

4 Ways to Grow B2B Sales with SugarCRM

Selling to other businesses is complex—lots of people to deal with, tons of products to keep track of, and data scattered everywhere. SugarCRM pulls it all together, giving you a clear view of your business and insights to grow every account.

HOW TO UNLOCK YOUR SALES POTENTIAL

1

Get All Your Data in One Place

With disconnected data, sales reps lose time and miss context. With SugarCRM, you can make sense of customer, product and sales data in one place. This helps you meet your sales goals, get the most out of your resources, and **engage with clarity.**

40%

FSIoffice:
40% increase in sales efficiency.

2

Make Wins Predictable

If you have inconsistent sales processes, it's harder to scale and predict wins. SugarCRM automates sales workflows to give your team repeatable processes that drive success. Turn all your reps into top performers by helping them **sell with consistency.**

44%

Creative Foam:
44% increase in annual sales.

3

Prioritize the Right Opportunities

Your sales team has limited time, so they need to make every move count. With SugarCRM, you always know your next best action to win, retain and expand business. We'll show you hidden opportunities so you can **close with confidence.**

61%

Alto-Shaam:
61% increase in deals won.

4

Do It Your Way

You've built sales processes that fit your business—no need to start from scratch. SugarCRM adapts to your processes, your data, and your team, so you can keep improving without changing everything. Grow sales faster and **do it your way.**

42%

Nucleus Research:
42% less costs for implementation.

Learn more. [Visit sugarcrm.com](https://sugarcrm.com)



UNLOCK SALES POTENTIAL

SugarCRM helps sales teams reach their highest potential. Companies choose SugarCRM to cut through complexity, prioritize opportunities, and increase upsell using the resources they already have. SugarCRM is ideal for complex, relationship-driven industries – such as manufacturing, wholesale and distribution – looking to accelerate growth and drive smarter decision-making.

Learn more at www.sugarcrm.com