

Growing your revenue has never been easier. Thanks to White Cup CRM.

White Cup CRM

For years, distributors have tried to make do with CRMs designed for any industry, shoe-horning their specific needs into generic solutions. The result: overwhelming software and frustrated users. Enter White Cup CRM. Finally, a comprehensive CRM designed specifically for distributors' unique needs and challenges in a format that is easy to use, and laser focused on helping distributors drive revenue.

Selling becomes easier when everything you need to succeed is connected. From initial prospect through signed contracts, it's all contained in White Cup CRM. Automated tasks save time and speed the sales cycle, making it easier to close more deals, faster.



Drive revenue with sales and marketing tools built specifically for distributors



Eliminate busywork with built-in sales and marketing workflows



Easily build, send and track email marketing campaigns with just a few clicks



Stay engaged with prospects, customers and your team to keep deals moving forward



Access critical data anywhere on any device with our secure cloud

White Cup CRM is a distributor's revenue engine, driving growth with every action.

Crush sales goals: Built-in workflows make it easy to push marketing data to sales reps, set automatic email notifications, auto-assign tasks and seamlessly move deals through your pipeline.

Market like a pro, minus the overhead: Reach prospects and existing customers with built-in email marketing templates. Easily build and track email campaigns complete with reports on who is opening your emails.

Relentlessly drive revenue: From marketing and sales automation to quoting and document signing, you have everything you need to reach out and close prospects – from first touch to done deal.

Stay engaged with your prospects, customers and team: White Cup CRM puts critical information at your fingertips, enabling you to make data-based decisions anytime, anywhere and across your organization.

White Cup CRM has everything distribution sales teams need to win—from first touch to done deal



Pre-built distribution ERP integration



Pipeline management and visibility



Bill to/Ship to functionality



Quoting



Cross-team collaboration



eSignature



Email Marketing Automation



Dynamic lists

White Cup CRM: The revenue engine with features that drives success.

For Driving Revenue

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

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

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

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.

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

Comprehensive search function shows the relationship between accounts, contacts, events, quotes and tie everything together accounts, contacts, opportunities are all visible on one screen for a quick snapshot of an account.

For Building Pipeline

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

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

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.

For a Competitive Edge

Centralized data that's integrated with more than 13 of the industry's best ERPs, including ERP-specific fields for consistency of data.

Email integration is in the user dashboard, eliminating the need to jump between platforms, speeding up your daily communications.

Role-based dashboards keep the team focused on what's most important to them while still allowing easy sharing of information across teams.

Document management makes it possible to attach additional documentation to opportunities, quotes and account records.

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 help the team stay on track toward the company's sales goals.

Configurable dashboard to build a workspace that suits your personal work process. Logging a lot of calls? Just drag the call log module front and center for easy access.

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

Supercharge your sales capabilities with additional powerful analytics from MITS BI.

Say hello to MITS BI, the Business Intelligence tool companion to White Cup 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 whitecupsolutions.com**

About White Cup

White Cup offers a revenue intelligence platform specifically designed for the distribution industry. Integrated for maximum effect and completely focused on driving more and better revenue, our CRM, BI and Pricing software is the complete revenue engine for distributors. With decades of industry experience, White Cup is trusted by more than 1,000 customers globally.

To learn more, visit whitecupsolutions.com.