

## CASE STUDY

# Empowering a national distributor with sales enablement tools and e-commerce

Quality Care Products





“ The CRM system is a one-stop shop for our sales team. In the past, they had a lot of outside data sources that they had to check manually. Now all the information they could ever need is in the system.”

– **Brandon Smith**

VP of Trade Relations



# The Story

Before SupplyMover, QCP moved through their workdays using a variety of systems. They used SAP for their inventory and spreadsheets for their sales teams and another e-commerce system for their online orders. SAP was complicated, the spreadsheets quickly became outdated, and that e-commerce platform wasn't connected to anything the sales reps could see. "It was pretty basic at the start," says Brandon Smith, VP of Trade Relations for QCP. "As we began to grow, it became clear we couldn't support a larger sales team with what we were using."

*"Before, there was no way for reps to organize their day," Smith says. "They'd go off to an excel sheet, keep notes on the sheet, and that was that. There was no easy way to see info on calls, orders, or previously purchased items."*

Now, with SupplyMover, everything has changed. They are adding more lines to orders by having reps work directly with customers on their e-commerce orders, and reps always have their daily marching orders delivered through custom, individualized activity dashboards. The system also helps make sure that reps are covering for each other when vacations or PTO come up.

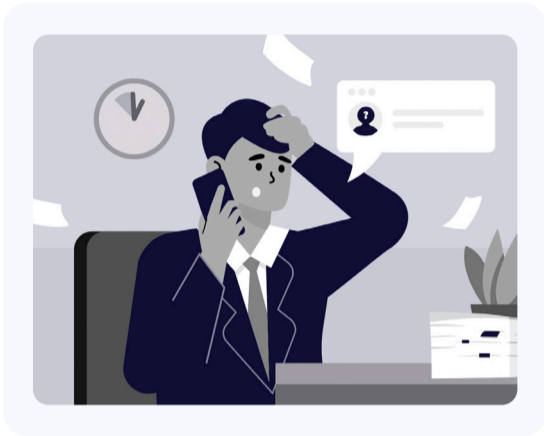
<b>Industry:</b> Pharma distribution	<b>In business:</b> Since 1978	<b>Location:</b> Toledo, OH	<b>Employees:</b> 30-40
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Using SupplyMover, QCP has transformed their daily sales processes and supercharged their e-commerce sales, speeding up sales cycles and saving valuable time.



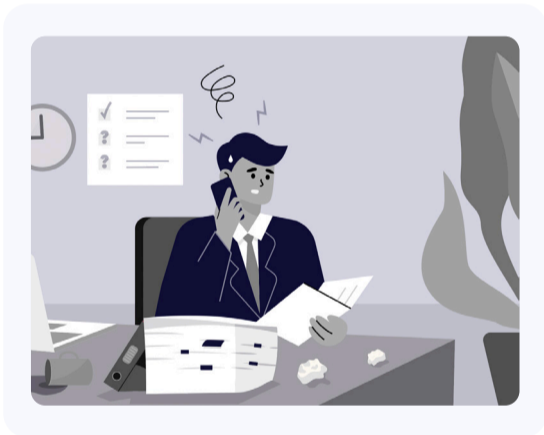


# The Challenges



## Daily interfacing with ERP

According to the QCP team, orders were slow to enter into the ERP and changing prices was difficult. Reps would be on the phone, wanting flexibility as they discussed pricing and other issues with their customers, and the functionality just wasn't what they were hoping for.



## Spreadsheet insanity

Each rep had their own spreadsheet that they worked off of, and their own notes about those clients. The notes stayed with the rep, and weren't easily sharable. There was no shared data on clients, orders, or calls, and whatever data did show up had to be input manually.

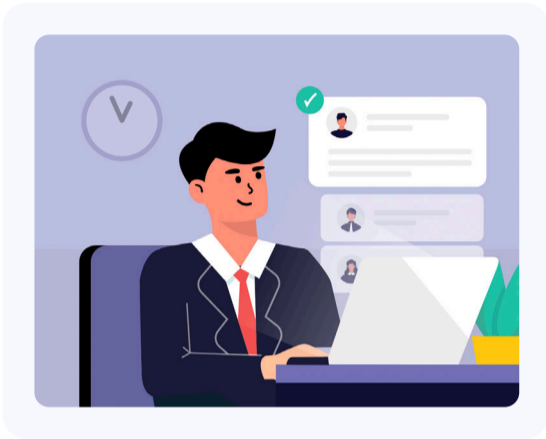


## Bare bones "e-commerce"

E-commerce was simple and one-way. Reps had no way to see or assist with what clients were trying to do with the e-commerce portal. There was no opportunity to make suggestions while clients were shopping. Instead of it being an opportunity for communication and collaboration, it was a fully solitary experience. If clients couldn't find something, they couldn't buy it.



# The Solutions



## Sales enablement tools and CRM

"The CRM system is a one-stop shop for our sales team," says Brandon Smith. Working with a CRM built to serve their needs improved reps' quality of life tremendously and saved valuable time. They could quickly compare competitive prices, and they could easily access in-depth client profiles including order history, notes, and more.



## Daily activity dashboards

Reps know who to call and what to sell, thanks to the daily activity dashboard. The dashboard lists various sales manager-assigned activities so reps know where to start. The dashboard is also how they find out about calls they're picking up for other reps who are out for PTO or vacation or otherwise out of pocket.



## Fully integrated e-commerce

The QCP team credits SupplyMover's e-commerce system with adding lines to orders regularly, with easy to use search functionality, and dual order entry, where reps can assist and make suggestions while customers are filling up their cart. All of these elements combined together make SupplyMover's e-commerce platform a powerful driver of sales at QCP.



# Key Results

## QCP sells more product with SupplyMover

Since starting with SupplyMover, QCP has put themselves on the path to growth. SupplyMover was able to give QCP multiple ways to enter orders, including ones where sales reps could assist and make suggestions. SupplyMover has been able to help QCP centralize their data, creating a single source of truth. QCP has also been able to supercharge their e-commerce portal resulting in more lines per order, by providing a convenient way to shop.



**Increase in lines per order**



**Increase in unique items sold per customer**



**Increase in orders placed**

After first year of implementation.



## CASE STUDY

# Are you ready to transform your own sales and customer management platform?

Like QCP, you can discover how to unlock your potential with real-time analytics, sales automations, and data usability upgrades to drive revenue and growth.

[Request a demo](#)

## About SupplyMover

SupplyMover offers a powerful and scalable suite of sales enablement tools to distributors, giving sales teams, administrators, compliance officers, and executive leaders everything they need to eliminate waste and maximize profits. In addition to a robust CRM system, SupplyMover offers streamlined customer onboarding processes, automated lead distribution, A.I.-powered suggested selling options, a mobile-friendly e-commerce system, comprehensive and easy-to-generate KPI reports, and more.

To learn more about SupplyMover, visit [SupplyMover.com](https://www.supplymover.com)

