

Komatsu East

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I support more than 60 revenue-facing professionals across multiple states and product lines, and if a tool slows them down, they simply won't use it.

Dodge didn't just train our team—they built personalized reporting around how our people actually sell. Each territory manager and specialist sees the project activity that matters to them, in the format that fits their workflow.

That level of personalization and partnership is one of the many reasons why we continue to choose Dodge.



KIM VOORHEES, SALES SUPPORT & MARKETING ADMINISTRATOR, KOMATSU EAST

01

The Challenge

Komatsu East supports contractors across multiple states with heavy equipment, parts, and service solutions. For their sales team, success depends on staying close to the projects and contractors driving activity in their markets.

Kim needed to give her team more than access to project data. She needed clear visibility into **who was building, who was bidding, and where new projects were emerging across their regions**, delivered in a way each rep could immediately act on.

The earlier her team could see project activity, the earlier they could connect with general contractors, plan equipment needs, and position Komatsu East as the equipment partner before work began.

02

The Dodge Solution

- **Dodge built custom reporting by rep and role**, turning project intelligence into daily action for more than 60 revenue-facing professionals.
- **Delivered early visibility into project activity, bidders, and contractors across five states**, helping reps engage general contractors and position Komatsu equipment before projects break ground.
- **Created a daily “click-and-go” email report** so key project and contractor updates are delivered automatically, helping reps quickly identify who to contact and where to focus.
- **Provided proactive refreshers and 1:1 support** to ramp new hires, reinforce adoption, and help experienced reps deepen usage

03

The Results

10,000+

hours saved annually (team-wide) through automated project reporting, tracking, and personalized daily email delivery

90%

of active customer relationships maintained and strengthened through ongoing project intelligence

~10

net-new contractor relationships annually (per rep) identified through Dodge project and contractor intelligence