

# How to be a world-class food supplier

Save one employee cost and  
increase your sales at the same  
time





# Introduction

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Whether you are a food supplier or distributor, you want to run an efficient operation while increasing your sales. To gain operational efficiency, you need to automate repetitive tasks.

So where do you start with automation? In today's business climate, consider starting with order management, since this is a key business process which is manual and error-prone. Automating your order process will make your life and your customers' lives simpler - and you will be able to sell more, easier and faster.

# Sell more, easier and faster

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Automation will enable you to free up your time, save an employee resource and focus on selling. You will be able to send marketing campaigns to your customers on new items and current promotions. This has transformational benefits for you as a business owner since this

- ✓ Turns your online store into a sales engine and grows your revenue
- ✓ Helps you manage your catalog and setup promos and pricing with ease
- ✓ Enables you to sell via multiple channels - text and email campaigns enables you to be present wherever your customers are
- ✓ Sends e-invoices to your customer and collects payment faster
- ✓ Provides admin tools for you to manage your business - such as adding new buyers, products, price lists, and more

This results in no more paper orders, no more phone calls or emails, and an efficient, green operation.

# Automate customer orders

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So automation helps you but what are the benefits of automating your order process for your customers? Automation will allow your customers to place orders online, reorder and order based on their past 12-month order history, all with a simple click of a button and provide them

- ✓ An easy way to order, reorder and initiate returns
- ✓ Real-time visibility of their order status,
- ✓ Collaboration tools to communicate with you and keep them updated,
- ✓ Order history visible in one place
- ✓ A way to view and pay invoices
- ✓ Dashboards and reports for business analytics

Above all, the platform is easy to use and allows customers to self-serve and order on the go from anywhere, anytime, using any device. All this results in loyal customers who trust you and are empowered to buy more from you; resulting in an increase in sales.

# Integrate with your ERP

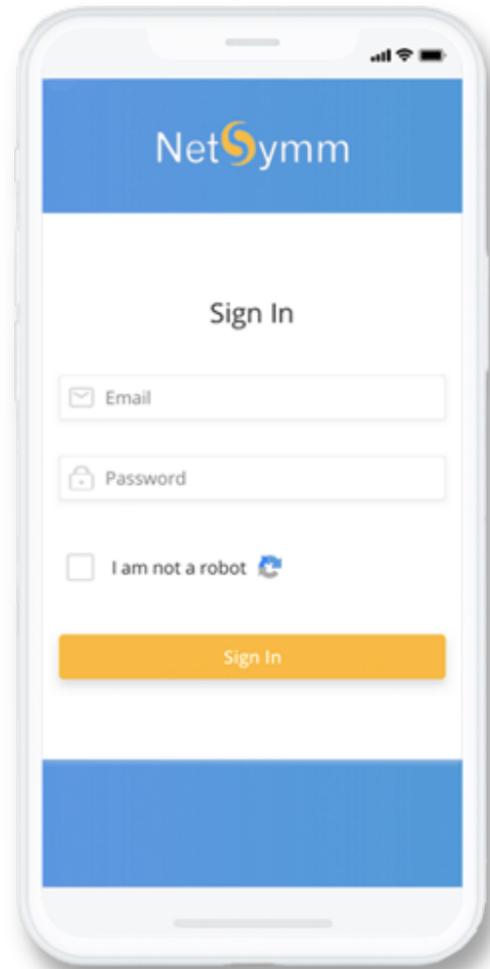
By integrating orders directly into your ERP system, you will be able to

- ✓ Save time and energy on manual data entry
- ✓ Save money on an employee resource for order entry
- ✓ Reduce errors with the wrong items being shipped
- ✓ Provide your customers with real-time visibility of products, pricing, order status and invoices



This means your sales reps can move beyond mundane order taking tasks and collecting payment, and focus on higher value customer service.

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