

White Cup CRM Turns Distributor Pains into Profit Gains

White Cup CRM: Solving problems and driving sales

White Cup CRM is the revenue engine of choice for successful distributors across the country. It comes loaded with distribution-focused tools designed to sell more to new and existing customers. It's also integrated with White Cup BI and White Cup Pricing that provide insights and pricing guidance to make it easier to grow topline revenue and bottom-line profits.

- » Close deals 75% faster with empowered sales reps
- » Reduce churn by 15% with data-driven, proactive customer management
- » Beat competitors and grow revenue by 20% with data-driven decisions.

Why Settle for Less?

	WHITE CUP CRM	RUBBER TREE	HUBSPOT CRM	SALESFORCE CRM	NO CRM*
DISTRIBUTION SPECIFIC FUNCTIONALITY					
Made for distributors	✓	✓	✗	✗	✗
Bill to/Ship to functionality	✓	✓	✗	✗	✗
Integrated to Distribution ERP	✓	✓	✗	✗	✗
ADVANCED INTEGRATION					
Integrated with Business Intelligence	✓	✗	✗	✗	✗
Integrated with Pricing guidance	✓	✗	✗	✗	✗
CRM FUNCTIONALITY					
Automated opportunity, pipeline, and lead management	✓	✗	✓	✓	✗
Quoting	✓	✗	✓	✗	✗
Built-in marketing automation with dynamic list capabilities	✓	✗	✗	✗	✗
Support ticketing	✓	✗	✗	✓	✗
Easy reporting (revenue projections, account activity, sales)	✓	✓	✓	✗	✗
eSignature functionality built-in	✓	✗	✗	✗	✗

* Companies lose an average of 10% revenue annually due to bad data management. Bad data is often the root cause of missed sales opportunities, incomplete historical data, customer behavior trends and critical account data that leaves when sales reps leave. Not having a comprehensive CRM can lead to millions in revenue lost yearly. To learn more about why free isn't free, let's talk. (*Forbes Insights Report, 2021). Competitive data as of Q3 2022.

The revenue engine with features to drive success for distributors.

FOR DRIVING REVENUE

Business intelligence insights ⓘ available on the homepage dashboard when integrated with White Cup BI to have more meaningful customer conversations.

Sales workflows are built-in based on your sales processes that eliminate busywork, so you can focus on selling.

UNBEATABLE INTEGRATION:

White Cup BI + CRM. The powerful combination that creates more opportunities.

White Cup customers report being 2x more effective at converting customer meetings into opportunities when they use White Cup BI.

We designed White Cup CRM to help sales reps sell more and shorten sales cycles. Now it's integrated with White Cup BI, our industry-leading business intelligence software.

- » Easily see sales data on the CRM home page to prioritize customer calls and spot problems.
- » Drill down into accounts, products and inventory details with just a few clicks.
- » Track outstanding A/R to keep the cash flowing.
- » Cloud-based for easy updating and integrated with our other unbeatable solution: White Cup Pricing.

Ask for a demo today.

Pipeline management for quick visibility to your pipeline, whether you're leading the team or managing your own deals, making it easy to prioritize prospecting.

Lead notifications are automated, so you know exactly when a prospect becomes a viable opportunity, eliminating leads going cold or falling through the cracks.

Quoting is built-in to quickly get accurate sales quotes in front of decision makers.

Electronic Signature functionality makes it easy for customers to finalize deals without a third-party plugin.

Comprehensive search function shows the relationship between accounts, contacts, opportunities, events and quotes, providing a comprehensive customer snapshot.

FOR BUILDING PIPELINE

Email marketing workflows are designed to empower sales reps, managers, sales ops and marketing people to create effective outreach campaigns that drive revenue.

Built-in marketing templates make it easy to share your company's value with prospects and customers in a way that's personalized and consistent.

Dynamic lists are a snap to create based on specific criteria you set. Want to email customers who haven't heard from you in 2 months? There's a dynamic list for that, and it's just a few clicks away.

Email campaign tracking allows you to see who has opened and clicked on your email marketing campaigns, helping to set priorities for follow up.

FOR A COMPETITIVE EDGE

Access data anywhere, anytime on any device so you're prepared for prospect and customer conversations that are valuable and drive toward closing deals.

Built-in reports and role-based dashboards help the team stay focused and on track toward the company's sales goals.

Support ticketing is built in making it easy to keep track of customer orders and support requests, providing superior customer service.

Document management makes it possible to attach additional documentation to opportunities, quotes and account records, streamlining communications, customer service and sales.

Bill to/Ship to functionality ensures your invoice and products are delivered to the right place, even when they go to multiple places.



WhiteCupSolutions.com →

White Cup turns a distributor's sales pains into profit gains. Our CRM, Business Intelligence (BI), and Pricing software make it easier for you to sell more, keep more profit and beat the competition. With over 20 years of experience, White Cup is trusted by more than 1,000 customers globally.