

McCann Industries chooses White Cup over Salesforce and NetSuite

White Cup’s distribution-focused CRM helps to drive McCann’s success



Company Facts

LOCATION

10 offices in Illinois, Michigan, and Indiana

INDUSTRY

Construction and Heavy Equipment

EMPLOYEES

50+

CHALLENGES

- Find a cloud solution that serves both sides of their business (long and short sales cycles)
- Create sales dashboards that better track customer and product performance
- Improve company-wide visibility of the sales process to provide a better customer experience

SOLUTION

- White Cup CRM

WEBSITE

www.mccannonline.com

McCann Industries is a family-owned business and market leader in heavy equipment and construction supply sales. What started as a concrete specialties company in Villa Park, Illinois, in 1967, McCann now offers a full range of construction equipment, supplies, and services throughout Chicagoland, northern Indiana, and southwest Michigan.

The McCann customer base includes two different but overlapping segments: heavy equipment sales and construction supply sales. The heavy equipment side has long sales cycles, where the supply side is highly transactional, sometimes with multiple orders from the same customer per day.

“We felt like Salesforce and NetSuite weren’t a good fit for us as a complex supplier.”



Danny Poull
IT Manager

From On-Premise to the Cloud, White Cup CRM is Still the Tool for the Job

As McCann expanded their offerings beyond concrete forms and supplies, they also outgrew old-school Excel files and SQL reporting. The company selected the auto dealership-focused ERP CDK Global and implemented White Cup CRM in 2015. At the time, gaining better visibility into customer accounts and the sales process was key. Their on-premise version of White Cup CRM helped the company grow steadily for several years, but as with most technology providers, the prospect of a cloud-based solution needed to be addressed.

That spurred an extensive search to see if there were better options on the market beyond White Cup CRM. After considering Salesforce, NetSuite, and eLeads, the McCann team decided to stay with White Cup CRM and upgrade to White Cup Cloud. “We felt like Salesforce and NetSuite weren’t a good fit for us as the amount of time required for customization and creation would be too disruptive to our business,” said Danny Poull, McCann’s IT Manager.

Creative Solutions to Drive CRM Adoption

“From a sales standpoint, the BI piece in White Cup CRM is great. My sales manager on the supply side of the business lives and breathes in it. The dashboards are key,” said Poull.

To help the sales team capitalize on the power of White Cup’s CRM, McCann is starting a program to incentivize CRM adoption. Updating all the account activity in the CRM allows the entire team to provide a seamless customer experience. This level of communication is critical for such a support and service-driven company.

The McCann team proactively tracks customer accounts in dashboards, making it easy to spot those that have spiked or dropped in spending. The team tracks what’s selling and what’s not and evaluates if there is a need for product training or if there are alternative products they should provide to keep up with their customers’ needs.



Seeing success with the White Cup CRM in multiple ways

One of the main benefits of White Cup CRM is that it saves time for sales leaders. Dashboards help spot problems, identify new opportunities, and provide tangible data for sales coaching.

While identifying quantifiable sales numbers directly attributed to CRM activity is rare, Poull frequently hears how sales reps have used CRM data to bring opportunities to light. For example, identifying a customer that has stopped buying a particular product raises a red flag. It's not uncommon to learn that a new purchasing manager for the customer isn't familiar with McCann's offerings. The result is a sales call that sustains the buyer-seller relationship and adds on new purchases.

From a technology ROI standpoint, between the cost savings of not having the expense of an on-prem server and the benefits of White Cup Cloud, McCann is setting themselves up for continued success. Poull added, "We have a good product in White Cup. We have the dashboards we like, and we'll just keep improving on them in the cloud."



Work Together To **Win More**

White Cup helps distributors win more deals, customer loyalty, and market share. With a powerful CRM that empowers team members to act on their best opportunities faster, business intelligence solutions that transform customer and product data into crystal-clear insights, and precision pricing software, the White Cup suite helps distributors shift from reactive, siloed customer interactions to proactive, collaborative growth strategies. With decades of industry experience, White Cup is trusted by more than 850 customers globally.