



MRF Inc.

Here's how one distributor has used Selltis to grow its focus on leads and opportunities in the sales cycle. MRF also uses Selltis to better manage its vendor relationships, track expenses and improve quoting.

Why Selltis?

Selltis was built as an industrial market team-selling solution to share and leverage data from across your company: inside sales, outside sales, customer service, management, business partners and more. Selltis has more than 15 years serving the industrial market.

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MRF Inc. is a manufacturer's representative that has been serving the power and process industries since 1961. Headquartered in Puerto Rico, their business focus is Puerto Rico, the US Virgin Islands and the Dominican Republic. They have been on Selltis since January 2008. Here's what Mario Franceschini-Porrata, president of MRF Inc., has to say about the Selltis solution:

"I knew of Selltis's founder's history in the industrial rep community so it made sense to look at how his on-point knowledge and experience were incorporated into sales force automation. We had over 24 principals divided into four groups or divisions that needed to collaborate, communicate, coordinate and integrate information via a common database to go to market more effectively. We had previously automated invoicing, order entry, commissions and accounts payable but we were missing the front-end components that systems such as Selltis offer. We visited the Selltis booth at an industrial trade show and liked what we saw in the demonstration.

"In addition to many other functions and features, Selltis allows us to involve multiple manufactures for project pursuit and long catalog numbers, seemingly little things but important to us and not available with other CRM [systems]. It was clearly and obviously designed by someone who knows our industry, who had worked in our environment and understood the focused functionality required to satisfy our specific needs.

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"With Selltis we now have greatly enhanced Principal Management capability with critical information available to them and us at any moment. We utilize call reporting as well as expense tracking and reimbursement features. Also, our company is largely MRO-driven so we use the quoting module in Selltis extensively.

"Selltis as a company is much more than a software provider. The coaching and support services provided by Selltis have been great. We have constant contact with the support team members who regularly offer suggestions on how to better improve our processes and dashboards. Through this process, we are working to change the way we think to meet the changes and challenges we face in the industrial environment."

**“It’s going from everyone operating independently to everyone operating as a group. ...
You can use a smaller group to accomplish a lot more if everyone is working collectively.”**

Learn more about how Selltis can help your company: [985-727-3455](tel:985-727-3455)

For more on how CRM can help your business, read our blog: blog.selltis.com