

Solid Route Accounting™ Launches Landmark Novelties’ Sky-Rocketing Growth

Landmark Novelties, Inc. provides more than 1200 convenience store customers throughout the Midwest with novelty items such as baseball caps, cigarette lighters, caffeine tablets, and sunglasses. In addition to supplying over 400 unique items, its merchandise savvy sales team also helps store owners better manage their shelf space and more effectively promote novelty items. With a well-rounded selection of quality products and attentive customer service, Landmark’s reward is a loyal and satisfied customer base and astonishing growth. With the help of Solid Route Accounting™, the company grew from its humble start into a \$12 million revenue-generating establishment in just four years.

The Challenge

Prior to its launch, Landmark founder and CEO, Bob Lansing had a vision. He wanted to create a new company whose business goals were dedicated to the success of its customers. He turned his vision into reality in 1999 when he founded Landmark and hired a team of equal dedication. To prove his commitment, Bob and his team offered each customer a most compelling guarantee: “Each Landmark item will sell profitably, or we’ll take it back!”

Building Landmark Novelties from the ground up provided an opportunity to institute best practices and leading edge technology systems in the company’s infancy. While Bob recognized the need for strong operational leadership, wise deployment of technology, and programs to ensure customer and company success, none of the current staff possessed the expertise.

The Solution

Bob quickly recruited Greg Gartner, who simply transferred his role as *Champion of Continuous Improvement* from General Electric to Landmark. As a recognized thought-leader in continuous improvement and measurement systems, Greg rapidly established the processes and systems required to deliver profitability to customers, employees, and shareholders. Solid Innovation® was selected as the key technology partner of choice to help achieve these goals.

Of vital importance to Landmark is its leadership DSD¹ strategy. As the foundation of the company’s operation, it is designed to improve customer satisfaction, increase sales productivity, reduce costs, and enable on-going monitoring of the business. Solid Innovation plays a large role in implementing Landmark’s strategy. Solid Route Accounting™ manages customer interactions on the road, increases the accuracy of all sales, inventory and financial transactions, while decreasing administrative expenses and providing the business intelligence needed to manage the Continuous Improvement Program.

Solid Route Accounting aids the Landmark DSD process in numerous ways:

- **Supports on-location activities** – facilitates shelf stocking, order entry, and mobile inventory
- **Improves driver productivity** – provides inventory information to rapidly complete merchandising and settlement activities
- **Streamlines accounting** – automatically collects and managing all sales, invoicing, and inventory transactions, and posting automatically to general ledger; thus, ensuring that the month closes quickly and accurately

“The Solid Route Accounting solution provided Landmark with the business intelligence and mobile customer management capabilities that supports our customer satisfaction goals and Continuous Improvement initiatives.”
-Greg Gartner

¹ DSD – direct store delivery

- **Provides intelligence** – transactions are leveraged for business analysis, including determining profitability by sales person, store, and route. Matching results to pre-defined metrics and comparing best practices, allows the company to identify ‘best-in-class’ performance to help boost all customer and sales rep behavior.

Results with Solid Route Accounting

Due to the progressive nature of the company, Landmark has leveraged Solid Route Accounting to help achieve the vision and goals that Bob Lansing originally established for the company.

- **Customer Success** – Customers are enjoying profit margins in excess of 40% on its novelty items—safely. Customers return what they can’t sell.
- **Pro-actively managing the business** – With details at their fingertips, Bob and Greg can quickly assess what’s working and what’s not, making adjustments as needed.
- **Motivated Team** – Sales staff is compensated on customer profits; therefore, each route works harder to make sure goals are met. By operating with smart technology, Landmark is able to recruit and retain the highest caliber of industry professionals.
- **Rapid growth** – Good business practices and a customer-driven philosophy fueled the company’s skyrocketing growth. This substantial growth allowed management to take the company to the next level – funding technology advances and infrastructure initiatives.

Conclusion

As a visionary and leader in the wholesale distribution industry, Landmark Novelties’ success story was achieved by implementing Solid Route Accounting, which shaped progressive practices, programs and systems throughout the business.

For more information about Landmark Novelties, Inc., click [here](#).



“From day one, Solid Route Accounting has enabled us to generate added efficiencies both with our mobile sales operations and back-office accounting department. Rather than spend hours and days manually reconciling invoices, we are now able to focus our time better service our clients and growing business.”
-Greg Gartner