pixcell

GRAINPRO
STORING THE FUTURE

Case Study:

From Chaos to Clarity
Standardising Sales
Ops at GrainPro

GRAINPRO
STORING THE FUTURE

1992
Founding
Year

120+
Employee
Count

$15M
Annual
Revenue

Since 1992, GrainPro has been at the forefront of developing hermetic post-harvest solutions for storing, drying, and transporting dry agricultural commodities. By focusing on innovation and sustainability, GrainPro helps reduce food waste, preserve crop quality, and improve food security worldwide.

Marketing Hub
Professional

Sales Hub
Enterprise

Content

GrainPro is a global leader in hermetic post-harvest solutions, working with partners in 115 locations to improve food security and sustainability. As their operations expanded, they needed a more structured and data-driven approach to managing sales, reporting, and customer relationships. Pixcell.io partnered with GrainPro to optimise their HubSpot setup, ensuring greater efficiency, visibility, and seamless collaboration across regions.

Here, the Pixcell project team, including Implementation and Technical Consultants, along with a dedicated Customer Success Manager, share their experience working with GrainPro to create a more structured and efficient revenue operation, ensuring seamless collaboration across regions and better sales forecasting.

The Challenge

GrainPro encountered 4 major operational challenges while scaling:

- **Inconsistent Sales Processes:** With five different sales processes across global regions and limited platform training, the team lacked a unified approach—making it difficult to track performance, maintain consistency, and operate efficiently.
- **Lack of Sales Performance Visibility:** Without a centralised reporting system, the team had no clear view of key sales metrics. This made it difficult to measure success, spot underperformance, or make data-informed decisions.
- **Unstructured Multi-Currency Management:** Operating across multiple regions required handling various currencies. However, the absence of a structured system led to inconsistent financial reporting and inaccurate revenue tracking.
- **Poor Deal Hygiene and Forecasting:** Inconsistent deal management practices resulted in incomplete and unreliable data. Sales forecasts lacked accuracy, making it harder to plan, prioritise, and close deals with confidence.

# Building a Unified Sales Process Across Regions

- Developed a **unified sales process** to streamline operations and ensure consistency across all regions.
- **Aligned sales stages** through close collaboration with regional heads, creating a single, structured pipeline that reflected the entire customer journey.
- **Consolidated multiple pipelines into one**, enabling leadership to track sales performance holistically and improving reporting accuracy across the business.
- **Delivered bi-weekly training sessions** to upskill the sales team, supporting adoption of the new system and reinforcing consistent sales practices.
- **Improved alignment** between regional teams and leadership, enhancing visibility and enabling more informed, strategic decision-making.

Solution

Unlocking Sales Insights with Real-Time Dashboards

- Built comprehensive sales dashboards to provide **real-time visibility** into key metrics across the sales pipeline.
- Created **dedicated views** for new, open, and closed pipeline stages, allowing teams to track deals more efficiently and spot trends early.
- Organised sales data into a clear, structured format to improve readability and **reduce reporting friction**.
- Equipped leadership with **actionable insights**, enabling data-driven decisions and more strategic sales planning across regions.

● India ● Africa ● Asia ● Latin America

Jan 2025   Feb 2025   Mar 2025

Create Date
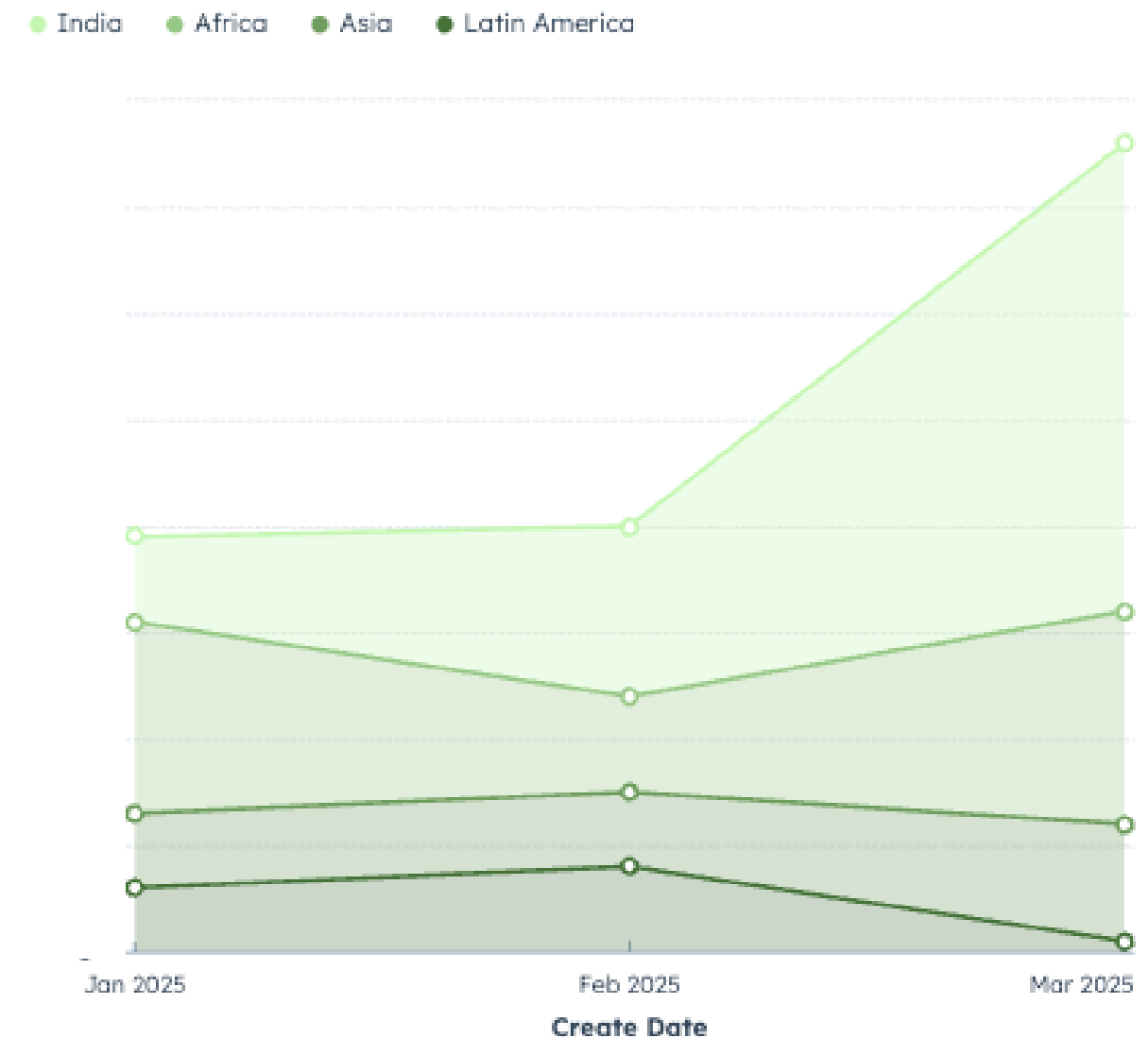
Solving the Currency Challenge Across Regions

- Implemented an **automated currency conversion** system to support GrainPro's multi-region operations.
- Regional currencies—such as the Kenyan Shilling—were automatically converted to USD, ensuring **financial consistency** across markets.
- **Standardised revenue reporting** by eliminating manual calculations and reducing errors.
- Improved financial accuracy and gave leadership a reliable, **real-time view of global performance**.

NAME	EXCHANGE RATE	FORMAT
US Dollar (USD) $	Company Currency	US$123,456.78
Philippine Peso (...	0.017	₱123,456.78
Indian Rupee (IN...	0.012	₹123,456.78
Kenyan Shilling (...	0.0076	KES 123,456.78
Euro (EUR) €	1.09	€123,456.78

Improving Data Quality
Across the Sales Pipeline

- Introduced hygiene-specific reports and a Pipeline Hygiene Dashboard to track compliance with **standardised deal management** practices.
- Surfaced key issues, such as deals missing contacts or users not following defined processes, helping leaders quickly identify areas for improvement.
- **Implemented pipeline rules** to enforce best practices—such as mandatory fields and restricted actions—ensuring consistent deal handling across the team.
- Added deal tags to improve organisation, including region-based tags and overdue indicators to prioritise follow-ups and maintain forecast accuracy.
- **Strengthened data quality**, resulting in more reliable forecasting and improved visibility across the sales pipeline.

The Result

- **Unified Sales Workflow:** Standardised sales processes across all regions, increasing efficiency and providing leadership with a consistent, high-level view of performance.
- **Greater Sales Transparency:** Custom dashboards delivered real-time insights into deal stages, enabling more effective tracking, reporting, and strategic decision-making.
- **Simplified Currency Management:** Automated currency conversion eliminated manual errors and ensured accurate, region-wide revenue reporting in a consistent format.
- **Stronger Deal Management:** Improved pipeline hygiene through dashboards, rules, and tagging—resulting in cleaner data, better forecasting, and greater pipeline control.

Artur Miranda
Global Chief Sales Officer

Pixcell has been incredibly supportive. They've led training sessions, offered ongoing support, and even gone the extra mile to help us find better ways to get the most out of the system. Whether it's better reporting, smarter forecasting, or more insightful data.
I'm honestly a big fan of their work and would recommend Pixcell to anyone who wants to get serious about using HubSpot effectively. Thanks again to the whole Pixcell team!

Testimonial

6+

Years of HubSpot
Experience

10,000+

Hours of HubSpot
Projects

50+

Global
Customers

100%

Customer
Satisfaction

pixcell

Empowering your Business with HubSpot

Tailored CRM Consultancy, Seamless Integration!

HubSpot Gold Partner Consultancy specialising in sales and marketing operations, dedicated to building and enhancing your HubSpot experience.