CRM FOR DISTRIBUTION
Business. Technology. Together.

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In today's economic climate, selling your products and services is more challenging than ever before. Competition is fierce and customers are demanding more value from every purchase.

Today's distributors need to increase sales productivity, reduce sales cycles, lessen costs, decrease response times, improve customer service and measure all activities and expenditures to ensure an acceptable return on investment. Along with today's challenges comes the opportunity to show more value and provide better overall customer service than the competition.

CRM for Distribution is a CRM solution that is tailored specifically for the Wholesale Distribution Industry. This product enables you to get a clear picture of what your customers are buying and your sales teams are selling. CRM for Distribution puts all of the mission critical information about prospects, customers, suppliers and sales teams at your fingertips and is natively integrated with Microsoft Outlook and Office 365.

Benefits.

Foster collaboration between Inside Sales, Outside Sales, Marketing and Customer Service/Support

Enhanced cross selling / upselling capa-bilities

Close more opportunities by leveraging your ERP data

Manage your sales pipeline by knowing exactly what is being quoted and closed

Sales call reporting & expense tracking capabilities

Track true customer profitability, know your cost to serve

Perform Targeted Marketing

Centralized database of Account, Contact, Leads, Prospect, Supplier & Vendor information

Features.

Dashboards, Charts & Reports - Access real time, mission critical data in a fashion that is consumable and actionable

Opportunity Tracking & Forecasting   - By Item, Item Groups, Vendors and Suppliers

Cost to Serve-   Track and understand your true "cost to serve" your customers

Customer Ranking - Direct your valuable sales resources to the accounts that you want to focus on

Quote, Order, & Sales History - Understand what your customers have bought or quoted in the past and their propensity to buy in the future

Invoice Tracking & Invoice Aging Detail Expense

Reporting

Built-in Business Process Automation Custom

Security and Ownership

Available On Premise or In the Cloud

Available on Desktops, Laptops, & Mobile Devices

Full ERP Integration

CRM For Distribution. *The Solution.*

CRM for Distribution is a Microsoft Certified Solution that is built upon the most comprehensive CRM solution available, Microsoft Dynamics 365. It melds powerful sales force automation capabilities with fully bi-directional integrated, real time data from your ERP system. Your sales teams can roll-up, or drill down into detailed data by customer, vendor, sales, rep or supplier - all the way to the individual line item details of transactions, allowing them to build a holistic and comprehensive picture of an account or opportunity.

CRM for Distribution includes Data Sync Cloud which is a subscription based bi-directional integration engine that puts all of your mission critical ERP data to work within the application. This includes Customers, Ship-to's, Vendors, Suppliers, Sales History, Orders, Quotes, Contacts, Invoices, Items, Inven-tory, Pricing and much more. Everything that a sales person requires to see throughout the sales cycle.

All of this data is available via clearly laid out, actionable dashboards and views. Each dashboard has charting capabilities and can be drilled down into deeper specifics about any order, customer, supplier, etc.

CRM for Distribution is natively integrated with Microsoft Outlook and Office 365. This solution is available on desktops, laptops and mobile devices in-cluding the iPad, iPhone, Android, Windows Surface, Smartphones and Tablets.

Since 1993 Beringer Associates, Inc. has helped wholesale distributors implement powerful and flexible customer relationship management (CRM) solutions. Our deep experience implementing CRM solutions for wholesale distributors assures rapid time to value and best practice enablement. Building upon the foundation of Microsoft's world-class CRM software, CRM for Distribution coupled with our project methodology helps distributors plan and implement a CRM solution that drives long-term success and rapid return on investment.

Microsoft
Dynamics 365

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