ToolGPA

NOVEMBER 2026

Spiro

The Insider's Guide

CRM for manufacturers that captures activity and ties to ERP orders



Every plan, grade, refund rule and rival among CRM tools, read from Spiro's own pages.

Made by Cordance Operations LLC · checked Nov 13, 2026 · toolgpa.com

1.4
GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Spiro's own pages, its app-store listings and our grades. Every fact in it is on Spiro's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.4

GPA, above 0 of the 116 other CRM tools we grade

Spiro is a CRM for manufacturers and distributors, sold by Cordance Operations LLC. It captures customer emails and activity automatically, shows sales orders from an ERP, and uses AI for insights and follow-ups. It is priced per user per year, with add-on modules sold separately.

To get you started, here are **8 things to know about Spiro**, taken from its own pages and our grades.

> "
>
> **An ERP connection and paid setup are part of getting started.**
>
> From our grade for ease of use

1 **Best for a CRM for manufacturers tied to ERP orders**

Spiro captures customer activity automatically and shows ERP orders next to it, aimed at manufacturers in North America.

2 **Paid plans start at $41.67 a month when paid by the year for each person**

As its pricing page puts it: $500 per user / year (email sync seat); $1,500 for a full license.

3 **It runs on Web**

Web.

4 **Automatic activity capture**

Customer emails and activity are recorded without manual entry, which the vendor calls an anti-CRM approach.

5 **ERP order visibility**

Pulls sales orders, products and customer numbers from an ERP so reps see repeat-order history next to each account.

6 **AI assistant and notetaker**

AI insights are included. A separate Notetaker add-on writes meeting notes, transcripts and follow-up emails.

7 **A 1.4 GPA, above 0 of 116**

That is against the other CRM tools we grade, on value, the free plan, features, ease of use and platforms.

8 **Keep it**

To replace Spiro you would be making newsletters sent to thousands of people that still reach the inbox. That is not a weekend's work, with an AI app builder or without one.

Spiro at a glance

PRICING Paid, from $500 per user / year (email sync seat); $1,500 for a full license	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Cordance Operations LLC	CATEGORY CRM Software
OUR GRADE 1.4 GPA, weak	

The report card

Best for a CRM for manufacturers tied to ERP orders

Spiro captures customer activity automatically and shows ERP orders next to it, aimed at manufacturers in North America. A full seat is $1,500 a user a year, add-ons and org-wide modules cost extra, and setup is sold separately from $5,000. The vendor says it is not for teams under 10.

TOOLGPA REPORT CARD	Spiro	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	D	$1,500 a user a year for a full license, about $125 a month, against a category middle of $29. Phone app, notetaker and routes are extra, org-wide modules run $2,500 to $9,000 a year, and setup starts at $5,000.
Free plan and trial	F	No free plan and no trial. Nothing is free except reading the pricing page.
Features	C	Automatic activity capture, ERP order visibility, an AI assistant, quotes, tickets, territories and route planning. Quotes, tickets and territories are each priced as separate modules.
Ease of use	C	No store rating on record. An ERP connection and paid setup are part of getting started.
Platforms and integrations	C	Web with a phone app sold as an add-on at $350 a user a year. No integrations are listed on the pages read.
Grade point average		Weak, out of 4.0 **1.4**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Spiro is for

- ✓ Fits if you run a manufacturer with an ERP and a sales team of 10 or more
- ✓ Works for sales teams that would rather not type in call and email notes

Who it is not for

- ✗ Not for you if you are under 10 people, a non-manufacturer or outside North America, as the vendor itself says
- ✗ Pricey if you add it up: $1,500 a seat, plus modules and $5,000-plus setup
- ✗ Watch out: the phone app, notetaker and routes are extra per user
- ✗ Skip it if you need a trial, since none is offered

Good to know

Good for

- ✓ Manufacturers and distributors with repeat-order accounts
- ✓ Sales teams of ten or more that want data captured automatically
- ✓ Companies ready to replace their current CRM

Worth knowing

- ⓘ The vendor says Spiro is not for non-manufacturers, teams under 10, or buyers outside North America.
- ⓘ Add-ons cost extra: Phone App $350, Notetaker $420 and Routes $480 per user a year.
- ⓘ Org-wide modules are $5,000 a year for Tickets, $9,000 for Quotes, $2,500 for Marketing Insights and $5,000 for Territory Management.
- ⓘ Setup is sold separately, with projects starting at $5,000.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$41.67

A month to start, paid by the year, for each person

Spiro is a paid product, starting at $500 per user / year (email sync seat); $1,500 for a full license.

> **Nothing is free except reading the pricing page.**

From our grade for free plan and trial

EMAIL SYNC

$500

per user / year

Customer emails are captured and synced to Spiro.

READ ONLY

$1,000

per user / year

View everything in Spiro with no edits, emails or updates.

FULL LICENSE

$1,500

per user / year

Full access to create, edit, send and manage; includes AI insights, ERP integration, mobile app and reporting.

Read from spiro.ai on Nov 13, 2026.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

CRM for manufacturers that captures activity and ties to ERP orders. Here is what it does, as its own site describes it, and what it covers: public API, AI features, sales pipeline, reports, email campaigns, quotes and estimates.

> **Automatic activity capture, ERP order visibility, an AI assistant, quotes, tickets, territories and route planning.**
>
> From our grade for features

Automatic activity capture

Customer emails and activity are recorded without manual entry, which the vendor calls an anti-CRM approach.

ERP order visibility

Pulls sales orders, products and customer numbers from an ERP so reps see repeat-order history next to each account.

AI assistant and notetaker

AI insights are included. A separate Notetaker add-on writes meeting notes, transcripts and follow-up emails.

Quotes, tickets and territories

Organization-wide add-on modules for PDF quotes, customer issue tickets and lead assignment by region or rule.

Route planning

A Routes add-on plans visit routes and schedules for field reps.

Where it runs

Web

What it works with

Its own pages name no integrations.

Spiro is made by Cordance Operations LLC.

Where it stands

Its grades against its category, and whether to keep it or make your own

0/116

Other CRM tools it is graded above

Spiro's GPA of 1.4 is higher than 0 of the 116 other CRM tools we grade, and level with 2.

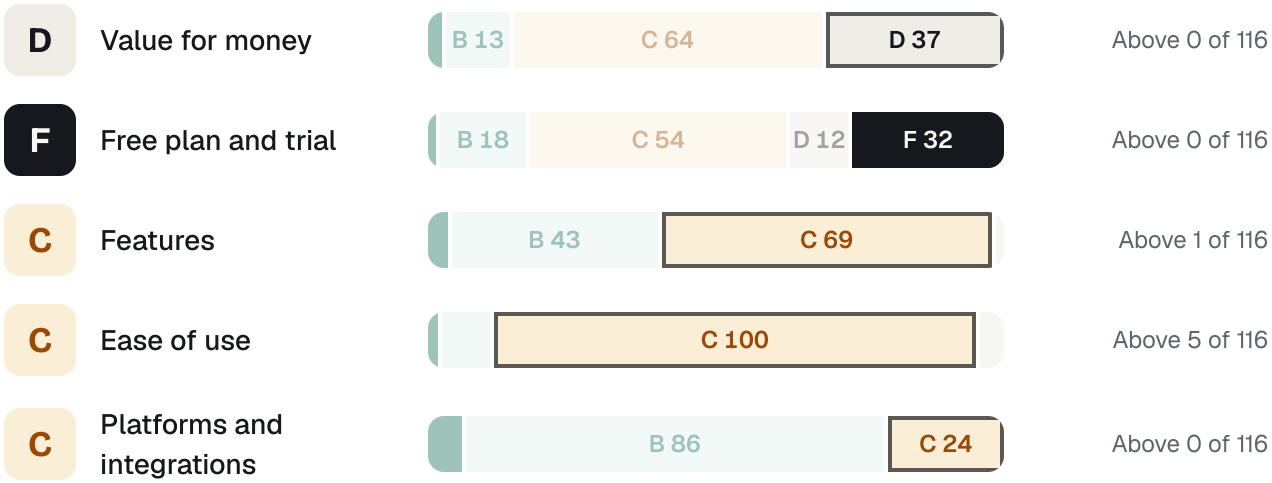
It stands best on ease of use (C, above 5 of 116) and worst on free plan and trial (F, above 0).

Its paid plans start at $41.67 a month when paid by the year for each person, against a middle price of $29 for the category: 56 of the 93 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 50 tools score higher and cost less.

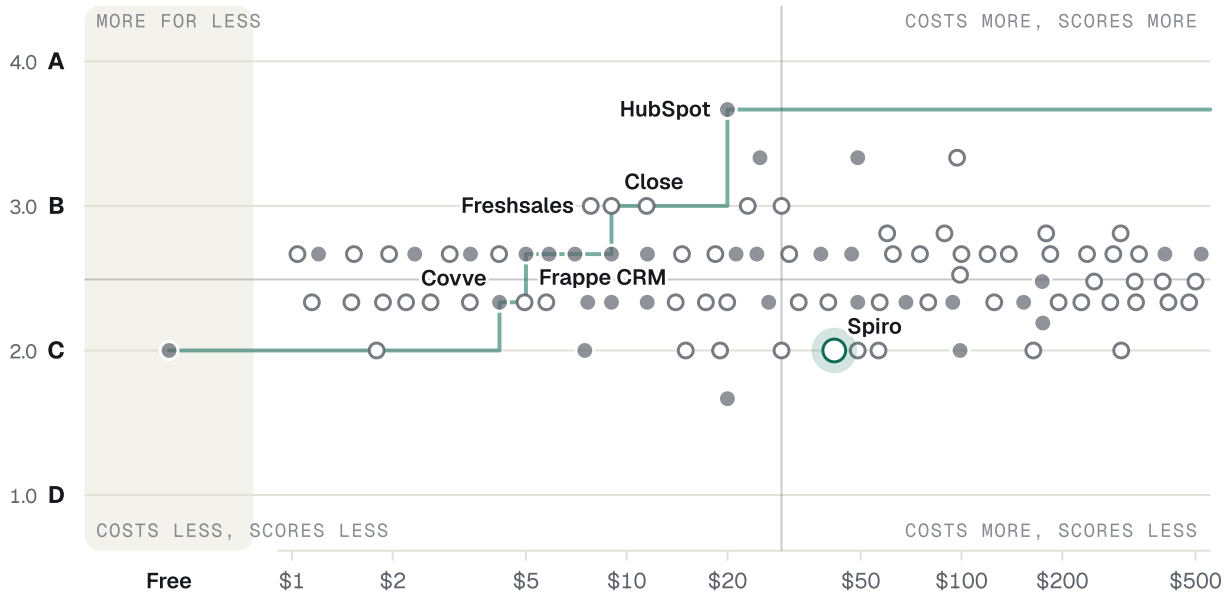
Each grade against the category

Every bar is all 117 CRM tools we grade, cut by the letter each got. Spiro's own letter is outlined.



Price against what you get

Each dot is one of 95 CRM tools. Further left costs less; higher up scores better on features, ease of use and platforms. Spiro is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Spiro you would be making newsletters sent to thousands of people that still reach the inbox. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 114 of the 116 other CRM tools grade higher. It costs $500 a year.

What you could make

- Sales pipeline, quotes and estimates and reports: an app builder makes these well.

What you could not

- Newsletters sent to thousands of people that still reach the inbox.
- It is priced for each person, which means accounts and billing for a team.
- An API that other software can build on.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Spiro's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Salesforce, HubSpot, Pipedrive, Zoho CRM and Microsoft Dynamics 365 Sales

The 5 tools Spiro is most often weighed against, with where each one differs from it.

2.8 GPA

Salesforce

Free plan · from $25/mo

CRM platform for sales teams with AI agents and a free 2-user suite.

- Salesforce has a free plan. Spiro does not.
- Only Salesforce lists iOS and Android apps.
- Only Salesforce lists a browser extension.

Spiro and Salesforce compared in full

3.2 GPA

HubSpot

Free plan · from $20/mo

Free CRM at the center of a marketing, sales and service suite.

- HubSpot has a free plan. Spiro does not.
- Only HubSpot lists iOS and Android apps.
- Only HubSpot lists a browser extension.

Spiro and HubSpot compared in full



2.2 GPA

Pipedrive

Free trial · from $14/mo

Sales CRM organized around visual deal pipelines.

- Only Pipedrive lists iOS and Android apps.
- Spiro also covers reports, email campaigns and quotes and estimates.
- Pipedrive also covers transcription, kanban boards and workflow automation.

Spiro and Pipedrive compared in full



2.6 GPA

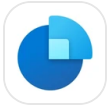
Zoho CRM

Free plan · from $14/mo

Sales CRM with a free edition, process automation and Zia AI.

- Zoho CRM has a free plan. Spiro does not.
- Only Zoho CRM lists iOS and Android apps.
- Spiro also covers reports, email campaigns and quotes and estimates.

Spiro and Zoho CRM compared in full



2.2 GPA

Microsoft Dynamics 365 Sales

Free trial · from $65/mo

Microsoft's sales CRM with Copilot and prebuilt sales agents.

- Only Microsoft Dynamics 365 Sales lists iOS and Android apps.
- Spiro also covers email campaigns and quotes and estimates.
- Microsoft Dynamics 365 Sales also covers workflow automation and AI agents.

Spiro and Microsoft Dynamics 365 Sales compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

12

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Spiro free?

No. Spiro is a paid product, starting at $500 per user / year (email sync seat); $1,500 for a full license.

How much does Spiro cost?

Spiro lists 3 plans. Email Sync: $500 per user / year.

What platforms does Spiro work on?

Spiro is available on Web.

Does Spiro have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Spiro is listed for Web.

Does Spiro have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Spiro is listed for Web.

Is Spiro open source?

Spiro is not described as open source on its own site, as read on Nov 13, 2026.

Does Spiro have an API?

Yes. Spiro offers a public API, according to its own site.

Who makes Spiro?

Spiro is made by Cordance Operations LLC.

What are the alternatives to Spiro?

The closest alternatives to Spiro in our directory are Salesforce, HubSpot, Pipedrive, Zoho CRM and Microsoft Dynamics 365 Sales.

How does Spiro compare with other CRM tools?

Spiro's GPA of 1.4 is higher than 0 of the 116 other CRM tools we grade, and level with 2.

Is Spiro good value for money?

ToolGPA grades Spiro D for value for money. Its paid plans start at $41.67 a month when paid by the year for each person, against a middle price of $29 for the category: 56 of the 93 others that charge start lower.

Could I make my own version of Spiro?

To replace Spiro you would be making newsletters sent to thousands of people that still reach the inbox.

Where this guide comes from

The prices, plans, platforms and features were read from Spiro's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Spiro's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Cordance Operations LLC. Prices change, so check spiro.ai before you buy.

spiro.ai/pricing

spiro.ai/

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Spiro, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/spiro

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Spiro: The Insider's Guide", checked
Nov 13, 2026. https://toolgpa.com/tools/spiro
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Send them this guide: toolgpa.com/tools/spiro/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded CRM tools after Spiro, each with an Insider's Guide of its own.

CRM Software Insider's Guide

Every one of the 117 CRM tools we grade, compared

HubSpot Insider's Guide

Free CRM at the center of a marketing, sales and service suite

3.2 GPA

Frappe CRM Insider's Guide

Open-source CRM with unlimited users, billed by hosting

3.0 GPA

Givebutter Insider's Guide

Free fundraising platform with a built-in nonprofit CRM

3.0 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Spiro's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Spiro is a trademark of its owner, and this guide is not made, paid for or approved by Cordance Operations LLC. Prices and plans change: check spiro.ai before you buy.