



# SugarCRM for Manufacturers

Selling in the modern manufacturing space means having a laser focus on data and information. SugarCRM is the indispensable engine for sales teams to transform ERP data into actionable insights, helping you drive additional revenue and build stronger customer relationships.

## Solve Your Biggest Challenges with SugarCRM

### Extracting Value from Customer Data

Manufacturers have large ERP systems to store massive amounts of customer data, but ERP systems were not built for ease of use and providing insights into customer history, behavior and preferences.

#### KEY FEATURES

- **Intelligent Account Management:** Know exactly what each customer is buying and where the gaps lie so you can upsell without having to dig through reams of data.
- **Easy Implementation:** Configure and roll out Sugar quickly, connecting workflows and customizing the UI to increase user adoption and create better customer experiences.
- **Product Catalog Integration:** View rich data points such as product categories and lifecycles, manufacturer relationships, inventories, and product dependencies.

#### HOW SUGARCRM HELPS

SugarCRM integrates easily with your ERP, serving up all customer, product and sales data in one place. Sugar makes it easy to access and automatically summarize opportunities, conversations, and account information so you can focus on meeting customer needs.



**Creative Foam grew pipeline by 42% and exceeded annual sales goals by 44%.**

## Optimizing Every Sales Opportunity

Sales teams are always fighting for a bigger slice of the pie, but they often have no visibility into where they are underperforming, which customers may churn, and where the best opportunities are. Meanwhile, complex workflows make it hard to create a clear path to selling effectively.

### KEY FEATURES

- **Guided Selling:** Gain real-time, context-aware recommendations to guide reps through complex sales processes and ensure every interaction aligns with customer needs.
- **Account Prioritization:** Automatic lead prediction and scoring helps you prioritize opportunities based on likelihood to close, and identifies missed opportunities by comparing customer behavior to peer accounts.
- **Threat and Snapshot Reports:** See a customer's "breadcrumb trail" to know where spending has fallen off and what levers to pull. Auto-generate customer-facing "snapshots" to show customers how to optimize product mixes.

### HOW SUGARCRM HELPS

SugarCRM offers a sure-fire way to win deals and grow upsell by automatically prioritizing leads, seeing where gaps are emerging, and uncovering hidden selling opportunities. Workflows based on previous wins help improve team and territory performance.



**Tetley Harris increased pipeline opportunities by 1,100%.**



## Getting Information When You Need It

Across the value chain, from marketing and sales to distribution and service, every stakeholder needs access to the same information, and insights to know what next steps are critical for organizational success. Unfortunately, that bridge doesn't exist for most manufacturers.

### KEY FEATURES

- **Customizable Dashboards & Reporting:** Configurable dashboards and reports improve accessibility to data, making it easy to see the most important details and trends for each account.
- **Instant Alerts:** Immediate notifications show threats and opportunities the moment they become relevant, and tell reps in plain English what they should be selling.
- **Service Success:** Track KPIs like first response times, case resolution SLAs, and agent productivity. Predictive analytics identify trends and flag underperformance.

### HOW SUGARCRM HELPS

SugarCRM puts every vital piece of customer data to work, and makes it immediately available – and easily digestible – for everyone working to sell, deliver, and service products and parts.



**Helapet Medical Supplies boosted sales  
12% year over year.**

# Get started with SugarCRM today.

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