

pencil.

Use Case

How P10 Foods set net terms with new & existing customers to lock in the commercial relationship

AT A GLANCE

Use Case:

- P10 Foods

Business Type:

- Food Distributor

Sells to:

- Supermarkets & convenience
- Hospitality & Venues

Tech Stack:

- Cin7 Core
- Quickbooks Online
- PencilPay

Challenges:

- Growing debtor days
- Slow Payment confirmation
- Tough to reconcile
- PCI Non-Compliance

Benefits:

- Decrease ave debtor days
- Netter commercial relationships
- Next day settlement

Customer URL:

- <https://www.p10foods.com/>



CHALLENGES

Food Distributors supply to retail & hospitality on a range of terms, from pre-paid to 30-day EOM.

14-days turns into 30-days and 30-days EOM can become 90-days. This creates cashflow constraints, however the most concerning effect is the strain it places on commercial relationships.

PREVIOUS PROCESS

P10 Foods would send out stock with an invoice attached for the new customer, who would:

- not complete a credit application prior to accepting stock;
- not pay on the agreed trading term;
- require several attempts before contact was made and the account settled.

THE SOLUTION

- P10 Foods don't just use Pencil to onboard new customers. They onboard their exciting customers on payment terms too, limiting their biggest risk exposure and improving cashflow..... fast.
- They use Pencil's email and SMS invoice reminders to stay on top of their receivables and keep their customer relationships positive.