sugarcrm | **sales-i**

Overcoming Hiring Challenges in Manufacturing, Wholesale and Distribution for 2025

Putting Sales Intelligence to Work

INDUSTRIES THAT BENEFIT FROM SALES-I:

MANUFACTURING WHOLESALE

DISTRIBUTION AUTOMOTIVE CONSTRUCTION

FOOD & BEVERAGE ELECTRICAL + MORE

Having Trouble Getting Skilled Sales Reps in Your Industry?

60% of industry executives indicated that attracting and retaining a quality workforce is their primary business challenge.
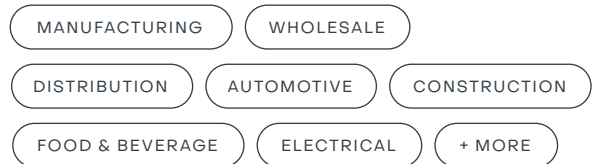
– NATIONAL ASSOCIATION OF MANUFACTURERS OUTLOOK SURVEY Q3 2024

With sales–i, you can confidently hire sales reps outside your industry and transform your growing sales organization into a smarter and more effective unit.

How sales-i Helps Sales Leaders

- Find and keep great salespeople: Attract talent from unexpected places, get new hires up to speed fast, and keep your team happy and motivated.

- Turn data into sales power: Leverage ERP data so your team can find hidden opportunities, boost customer relationships, and close more deals.

- Empower sales leadership: Get the tools to guide your team more efficiently – track performance, spot gaps, and help everyone hit their numbers.

> "Now that we have sales–i, we can easily and quickly identify both opportunities and losses in a short time frame, which my team can action and turn into a profit."
>
> **— KRIS H.**
> SALES MANAGER,
> COUNTRY FARE FOODSERVICE

What's Holding Back Industry Growth

In spite of strong growth in the manufacturing, wholesale, and distribution sectors, many companies are having a harder time finding salespeople with the right skills, experience, and know-how to be successful. In fact, 60% of manufacturers cite attracting and retaining talent as their primary business challenge.

Moreover, sales teams are facing data challenges critical to their success.

- **Limited ERP insights:** ERP systems built to store customer data don't provide key insights into customer behavior and where critical sales gaps lie.
- **Hidden buying trends:** It's hard to grow and protect margins when reps can't see basic information like who has stopped buying and where seasonal trends are impacting business.
- **Data silos:** "Tech averse" sales reps often keep their own customer data on spreadsheets and notes, which can't easily be replicated for other reps.
- **Time-consuming analysis:** Sales reps are not data analysts. They shouldn't be forced to look for data, analyze it and create reports from scratch.

Remove Your Roadblocks to Success

When there are just not enough "perfect candidates" to fill open sales positions, sales-i can help you broaden sales team searches into adjacent industries. Our sales tools turn hard-to-reach ERP data points into actionable insights for sales teams, creating a more proactive, data-driven selling environment.

"We are using sales-i to identify when and where our margins may be slipping. If we are being undercut by a chain retailer, we know quickly and can work to rectify this for our customers."

– CHRIS H.
SALES DIRECTOR AT ALERT ELECTRICAL

"As a manager, I can view my revenue and profit streams with ease, quickly establish top customers and products, and with two taps of the screen understand my customer health and leakage."

— PETER B.
INFORMATION MANAGER, INTERNATIONAL TIMBER

Sales reps spend up to 43 HOURS every month searching for information.

– ABERDEEN

How sales-i Works

sales-i connects seamlessly with your ERP system, pulling in data like customer purchase history, product details, and trends to quickly assess the health of each customer. With real-time alerts, sales-i highlights cross-sell opportunities and warns you about customers at risk of churning, making it simple for your team to act on insights and drive smarter sales decisions. The customer Snapshot feature gives field sales reps an instant overview of accounts and clear next steps, driving more proactive sales teams that have better venues of conversations with customers and can utilize their full potential.

> "sales-i provides us with an important helicopter view of the team, and it opened up our channels of communication to ensure we are visiting the right customers at the right time. We've tripled sales and seen an increase of over 300% for touchpoints and customer visits."
>
> **– MAT K.**
> PARTS SALES DIRECTOR,
> MOTUS GROUP (UK)

Using sales-i to Boost Sales and Efficiency

GIVE YOUR SALES TEAMS A "WINDOW INTO ERP"

It all comes down to improving the visibility of ERP data points, and transforming them into actionable insights to focus on the right opportunities. Less time digging for opportunities means more face-to-face with customers.

sales-i provides a "Window into ERP" to make sales people truly dangerous:

- Glean insights from customer behavior and unearth dormant data in ERP to see where the hot opportunities are and where upsell and cross-sell should be examined.

- Boost the probability of increasing average order values and enhancing customer ROI by highlighting where products work best together.
- Turn an ordinary account review with a customer into an upsell or promotional opportunity

ATTRACT NEW SALES TALENT

sales-i gives sales teams an edge in talent attraction and retention, helping to:

- Justify hiring new people by showing how opportunity gaps can be filled and how new reps can move quickly to chase down opportunities.
- Accelerate time to market for new reps. They get up to speed fast on customer history, top prospects, key accounts, and what sells.
- Bridge the knowledge gap, helping reps understand the manufacturing, wholesale, or distribution model, feel more confident, and speak the right lingo.

Common Scenarios for Sales Reps

Threat Reports:
Create a niche report that shows the "breadcrumb trail" for each customer to uncover where spending has fallen off and what levers to pull to boost opportunities

Alerts:
Get immediate notifications that show threats and opportunities the moment they become relevant, and tell them in plain English what they should be selling.

Field Functionality:
Access data via mobile even with no Internet access. Dictate and upload details on your phone and everything is auto-uploaded to the system.

Promotional Opportunity Reports:
Offer new promotions when popular products drop off or for dormant customers. Run granular analysis by product, SKU, sales rep or trends.

Snapshot Reports:
Quickly generate customer-facing "snapshots" to illustrate new product opportunities. Custom reports show you've done your homework.

> "Our sales team increased their reporting efficiency by 74%, resulting in better and personalized sales approaches that helped boost customer satisfaction by 16%."
>
> **– STEVE B.**
> NATIONAL SALES MANAGER, FORTRESS DISTRIBUTION

Connected Information and Insights

Interconnected Experience:
Leverage a single source across hard and soft sales data, including product usage trends, customer interactions, and sales performance to make insights actionable.

Visibility for Sales Leaders:
Drill down to activity and performance for the whole team and further interrogate to see who's on target and who's not.

AI and Machine Learning:
Build a predictive approach to offering a richer product mix – when a customer buys product A and B, there's a 90% probability to buy product C.

Sell Smarter with Instant Customer Insights

sales-i analyzes hard-to-reach data and turns it into opportunities to upsell, cross-sell and reduce churn.

GET A DEMO

About SugarCRM

SugarCRM offers software solutions that helps marketing, sales, and service teams reach peak efficiency through better automation, data, and intelligence so they can achieve a real-time, reliable view of each customer. Sugar's platform provides leading technology in the sales automation, marketing automation, and customer service fields with one goal in mind: to make the hard things easier. Thousands of companies in over 120 countries rely on Sugar by letting the platform do the work. Headquartered in the San Francisco Bay Area, Sugar is backed by Accel-KKR.

For more information about SugarCRM, visit www.sugarcrm.com.