

# How Bauer Built Uses Voze to Turn Competitive Info Into Impact

Voze helps sales teams stay on top of follow-ups, sell the right products to the right people, and win more accounts. And it also tackles specific sales challenges.

At Bauer Built, competitive threats can pop up anywhere across 49 locations. For Matt Seffinga, regional director at Bauer Built, the real challenge isn't the competition. It's knowing about the competition in time to help his reps protect accounts.

With Voze, Seffinga can spot competitive threats across locations and respond quickly to help keep and win business, instead of playing catch-up.

## THE CHALLENGE

Sales reps at Bauer Built run into the competition every day. But without a structured way to capture and review what happens in the field, Seffinga faced the same problem that many regional managers know well: good information going nowhere.

Without a clear view, he faced three key challenges:

### Only hearing about the big stuff

Managers may hear about major competitive threats but miss smaller situations where they could help early.

### Always playing catch-up

Without clear visibility, it's difficult to separate urgent competitive situations from routine ones.

### Missing coaching moments

Managers lack a simple way to jump in and support reps when they hit competitive roadblocks.



## COMPANY DETAILS

-  Commercial Tire
-  49 Tire & Service Centers
-  Founded 1944
-  [bauerbuilt.com](http://bauerbuilt.com)

Bauer Built brings over 80 years of commercial tire, retread, and fleet service expertise to the Midwest. Family-owned since 1944, the company has earned a reputation for dependable service and quality workmanship that keeps customers rolling mile after mile.

## PARTNER SPOTLIGHT



### Matt Seffinga

Regional Director  
12 years in industry

*Whether it be competitive pricing information or different services that our competition was providing that we weren't — it was just hard to have as much visibility as we needed to have.*

— **Matt Seffinga**  
Regional Director, Bauer Built

## 1 A simple way to gather competitive information

Voze's note types help Bauer Built see any competitive threats. Reps tag competitive information in notes, and managers filter them daily to spot what's happening. When something looks actionable, managers reach out to dig deeper and figure out how to win the business.

## 3 Quick visibility into field activity

Using competitive intelligence captured in Voze, Bauer Built can build custom programs for each situation. Whether it's pricing challenges or service gaps, managers can work with reps to create customer-specific solutions and take documented intel up the chain for support.

## 2 Real-time coaching opportunities

Voze shows Bauer Built what reps need in real time. When someone talks to a customer about tires but forgets to mention a current promotion, managers like Seffinga can comment or call right away: "Don't forget to tell them about this promotion we have running."

*"Voze has allowed me to see their call notes and make comments with suggestions and ideas to help overcome their challenges. It has drastically increased our efficiency and has allowed us to close more deals much quicker than without Voze."*

— **Matt Seffinga**  
Regional Director, Bauer Built

## RESULTS

With Voze, Bauer Built's tag-team effort leaves reps feeling supported, managers in the know, and customers getting the attention they deserve.

**Sales reps** love how simple Voze makes it to capture competitive details. One voice recording, one tap to tag, and they're done.

**Sales leaders** love seeing what's happening in real time. They can filter competitive notes, spot chances to help, and jump in with coaching when reps need support.

This approach gets results. Over the past year, the Bauer Built team has left 97 call notes in Voze with competitive information. Of those, Seffinga finds that approximately 15% end with the team winning new business.

This is just one way Voze delivers unexpected value. Beyond the core sales activities that drive most growth, features like this create additional wins.

## ADDITIONAL ANNUAL IMPACT

**97** notes a year with info on the competition

Approx  
**15%** lead to closing or winning new business

*"I have saved myself about two hours per day by having the ability to use the Voze app and look through call notes while I'm traveling, as opposed to calling my reps and discussing their activity."*

— **Matt Seffinga**  
Regional Director, Bauer Built



*"Voze has done a really good job of creating and adding value for our salesmen."*

**Book a demo today**

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