



How Asian Medical, Inc. Leverages Act! for Growth



Asian Medical
Dealer Management and Motivation

Michael O'Malley, President of Asian Medical, Inc., has built a thriving business helping American manufacturers export medical, laboratory, and dental equipment to Asia and the Middle East. With decades of experience in international sales, Michael has consistently relied on Act! to manage and grow his business by efficiently organising contacts, scheduling key interactions, and streamlining communications.

Business Overview

For over 28 years, Michael has steered Asian Medical, Inc. to success by forging strong relationships between U.S. factories and international dealers. His role as a manufacturer's rep, agent, and broker involves facilitating transactions and maintaining an extensive network of nearly 15,000 contacts worldwide. His business spans multiple regions, with staff and offices in locations such as Singapore, Chiang Mai (Thailand), Amman (Jordan), Cairo (Egypt), and Sarasota, FL. This dual focus requires precise organisation and effective communication—needs that Act! has consistently met over the years.



“I continually serve two constituencies: the factory and the medical equipment dealer. Act! helps me manage both without missing a beat.”

*Michael J. O'Malley
President of Asian Medical, Inc.*

Act! as the Cornerstone of Daily Operations

Michael's deep familiarity with Act! spans decades forged by a deep bond with [Keystroke.ca](https://www.keystroke.ca), Act!'s North American MVAR, making Act! an indispensable tool in his daily operations.

Here are the key ways Act! has empowered Michael to manage and grow his business:

Streamlined Contact and Task Management

Act! enables Michael to maintain and organise a vast database of contacts by leveraging the following three essential and powerful one-click functions:

- **Calls:** Quickly initiates conversations.
- **Meetings:** Schedules and manages appointments.
- **To Dos:** Sets reminders for critical tasks.

“My three favourite buttons are calls, meetings, and to dos. Those buttons are so important to me... They define everything I want to do with a contact.”

These functionalities ensure that every interaction—from follow-up calls to scheduling meetings—is tracked and executed efficiently, keeping his global network connected and engaged.



Enhancing Productivity Through Custom Features

Michael has harnessed additional Act! features that have significantly boosted his productivity:

- **Mail Merge:** Michael uses this feature to send multiple personalised emails simultaneously to equipment dealers worldwide, effectively introducing them to his staff to begin communications and crucial touchpoints.
- **Integration with Outlook:** The Act! Integration with Outlook ensures that every email and interaction is logged directly within each contact's history. This integration provides a clear, historical perspective on communications and sales activities.
- **Sales Insights:** With Act!, Michael can track historical sales data, monitor customer activity, and identify prospects who need additional attention—crucial for managing a dynamic international business.

A Lesson in Loyalty: The Salesforce Experiment

As Salesforce gained prevalence in the CRM landscape, Michael decided to give it a go and paid a \$10,000 migration fee to get up and running. He quickly realised that it lacked the essential features he depended on daily. Key functionalities—such as the intuitive call, meeting, and to-do buttons—were missing, prompting him to return to Act! without hesitation.

“I opened up Salesforce and said, ‘Where’s my to-do, call, and meeting buttons?’ They don’t have that. I quit. I left Salesforce and went back to Act!”

This experience reinforced his now unwavering belief that Act!’s functionality was irreplaceable for managing his business’s intricate demands.

Conclusion

Michael O’Malley’s experiences underscore the critical role Act! plays in the daily operations and long-term growth of Asian Medical, Inc. By leveraging Act!’s intuitive design, robust contact management, and productivity tools, Michael has successfully maintained a global network of manufacturers and dealers, ensuring smooth and efficient business transactions.

“Act! is my right arm and I can’t have a good day without it!”

For Michael and his team, Act! is more than just a CRM—it’s a trusted partner in sustaining and expanding his international business legacy.

Learn more about Asian Medical, Inc. by checking out its [website](#).

