

# T.J. Snow finds success with White Cup CRM

White Cup's integration with Prophet 21 keeps business rolling



## Company Facts

### LOCATION

Chattanooga, TN

### INDUSTRY

Resistance Welding & Industrial Equipment

### EMPLOYEES

50+

### CHALLENGES

- Find a CRM solution that is integrated with P21
- Create a structure to improve sales process visibility
- Increase cross-selling opportunities

### SOLUTION

- White Cup CRM

### WEBSITE

[www.tjsnow.com](http://www.tjsnow.com)

**For more than 60 years**, T.J. Snow has been a leader in the resistance welding industry. Based in Chattanooga, Tennessee, this third-generation distributor and manufacturer has a reputation built on providing turnkey solutions and outstanding service. The company started as a distributor and manufacturer's representative, but has evolved into a full-service provider of machinery and resistance welding supply sales.

**“Creating the single source of truth between Prophet 21 and White Cup's CRM was critical for us.”**



**Sam Snow**

President

## Tackling the Challenges That Come with Growth

Prior to White Cup, the T.J. Snow team used Act! for their CRM needs. As the company grew, it became clear there needed to be a two-way sync between their ERP, Epicor Profit 21 (P21), and the CRM. White Cup's CRM solved that problem and opened the door to take advantage of P21 data for sales opportunities. "The biggest thing White Cup CRM brought to the table was the fact it was integrated with P21," said T.J. Snow President Sam Snow, who is also president of the Prophet 21 World Wide User Group.

The other challenge they faced was creating a structure for the outside sales team to easily share data and progress with inside team members to ensure they were providing the quality standard of service customers had come to expect.

## Seamless Integration and Proactive Sales

While the P21 integration was the driving reason to go with White Cup CRM, it also helped to provide a more in-depth view of customer activity, uncover opportunities, and keep track of communications. "If it's not in White Cup's CRM, it doesn't exist," said Tom Snow, T.J. Snow Chairman.

The T.J. Snow business is split equally between two different markets. First, there are the welding machine sales with long sales cycles. On the other side, there are welding-related supply sales, which have much shorter sales cycles with repeat business. Prior to White Cup CRM, the long-term machine sales opportunity tracking was largely on paper, making consistent follow-up challenging. White Cup CRM provided the needed structure to be more proactive following up on opportunities. It also helps coordinate responses between T.J. Snow sales teammates.

## Gap Analysis Drives Opportunities with Both Customer Segments

White Cup CRM's gap analysis tools allow the team to look at customers who had previously purchased expensive machinery but weren't buying welding supplies, and vice versa. It's an easy and effective way to create ongoing target lists of opportunities that yield sales within both segments.

T.J. Snow's commitment to service combined with tech solutions, including White Cup CRM, has set them up for continued success as they roll into the next 60 years.

To learn more about White Cup's CRM solutions, talk to us.

Learn more at [whitecup.com](https://whitecup.com)