

# Multi-Entity Partner Cheat Sheet

Empowering Cin7 Teams to Unlock Cross-Instance Efficiency



## 1. Overview

### What is Multi-Entity?

A solution to seamlessly connect **multiple Cin7 instances** (e.g., business units, brands, locations) and external systems (e.g., Xero, Shopify) for unified automation, reporting, and intercompany operations.

### Why It Matters

Cin7 clients often juggle separate instances for retail/wholesale, global offices, or brands. Multi-Entity eliminates silos, automates workflows, and provides consolidated insights.

## 2. When to Recommend

### Listen For These Pain Points:

- “We’re managing multiple Cin7 accounts for different brands/locations.”
- “We manually copy data between systems – it’s time-consuming and error-prone.”
- “We need consolidated reports but can’t pull data from all our instances.”
- “Our inventory/sales processes are fragmented across regions/channels.”

### Ask Clients:

- Do you use **multiple Cin7 instances** for different business units or locations?
- How do you handle **inventory transfers** or **order reconciliation** between them?
- Do you spend time manually syncing data (e.g., pricing, stock levels, POs)?
- Are you struggling to get a **single view** of sales, inventory, or financials?
- Do you use separate eCommerce/accounting systems per brand/region?

## 3. Solution Highlights

### Key Features → Client Benefits

- **Sync Pricing/Stock:** Ensure consistency across brands/locations.
- **Automate Transfers:** Eliminate manual PO/SO creation between instances.
- **Unified Reporting:** Roll up dashboards for global/consolidated insights.
- **Centralized Control:** Manage workflows across instances from one platform.
- **Integrate Everything:** Connect Cin7 instances with Xero, Shopify, 3PLs, etc.

### Technical Perks:

- No coding required.
- Scalable for complex workflows (e.g., cross-border dropshipping).

## 4. Real-World Use Cases

### Pro Plaster

- **Problem:** Separate Cin7 instances for Retail + Wholesale.
- **Solution:** Synced pricing, automated order routing, unified financial reporting.

### Avantcha

- **Problem:** Inventory siloed across Dubai/London/Switzerland/Thailand.
- **Solution:** Automated cross-border PO creation, centralized stock tracking.

## 5. Quick Pitch Scripts

- *“Do your clients manage multiple Cin7 instances? Wink connects them to automate workflows and unify reporting – let’s discuss a referral!”*
- *“Imagine your client can sync inventory across regions and automate cross-instance orders. That’s what Wink delivers.”*

## 6. Pricing & ROI

**Monthly:** Starts at \$199/month per instance.

**Installation:** \$2,000 (covers 14 hours of setup, testing, training).

### ROC (Return on Conversation):

- “This eliminates 10+ hours/month of manual work.”
- “Avoid costly errors from manual data entry.”
- “Grow without adding headcount.”

### Objection → Response

- “We handle it manually.” → “How much time/errors could you save with automation?”
- “Too expensive.” → Highlight ROI: *“For \$199/month, you’ll save 5x in labor costs.”*
- “Cin7 might add this feature.” → “This is a specialized, customizable solution available **today!**”

## 7. Next Steps

1. **Identify Clients:** Use discovery questions to spot needs.
2. **Submit Client Info:** [Wink Partner Listing](#)
3. **Contact Wink if any questions:** [hello@winkreports.com](mailto:hello@winkreports.com).

## 8. FAQs

**Q: How long does setup take?**

A: Typically, 2–3 weeks, including client-specific customization.

**Q: Can Wink integrate non-Cin7 systems?**

A: Yes! Connect Shopify, Xero, 3PLs, and more.

**Final Tip:** Position Multi-Entity as a **force multiplier** – it makes Cin7 more powerful for scaling businesses!