WHITE CUP

TDF CRM for Distributors

Managing distribution customer relationships is easier with

TDF CRM

Meeting the growing demands of your customers is at the center of your challenges and the key to your success. TDF CRM from White Cup was developed by distribution industry professionals who understand the importance of providing an integrated CRM that works seamlessly with your existing ERP and helps drive action by your sales team every day.

TDF CRM empowers your sales team to easily evaluate customer information to identify opportunities within existing customer accounts, spot potential problems early on, and provide a better customer experience.

Spot trends for opportunities with existing customers	Track delivery trends	Information is accessible anywhere from our secure cloud	Integrates seamlessly with your existing ERP system	Improve the quality of customer communication with relevant and customized information

TDF CRM. Driving revenue performance, one action at a time.

TDF CRM improves the visibility of the sales process across your organization. From introduction to order, TDF CRM provides action steps and accountability that create consistent sales practices.

Increase revenue: Increased visibility to your sales funnel highlights deal stages and next steps, to keep the process moving forward.

Increase profitability: Gain control of increasing overhead by uncovering rising expense trends.

Deliver excellence: The 360-degree view of customer buying trends and history allows for more meaningful, customized sales conversations providing exceptional customer service.

Team Benefits: Save time and money with distributor focused pre-made dashboards and scorecards instead of customized spreadsheets.

> "
> TDF has made us think more systematically about sales. We understand now how sales and opportunities flow through our company.
>
> **Brian Harrington,**
> Director of Marketing,
> Conveyer & Caster

White Cup by the Numbers:

20+ years in the distribution industry

15+ ERP Integrations

200+ Built-in, ready-to-use reports and dashboards

TDF PRODUCT FEATURES

Comprehensive 360-Degree View of Accounts shows basic information as well as analytics including recent order, open quotes for a full view of the entire relationship with the account. Marketing, service integration, BI, contacts, opportunities all in one account screen.

Extensive Outlook Integration including a built-in TDF toolbar that allows for tasks and other TDF activities to be created in Outlook. The bi-directional synching eliminates the need to toggle between Outlook and TDF.

Mobile App for Apple and Android smartphones provides full functionality of the TDF CRM along with talk-to-text note taking and turn-by-turn driving directions for easy use in the field.

Marketing Automation Integration allows users to view email marketing analytics in a dedicated marketing automation tab in TDF. Additional functionality is available depending on MA platform.

Lead Management tools allow users to easily collect and organize top-of-funnel contacts and opportunities from multiple sources that automatically align with your sales funnel and lead qualifying process.

Sales Funnel Management customization provides real-time snapshots of open opportunities. Data is organized for easy slicing and dicing of specific reporting views.

Automated Account Alerts are available to track account activities and lead status changes, keeping users in the loop when others on the team may have had communication with an account.

Expense Tracking Module makes it easy for sales reps to create and manage expense reports from their smartphone, saving time on paperwork.

Quote Building Module is pre-populated with pricing making it easy to create quotes based on real-time ERP and inventory data.

Product Pricing and Inventory Module gives immediate access to current pricing and inventory on hand. A great asset to have while meeting with customers to provide quick answers.

Support Manager Module allows users to create customer support tickets within TDF CRM to track and resolve customer order issues like missing or incorrect product deliveries.

Job and Project Management feature gives users visibility to multiple bids tied to accounts while consolidating the bids related to the same job into one easy-to-use interface, preventing inaccurate forecast totals from having multiple bids.

Uncovering actionable insights is easier with revenue intelligence you trust.

Say hello to MITS BI, the Business Intelligence tool companion to TDF CRM that shines an even brighter light on opportunities with pre-built reports on inventory, purchasing, vendor management, expenses and other factors that drive revenue.

To learn more, visit **www.whitecupsolutions.com**

About White Cup

White Cup offers revenue intelligence solutions specifically designed for the distribution industry. Our software connects data across critical business systems, reveals industry-specific analysis, and provides the tools needed to take action for revenue improvement. With decades of industry experience, White Cup is trusted by more than 1,000 customers globally.

WHITE CUP