

# CRM

## Empower your sales team with prospect management tools

Your sales team is growing, and they need a toolkit to grow with them. Help your sales organization thrive in an incredibly competitive market by giving them access to a perfect sales pipeline and customer buying information. Cavallo® brings real-time inventory data into your sales cycle so your team can win more with less effort. Cavallo integrates seamlessly with GP and increases your gross margin and revenue by driving faster and more accurate quotes, a seamless orders entry process, and remarkably fast interaction tracking.

### What is Cavallo® CRM?

Cavallo CRM is a purpose-built tool that helps you win more customers and increase customer loyalty by making sales and customer service teams more efficient, accurate, and ultimately happier. We deliver efficiencies through an easy-to-use CRM tool that takes the guesswork out of quoting and understanding order status, resulting in a more confident sales and customer support team that is now able to concentrate on providing a superb customer experience instead of chasing down siloed information.

### You should use Cavallo CRM if:

- Delivering accurate quotes and orders results in unnecessary delays
- You don't have a clear view of how your sales pipeline and funnel are performing
- Your customer service team has to track down sales documents
- You are struggling to keep customer information up to date

### What does it look like in action?

Define your sales cycle, and know where you are winning and losing in your funnel. Help your sales team seamlessly log interactions and drive revenue by knowing exactly when to cross-sell and upsell. Entering quotes and orders couldn't be faster, meaning you have more time to provide an excellent customer experience and run your business.

### How does Cavallo CRM enhance my selling game?

Whether you're growing your sales team or if you already have an experienced group of industry experts, Cavallo CRM can make your teams more efficient and more profitable. Not only will you close more deals, but by fully understanding your sales cycle, inventory levels, and order status, you'll remove the hassle of switching software and manually tracking sales and inventory counts. Save your business time, money, and effort, with Cavallo CRM.

### How can I expand my software tool kit?

CRM is just one tool in your software tool kit. Build out your complete software solution with Cavallo's additional features and modules — including next-level functionality like automated tasks and workflow, Integrations, EDI, barcoding, and more. Elevate every process of your organization, from selling and order fulfillment to shipping and payment collection, and accelerate their efficiency by uniting them under one flexible solution.

