

A Global Leader in Personal Protective Equipment Embraces Business Technology

White Cup's CRM and BI improves insights and helps close deals faster



About the Global Leader in Personal Protective Equipment

The company is a wholesaler and manufacturer of personal protective equipment (PPE) for the industrial and retail sectors. With over 30 locations across the globe, selling and training distributors that stock and sell to multiple industries, including many Fortune 500 manufacturers and construction companies. One of their divisions supplies PPE to wholesalers and large retailers in the consumer market space.

Altogether, this company is a billion-dollar organization with over 1700 employees and supplies more than 20,000 products to industrial MRO and construction distributors, as well as major retailers and e-tailers around the world.

They were early adopting new digital commerce technology to help automate customer order processing, which gave them a clear advantage when COVID-19 unleashed an unprecedented demand for safety products and PPE and significantly altered the business landscape. Today they make use of multiple digital order entry tools and offer a convenient online ordering system with their portal, where distributors can place orders and also check order status anytime.

Company Facts

INDUSTRY

Distribution

EMPLOYEES

1700+

SKU

20,000+

Modernizing the Sales Rep Notebook

Over the years, this organization has grown both organically as well as through several acquisitions. Since these acquired companies had different systems for account management, they leveraged their Business Intelligence (BI) and Customer Relationship Management (CRM) systems as convergence points to unite the organization and sales and marketing efforts.

The company has also successfully embraced digital transformation, blending eCommerce, ERP, CRM, business intelligence, product information management, marketing automation, and other technology applications. They have never been averse to supporting next-gen sales strategies and better understanding customer needs.

They use White Cup's CRM and BI, an integrated CRM that works seamlessly with existing ERP platforms. White Cup's CRM empowers sales teams to identify opportunities within existing customer accounts, provide key sales data, and support a better customer experience. The 360-degree view of customer buying trends and history allows for more meaningful, customized sales conversations and providing exceptional customer service.

"We wanted to continue to modernize the sales representatives' notebook by adding a digital account management approach that puts all information at their fingertips," said the company's Vice President of Sales.

Like many companies, they've deployed a CRM to modernize its sales team. It's taking its team from using paper notebooks to online databases to manage customer accounts. "We've taken CRM beyond that," the Vice President of Sales says. "We use CRM now as a tool to help gain insights into our business, uncover opportunities faster."

White Cup BI enables companies to gain easier access to revenue intelligence that drives growth and business differentiation, thereby increasing revenue and employee engagement.

"We see White Cup's CRM and BI as indispensable account management tools, helping our sales reps gain insights and uncover opportunities to sell faster. Using White Cup's CRM and BI, we're making better decisions and experiencing faster deal flow, with better sales revenue results."



VP of Sales

Confidential

Doubling Conversions, Closing Deals up to 75% Faster

This global leader in PPE views White Cup's CRM and BI as indispensable account management tools, helping its sales reps gain insights and uncover opportunities to sell faster. "Empowered with this technology, our sales force is no longer just "selling products"; they are now purveyors of valuable insights to enable its distributor customers to sell more," the VP of Sales noted.

"The White Cup BI tool has given us unique insights into our business, which allows us to ask better questions, make better decisions, and work faster for our customers – and in many cases, tell them things about their business they didn't know. That helps us be a strategic partner to our distributors."

"Using White Cup's CRM and BI, we're making better decisions and experiencing faster deal flow, with better sales revenue results. With White Cup's CRM and BI, our sales reps are up to 2x more effective in converting customer meetings into opportunities and are now closing deals 75% faster," she added.

White Cup makes it easier for businesses to use their data to make better decisions toward profitable growth. Our revenue intelligence platform gives customers easy access to information and tools that drive revenue growth, increase profitability and differentiate their business. With decades of industry experience, White Cup is trusted by over 1,000 customers.

KEY RESULTS

- Sales staff are now equipped with valuable insights to be a more strategic partner to their distributor customers.
- Sales reps agree these tools help make them more effective in customer meetings and in identifying opportunities.
- Improved decision-making and faster deal flow enable deals to close 75% faster.

Take the
Easy Path

Read, watch, and learn ways your
business can grow with revenue
intelligence tools.