

## Why I Switched to Leaf Trade



### The Problem:

Erica Kunkle is the Regional Director of Sales at Curaleaf, a leading medical and wellness cannabis operator serving more than 350K registered patients across 23 states. As someone who manages multiple markets across the Midwest, plus Michigan and Pennsylvania, Kunkle needed a tool that provided visibility to sales data across all her markets.

**Kunkle was using a Leaf Trade competitor.** However, the incompatible integrations and the company's inability to accommodate her needs made it difficult for her to manage sales across markets.

### The Solution:

Kunkle made the switch to Leaf Trade and instantly saw improvement in her team's efficiency with their wholesale operations. Leaf Trade allows Kunkle's team to easily import and manage inventory and update their storefront so retailers can see what's available in real-time. And it's saving the team on tedious tasks such as manual data entry, so Kunkle and her team can focus on more rewarding work, such as building customer relationships and cultivating their products.

**"Leaf Trade enables my team to be super-efficient with our wholesale operations," says Kunkle. "Not only can we manage our inventory, but it also brings our entire team together, from sales to marketing, to accounting and inventory managers."**

