



SugarCRM for Distributors

Distributors and suppliers know how hard it is to manage pricing, stock, and customer demands—especially when timing makes or breaks a deal. SugarCRM helps your sales team quote faster, follow up smarter, and keep repeat business flowing with less effort.

Stay Ahead of Every Reorder, Quote, and Customer

KEY BENEFITS

- **Faster quoting, fewer delays:** Pull pricing and product info into one view so your team can respond quickly and accurately.
- **Stronger follow-ups, better timing:** Get reminders and insights that help reps stay in sync with every account.
- **More repeat sales, less effort:** Spot buying patterns and reorders before they're missed—without digging through spreadsheets.



Sun State International Trucks boosted sales rep productivity by over 10%.

HOW SUGARCRM HELPS

SugarCRM brings all your customer and sales data into one place, so reps can quote faster, follow up on time, and focus on the right accounts. Paired with sales-i, you also get buying insights that highlight gaps, trends, and opportunities to grow revenue.

Smarter Tools for Every Step of the Sale

Distributors and suppliers need quick access to critical data. SugarCRM gives you the tools to move faster, stay organized, and focus on the accounts that matter most. It's everything your sales team needs—in one place.

KEY FEATURES

- **CRM + ERP in one view:** See customer history, pricing, and margin data side by side—so reps can make smarter decisions without switching systems.
- **Real-time sales alerts:** Get notified when it's time to follow up, when orders slow down, or when there's a chance to upsell—before revenue is lost.
- **Fast quoting:** Build and send quotes directly from SugarCRM, with current pricing and product info—no spreadsheets, no delays.

BUILT FOR DISTRIBUTORS

Why settle for a generic CRM or a spreadsheet only one person understands? SugarCRM and sales-i are built for distributors who want control, speed, and clarity—with ERP insights and none of the complexity.



FSIoffice increased the number of opportunities each rep manages by 40%.



How EIS Inc. Built a Smarter Sales Engine

EIS Inc. is a leading distributor and converter of electrical process materials, serving OEMs and their aftermarket customers. With over 230 sales reps, EIS needed a better way to manage data, streamline rep workflows, and improve visibility across teams. Their previous CRM wasn't delivering—so they made the switch.

THE SUGARCRM AND SALES-I SOLUTION FOR EIS INC.

- **CRM + ERP in one view:** Reps get fast access to pricing, product mix, and account history without switching systems.
- **Custom dashboards:** Sales reps, managers, and execs each see what matters most to them.
- **Cross-sell alerts:** AI identifies missed opportunities and high-value product pairings.
- **Automated follow-ups:** Triggered alerts suggest the next best actions, keeping sales reps focused and proactive.

“One of the biggest misconceptions everybody had was they need to spend more time in the CRM. In reality, they need to spend less time with higher quality.”

Aadil Ahmed, CRM and Marketing Automation Manager at EIS Inc.



Only 30% of sales reps used the old CRM. With SugarCRM, it's now 95%.

Get started with SugarCRM today.

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