



The “focus gap” is costing you sales – here’s how to fix it

How to unlock the 7% revenue growth hiding in your ERP



A focus gap is the space between the accounts that get attention and the ones that actually deserve it. It's how missed re-orders, stalled deals, and shrinking market share happen right under your nose.

In manufacturing, distribution, and wholesale, reps are overwhelmed, and sales leaders are concerned that they're not prioritizing the right opportunities.

It's a basic sales challenge: where should reps focus their time to get the best results, when they are handling hundreds of accounts each?

The answers are already in your ERP, but they're hidden. So instead, reps focus on what's visible: the accounts that recently placed an order, the ones sending the most emails, or those that contribute the most to top-line revenue.

You have a focus gap if:

70%

of rep activity is focused on the top 10 accounts

40%

of accounts haven't been contacted in 90+ days

only 1 in 5

reps can identify accounts at risk of churn

"Gut feel"

guides account prioritization more than data



Turn ERP data into daily revenue signals

Your ERP is the single source of commercial truth for your business.

Your invoices don't lie. When a company looks to acquire a business, ERP files are the first thing they pull – they expose concentration risk, margin drift, and SKU dependency in minutes.

The tragedy? Those same X-ray insights stay buried from the very team that could act on them. Transaction by transaction, **your ERP already maps who's slowing down, who's quietly scaling up, and where margin leaks are forming** – yet 99 % of that signal never reaches a rep's desk.

Closing the focus gap means shifting your team's attention from surface signals (last email, biggest invoice) to real buying behavior.



ERP buying patterns that predict future revenue



Missed reorder

An auto parts retailer that regularly ordered 200 oil filters and 150 spark plugs every month hasn't placed any orders in the past 90 days.



Order cadence

An HVAC distributor used to order 120 units of copper tubing every 4 weeks, but has placed only one order in the past two months.



Basket gap

A packaging supplier regularly orders 80 rolls of shrink film every month, but hasn't purchased heat sealers or tape dispensers.

Find the money hiding in plain sight

You can detect these kinds of lost opportunities in seconds with Sugar Predict. You connect the add-on to your ERP – no re-platforming – and in just 30 days reps know where to focus to drive revenue. Sugar Predict surfaces buying patterns in a daily action list – no SQL queries – so your sellers act on the same hard facts investors trust, before the quarter closes.

What wasted truth looks like

The churn alarm that no one hears

Order cadence stretches from 28 to 41 days.

The lost cross-sell

A customer buys the rig but skips the high-margin accessory.

The concentration risk hidden in plain sight

When 38% of revenue is tied to one OEM contract.



Expose the quiet revenue leaks your reps ignore

Sales directors don't complain about effort – they complain about attention drift. Reps chase the noisiest prospects and biggest logos while quiet revenue leaks drain margin. Sugar Predict turns on the spotlight – flagging hidden churn signals so your team can plug leaks before they show up in the numbers.

What your team focuses on today	What they should be focusing on
Accounts with the most recent activity	Accounts whose order volume dropped 15% this week
Loud prospects demanding attention	Quiet customers skipping SKU-B after buying SKU-A
Top-line revenue numbers	Category-level growth vs. last quarter
Cold outreach to net-new leads	Auto-generated call list ranked by churn risk
Manual prep before every call	Automated account summaries with ERP insights
Gut feel + Excel reports	Guided selling based on order history and patterns





Focusing on fresh sales

Country Fare Foodservice is one of the UK's leading food and beverage wholesalers, delivering 12,000 items every day to restaurants, cafés, and caterers. To pinpoint when customer buying habits shift, the company uses Sugar Predict, a solution that delivers sales insights from ERP data.

Before Sugar Predict:

In perishable goods, missing a change in buying behavior can lead to spoilage, lost revenue, or a lost customer. Country Fare's sales team needed a better way to spot those shifts early – but their existing process for analyzing spending trends was manual, time-consuming, and reactive.

After Sugar Predict:

With Sugar Predict, reps now get instant visibility into customer behavior – from product-level gaps to year-over-year trends and sudden order drop-offs. The team can quickly spot when a customer's habits change, take proactive action, and uncover new sales opportunities – all with less manual work and more confidence.

"Much of our sales success is due to Sugar Predict. It's become so ingrained in our daily work that working without it would be like a construction worker missing a hammer or screwdriver."

– GARETH ROBERTS, ACCOUNT MANAGER,
COUNTRY FARE



Results

40%

additional revenue from
existing customers

21%

overall company growth

20%

more efficient with
automated reports

30-day action playbook

Close the focus gap without wrestling with a single ERP report.
With Sugar Predict switched on, reps get daily risk and opportunity
alerts that your ERP has tracked for years.

There are 2 methods to get started with Sugar Predict:

Customer/3rd party ERP export

We can be system-ready in under 1 week on average from receiving data.

Activities	Scope	Customer	Sugar
Sugar Predict	Sugar Predict portal login credentials and Data Import		✓
Portal Access	Guide sent to Customer admin	✓	
	Access to Sugar Predict portal	✓	
	Review Data Import Guide	✓	
Data Extraction	Customer, Product, Product Groups and Sales files extracted from ERP (Contacts file optional)	✓	
	Guidance on data format		✓
Data Load	Upload data into Sugar Predict portal for verification	✓	
	Guidance to Customer during data load		✓
	Automation to extract data files and upload to Sugar FTP site on a nightly basis	✓	
Go Live & Training	Full system access	✓	
	Access to self-guided training content	✓	

Sugar-led export

For common ERPs, go from access to system-ready in 30 days on average.

Activities	Scope	Customer	Sugar
Data Validation	ERP data is validated by the Sugar Team		✓
Access	Customer provides Sugar with access to ERP data	✓	
Data Extraction	Customer, Product, Product Groups and Sales files extracted from ERP (Contacts file optional)		✓
Data Load	Upload data into Sugar Predict for verification		✓
	Automation to extract data files and upload to Sugar FTP site on a nightly basis		✓
Go Live & Training	Full system access	✓	
	Access to self-guided training content	✓	

See what your ERP is already trying to tell you.

[BOOK A DEMO](#)



Unlock sales potential

About SugarAI

SugarAI goes beyond traditional CRM to power account-first, AI-driven selling. Our Precision Selling platform helps sellers win and grow the accounts that matter most by uncovering hidden risk, revealing expansion opportunities, and guiding every next move for complex, relationship-driven businesses.

Learn more at www.sugarai.com