."

"This thing will tell me what's going on in all of my areas and it allows us to get as big as we want. If we wanted to go down to the Carolinas, we could."

Daniel recently took advantage of a free trial to see projects in the Carolinas. From that trial, Daniel pulled in a \$48,000+ job.

"You'd be crazy not to have this system. It's not every day that a building needs an overhead crane. If it's doing this good for us, I can't imagine what it does for people in everyday construction materials."

**- Daniel Mack,
Project Manager,
Somatex**

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“We’ve done really, really well with LeadManager+,” says Daniel. “We’ve pulled in money and based work relationships out of it. It’s good, it’s really good.”

“With LeadManager+, I’m able to see exactly what’s going on in real time. I reach out to the people involved in the project and let them know what we have to offer and if they need pricing, let me know. Usually, they immediately get back to me and say, ‘Yes, please price Division 14/13/41.’ I’ll then get back on LeadManager+ and get into the project docs to get the information I need to estimate a system matching their specs and needs”

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cost, it was worth it.”

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LeadManager+ also shows Daniel everyone interested in bidding a project. “One project had as many as 27 contacts—and I’ll reach out to all of them to see if they’re want our pricing.”

“It has brought us a ton of accounts and these people now call me. I found them on LeadManager+ and we’ve done a project with them and apparently, we’ve done well because they’re calling us and saying we’ve got a job, seeing if would send them pricing. It brings stuff to our doorstep every day.

“It only makes sense for us to keep growing and this tool will allow us to do that. Today we are competing in Rhode Island and Connecticut and Massachusetts. We are competing in new markets, there’s really no reason why we can’t keep growing.”

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