



From Solid Roots to Strategic Success

How SupplyDen is Scaling with White Cup CRM + BI

When growth ambitions met an outdated sales playbook, SupplyDen turned to White Cup to bring structure, visibility, and momentum to a modernizing sales team.

At a Glance

Customer: SupplyDen

Industry: Janitorial, Safety, Breakroom, Packaging Supplies

Headquarters: Auburn Hills, MI

CRM Users: 11 sales reps (8 outside, 3 inside), plus leadership team

Outgrowing Instinct, Embracing Insight

When SupplyDen set out to grow its sales team, it quickly became clear that instinct and spreadsheets weren't enough. With no CRM in place, leaders had no reliable view into rep activity, no way to track opportunities, and no formal system for onboarding new hires.

"We had reps camped on long-time accounts, and new reps starting from scratch. We needed something to help them build from zero – without stepping on each other."

– Larry Smith, Director of Sales & Business Development,

White Cup gave them the structure they needed, without the overhead of a bulky, generic CRM.

Challenge

No formal CRM — legacy reps ran on tribal knowledge, new hires lacked structure

Leadership lacked reporting visibility — "negligible" access to sales intelligence

Siloed email marketing with little measurement or targeting

Missed reorder windows and manual follow-up process

Solution

Implemented White Cup CRM to organize account ownership, track opportunities, and build workflows

Deployed White Cup BI to surface sales trends, product gaps, and customer buying patterns

Reps began using White Cup's campaign tools to run product-specific promotions

Using AI-powered features in White Cup to automate reorder timing and tasks

Results

Clear territory structure, faster onboarding, and 1:1 coaching guided by real-time sales data

Sales managers now use BI daily for coaching, opportunity reviews, and automated KPI tracking

Targeted national campaign drove major sales; reps are now encouraged to run monthly campaigns

Plans to trigger tasks for reps when accounts fall out of cycle — reducing revenue leakage

Early Wins, Long-Term Strategy

Larry now runs monthly 1:1s with every rep using White Cup CRM and BI as a shared source of truth. Reps can visualize opportunity status, review account activity, and compare YTD trends – with no spreadsheets required.

Meanwhile, Larry has used White Cup BI to roll out a full suite of daily and monthly reports: new account automation, margin tracking, open order reviews, and goal pacing – all feeding into a smarter sales engine.

Built for Distributors, Proven by Experience

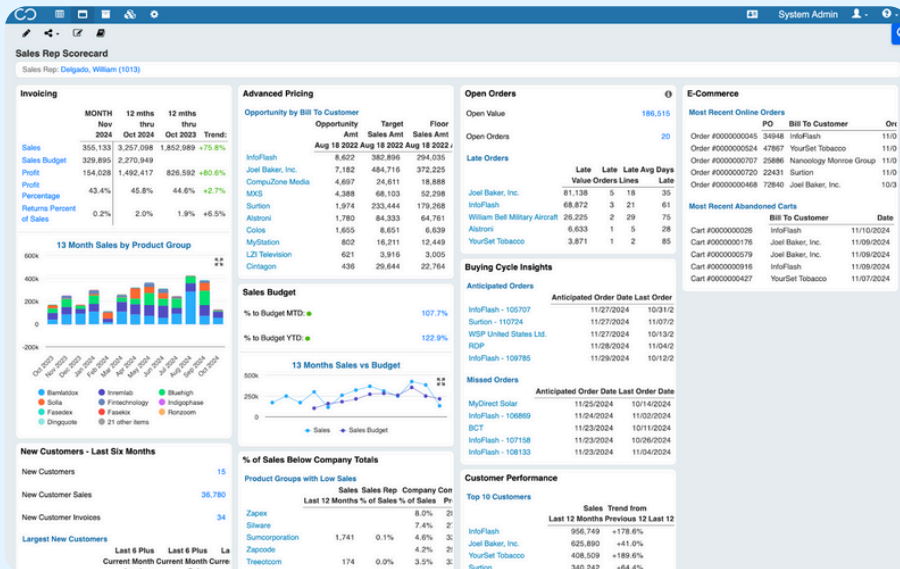
Larry had used everything from ACT! to Salesforce, and even TDF and MITS. He knew what wouldn't work.

"This is the best CRM with BI I've used, and I've implemented and managed six over two decades. It's intuitive, flexible, and I can make changes without calling support."

When he realized White Cup was the evolution of TDF – reimaged for today's teams – the decision was easy.

Looking Ahead

As SupplyDen transitions to the cloud version of their ERP, they're expanding access with iPads for all outside reps, enabling full CRM and BI access from the field. Larry's team is also looking to deepen their use of White Cup automations and buying cycle alerts to stay one step ahead of their customers.



"It gives me a clean view of performance, and it helps me stay ahead of the reps so I can guide them instead of reacting after the fact."

– Larry Smith, Director of Sales & Business Development

Why SupplyDen Chose White Cup

-  Built-in BI Reporting
-  Territory Clarity
-  Data-Driven Coaching
-  Integrated Marketing & Sales
-  Mobile Access for Reps

Ready to lead with data, not instinct?

Let us show you how White Cup CRM + BI helps distributors like you coach smarter, act faster, and turn every rep into a growth engine.

Learn more at whitecupsolutions.com