



SugarCRM for Wholesalers

Large inventories are the foundation of wholesale businesses, but it can be difficult for sales teams to know which products and parts to offer to which customers. SugarCRM helps by taking all your ERP data and turning it into actionable insights, so your sales team can recommend the right products at the right time.

Solve Your Biggest Challenges with SugarCRM

Unlock Real Value from Customer Data

Unlike manufacturers, wholesalers may be dealing with 10 times as many product SKUs in their supply chain. To make it even more complex, their ERP systems aren't designed to analyze buying behavior, sales pipelines, and customer engagement.

KEY FEATURES

- **Intelligent Account Management:** Combine your ERP and CRM data to give sales reps actionable insights. Earn repeat business by predicting customer needs and personalizing interactions.
- **Product Catalog Integration:** Easily access product information, like categories, lifecycles, and dependencies, so you can navigate product lines without needing to be an expert.
- **Pipeline Visibility:** Effortlessly oversee sales pipelines, track sales, and stay on top of sales calls—whether you're on the go or at your desk.

HOW SUGARCRM HELPS

SugarCRM integrates easily with your ERP, serving up all customer, manufacturer, product, and sales data in one place. It also automatically analyzes and summarizes opportunities, conversations, and account information, so sales teams can focus on meeting customer needs.



Ideal Bathrooms saw a 1.4% profit margin increase by using SugarCRM.

Surface Key Upsell and Cross-sell Opportunities

Upsell and cross-sell opportunities are particularly valuable for wholesalers, but sales teams often have no visibility into where they are underperforming, which customers may churn, and how to navigate a vast array of complementary products.

KEY FEATURES

- **Instant Notifications:** Get real-time notifications on emerging threats and opportunities. Sales reps receive clear next steps—telling them exactly what to sell and when.
- **Account Prioritization:** Quickly prioritize leads based on likelihood to close, and identify missed opportunities by comparing customer behavior to peer accounts.
- **Snapshot Reports:** Automatically generate customer-facing reports to present new products and promotional opportunities, showing customers that they matter.

HOW SUGARCRM HELPS

SugarCRM analyzes buying behavior to instantly alert you to what customers could also be buying. Field reps can create account reports with one click, to show customers current purchases and new offers related to what they are already buying.



Flooring distributor Elias Wilf increased sales by over \$1m in just one territory.



Accessing Information When You Need It

Sales, distribution, and service teams all need quick access to the same information, across an extensive value chain. But this data is often fragmented or hard to access.

KEY FEATURES

- **Customizable Dashboards & Reporting:** Configure dashboards and reports to make it easy to see the most important details and trends for each account.
- **Inventory Metrics:** When customers are buying less, inventory can surge. SugarCRM shows you when this is happening so you can offer the right promotions.
- **Mobile Field Functionality:** Access data on the fly via mobile, even with no Internet access. Dictate notes on your phone and everything is uploaded to the system.

HOW SUGARCRM HELPS

SugarCRM puts every vital piece of customer data to work, and makes it immediately available wherever you are. Everyone gets the information and insights they need, in dashboards personalized to them.



FSIoffice, a leader in office supplies, increased sales efficiency by 40% with real-time insights.

Get started with SugarCRM today.

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