

## CASE STUDY

South Pointe Wholesale  
uses SupplyMover to  
**accelerate their sales  
process and identify key  
market opportunities**

South Pointe Wholesale





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– **Wendy Fahrenholz**

Sales and Marketing Director



# The Story

In 2020, South Pointe Wholesale decided to go paperless—or as close to paperless as possible. They were using spreadsheets and handwritten notes to keep track of their customer data. Reports were time-consuming to produce, and by the time they were delivered, the data was already outdated. There was no easy way to share client information with another sales rep.

“This was the perfect solution,” says Wendy Fahrenholz, Sales and Marketing Director for South Pointe Wholesale. “We wanted everything in the CRM. We got click to dial, which helps the account reps getting on the phone. Notes and activities are perfect to make sure we’re following up on customers. We have everything we need right at our fingertips.”

SupplyMover gave South Pointe Wholesale sales reps a way to organize their day, and a way to organize their thoughts. Utilizing the note-sharing feature, and the ability to easily see previously purchased items has increased the size of orders, Fahrenholz says, since reps are always armed with ideas on what to sell.

Since adoption, South Pointe has seen an increase in sales, customers, and lines per order. And the sales team says it’s their prized possession. “They can’t live without it,” Fahrenholz says. “They resisted changing at first, but now they all love it.”

**Industry:**

Pharma distribution

**In business:**

Since 2001

**Location:**

Glasgow, KY

**Employees:**

40-50

With SupplyMover, South Pointe has revolutionized their sales processes and supercharged their sales teams with sales automations, customer insights and intelligent performance tracking.

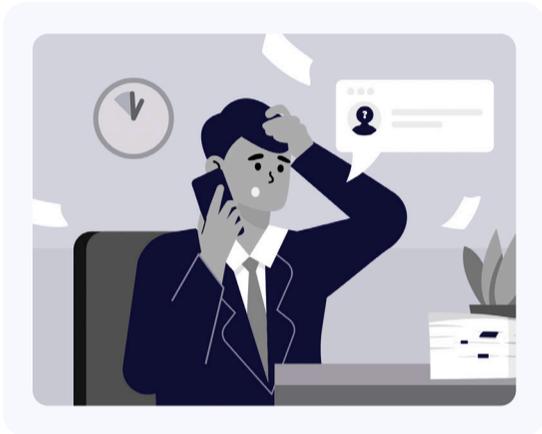


**Wendy Fahrenholz**

SALES AND MARKETING DIRECTOR

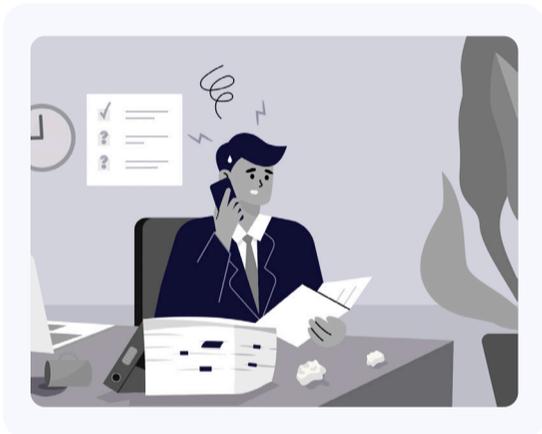


# The Challenges



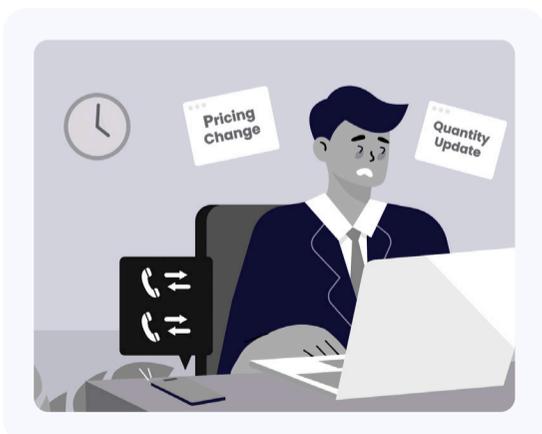
## Disorganized customer information

South Pointe users had no way to share info, and it was holding reps back from executing to their fullest. Client information was collected in spreadsheets, printed out, with handwritten notes. Information was idiosyncratic, and not shareable at all, meaning reps can't back each other up or pick up where one left off.



## Paper, paper, and more paper

Spreadsheets everywhere! South Pointe users struggled with multiple sources of truth, and no absolute place to look when they needed an answer to a question. Client notes, leads, past orders, and more all collected in spreadsheets that sales reps held in their hands. A hundred different sources of truth meant nobody was on the same page.

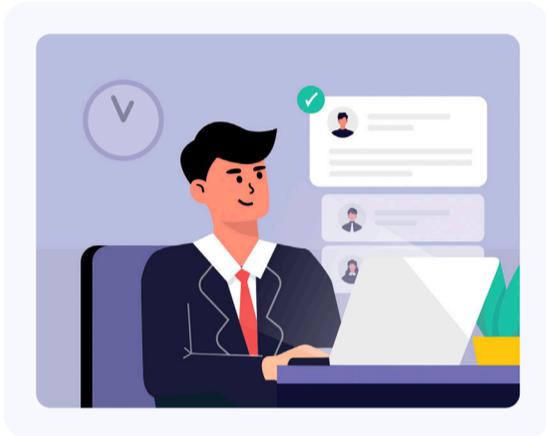


## How am I performing?

Team members at South Pointe had to wait for reports to be created and delivered, and had no ability to voluntarily review how they were performing at any given moment on any given day. Reports took a lot of time to collate and calculate, and the data was already stale by the time they got the report in their hands. Reviews only happened at designated times.

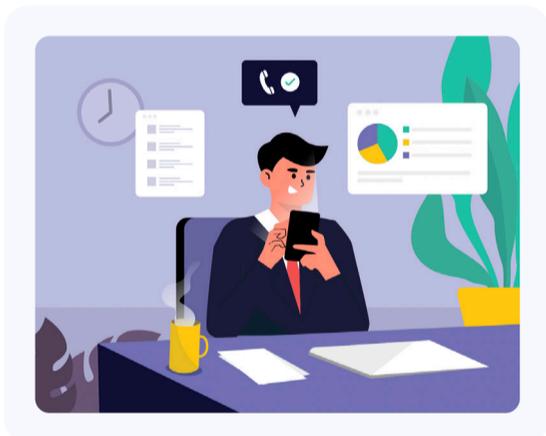


# The Solutions



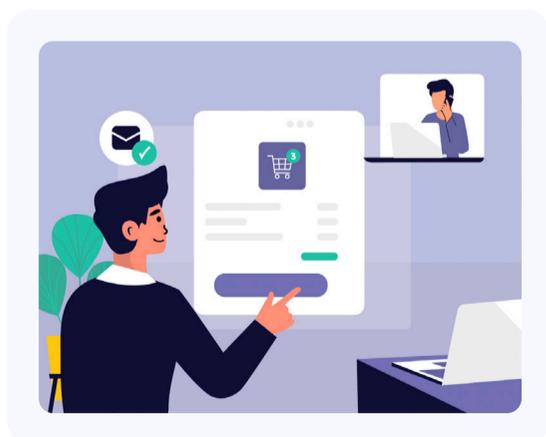
## In-depth customer management

Get access to in-depth customer details, with notes, files, calls, correspondence, orders, invoices, and more. SupplyMover organizes all of your client data for you, and provides insights into company health, contact and order preferences, and previously ordered items. That means that reps can pick up where another rep left off with a client anytime they need to, and sales managers have transparency into client relationships and status.



## Single source of truth

South Pointe now has all of their data in one platform—client files, items, buying groups, quotes, reports, and more—so they can save time every day. They now save time on all aspects of their day-to-day routine, including looking up client info, making and reviewing reports, creating pricing groups, generating special quotes, and more. Now South Pointe enjoys a single source of truth across their organization, increasing communication and clarity around their sales efforts.



## One-click report generation

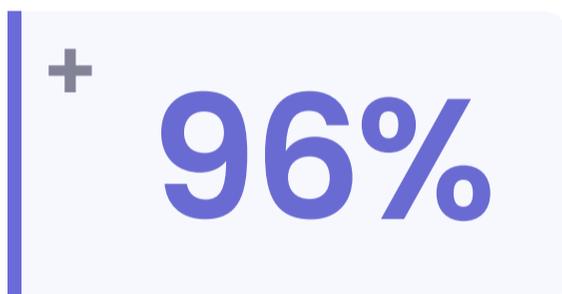
Reps at South Pointe always know how they're performing, and how much further they have to go to meet their daily or monthly sales goals. Stats such as total sales, calls, items, and more are ready for anyone's review at the click of a button. Transparency means that sales managers and reps are always looking at the same information, and reps always know how close or far they are from their daily and monthly sales goals.



# Key Results

## SouthPointe makes more calls with SupplyMover

Using SupplyMover, South Pointe has been able to centralize their data, creating a single source of truth. All of this has allowed South Pointe to provide even better customer service to its clients. SupplyMover has also been able to help South Pointe understand how its team members are doing, providing their team with robust analytics tools available anytime, so everyone always knows how they're performing.



**Increase in number of calls**



**Increase in number of items sold per customer**



**Increase in lines per order**

After two years of implementation.



## CASE STUDY

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

Like South Pointe, 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)

