Global Grocery
Salesforce Implementation Project Presentation

Presented by Group 9A 12 | May 17, 2025

Introduction

Great customer experiences start with one thing: clean, reliable data.

As Global Grocery grows across regions, managing data gets harder inaccurate leads, duplicates, and scattered customer info slow down every sale and support interaction.

Now picture a new sales agent in Salesforce: clear steps, clean leads, regional pricing confident, fast, and effective.

That's the future we're building.

Group 9A 12 is ready to help Global Grocery turn data into a growth engine with automation, structure, and visibility that lets every team thrive, everywhere.

GLOBAL GROCERIES
9A 12

salesforce

Business Background

Global Grocery is a fast-growing retail distributor serving diverse markets with a strong focus on innovation, but rapid expansion has exposed the need for smarter connected systems to sustain success.ution

01 Operates across multiple regions with thousands of product SKUs (Stock Keeping Unit.)

Serves a broad network of retail and wholesale customers **02**

03 Mission: Deliver fresh, affordable products reliably and efficiently

Emphasis on innovation and customer-centric service **04**
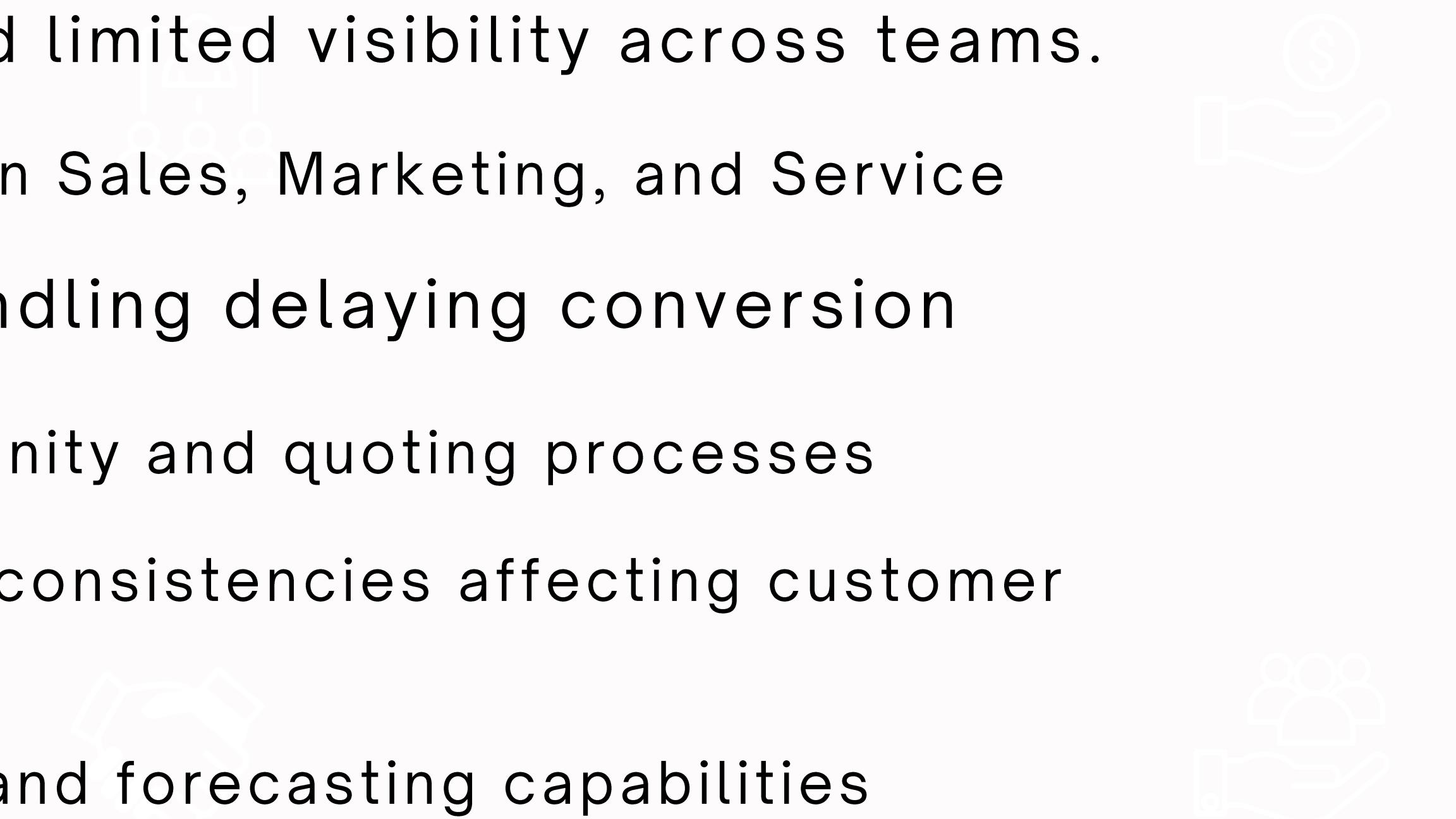
Problem Statement

Global Grocery's growth has outpaced its systems causing fragmented processes, inconsistent customer experiences, and limited visibility across teams.

1 Data silos between Sales, Marketing, and Service

2 Manual lead handling delaying conversion

3 Inefficient opportunity and quoting processes

4 Case resolution inconsistencies affecting customer satisfaction

5 Limited reporting and forecasting capabilities

PROJECT GOALS

Global Grocery deserves a Salesforce solution as ambitious as your growth. Our team didn't just design features we engineered results. From sales to service, we've built a future-ready system that connects teams, cleans your data, and boosts performance. You needed experts. You've got the best team for the job Group 9A 12.

| Automate lead qualification and opportunity conversion | Enable SLA-driven, multi-channel support | Establish real-time, role-based dashboards and analytics | Improve collaboration across departments | Enhance customer satisfaction and retention |

Impact & Results

We didn't just implement Salesforce we delivered measurable impact. By eliminating data silos, accelerating processes, and empowering teams, we've turned challenges into results: faster sales, smarter service, and stronger customer trust. This is the difference Group 9A 12 brings.

Sales Cloud Achievements:
- Lead scoring and clean data validation
- Guided sales paths and automated processes
- Multi-currency quoting and commission management
- Campaign performance analytics

Service Cloud Achievements:
- SLA-based case workflows and escalation alerts
- Intelligent routing and omnichannel support
- Knowledge base and community self-service

Results:
- 25% increase in lead conversion
- 35% faster case resolution
- 40% improvement in reporting accuracy

Business Use Cases

Sales Acceleration
Clean lead records, guided selling, and automation boost conversions.

Efficient Support
SLA-based workflows and smart routing improve case resolution.

Marketing ROI
Track campaigns and connect them directly to sales outcomes.

Regional Selling
Show reps accurate pricing, inventory, and discounts by territory.

Insightful Leadership
Real-time dashboards drive better decisions and forecasting.

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Opportunity
Glowtech-

+ Follow | New Note | Change Record Type | Clone

Account Name	Close Date	Amount	Opportunity Owner
Glowtech	5/13/2025	USD 100,000.00	Group9a12 Project

✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ **Closed Won** | **Change Closed Stage**

Details Activity Chatter

Related

Opportunity Owner
Group9a12 Project

Amount
USD 100,000.00

Products (0)

Private
☐

Expected Revenue
USD 100,000.00

Notes & Attachments (0)

Opportunity Name
Glowtech-

Close Date
5/13/2025

⬆ Upload Files

Account Name
Glowtech

Next Step

Or drop files

Type

Stage
Closed Won

Contact Roles (1)

Lead Source
Web

Probability (%)
100%

Lead Score

Primary Campaign Source
Global Grocery

Emmanuel Ade   PRIMARY

Region

Role:

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Case
Our group is the best.

+ Follow | Edit | Delete | Change Owner | ▼

Priority	Status	Case Number
Medium	New	00001026

Feed | **Related**

🔧 **Open Activities (0)**　　　　　　　　　New Task | New Event

🔧 **Activity History (1)**　　　　　　　　　View All

Subject	Name	Task	Due Date	
Email: Bforce Case 00001026: Our group...		☑	5/6/2025	▼

View All

🔧 **Case Comments (0)**　　　　　　　　　New

📄 **Attachments (0)**　　　　　　　　　Upload Files

⬆ Upload Files

Details

Case Owner	Status
🗂 OrgFarm EPIC ✎	New ✎
Case Number	Priority
00001026	Medium ✎
Contact Name	Contact Phone
✎	
Account Name	Contact Email
✎	
Type	Case Origin
✎	Web ✎
Case Reason	
✎	
Case Currency	
USD - U.S. Dollar ✎	
Web Email	Web Company
zainawogbade@gmail.com ✎	✎
Web Name	Web Phone
✎	✎

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Months	Quota	Closed Only	Commit Forecast	Best Case Forecast	Open Pipeline
Total: **6 Months**	-	USD 3,915,000	USD 4,285,000	USD 4,985,000	USD 2,310,000
› December FY 2024	-	USD 60,000 ⬆	USD 60,000 ⬆	USD 60,000 ⬆	USD 0
› January FY 2025	-	USD 940,000 ⬆	USD 1,040,000 ⬆	USD 1,240,000 ⬆	USD 300,000 ⬆
› February FY 2025	-	USD 1,095,000 ⬆	USD 1,095,000 ⬆	USD 1,095,000 ⬆	USD 315,000 ⬆
› March FY 2025	-	USD 1,475,000 ⬆	USD 1,745,000 ⬆	USD 1,745,000 ⬆	USD 945,000 ⬆
› April FY 2025	-	USD 345,000 ⬆	USD 345,000 ⬆	USD 345,000 ⬆	USD 250,000 ⬆

Showing opportunities for: OrgFarm EPIC's Team • February FY 2025 • All Forecast Categories

	Opportunity Name	Account Name	Amount	Manager Jud...	Close Date	Stage	Probability (%)	Forecast Cate...	Owner Full Name	Opportunity ...	
1	Dickenson Mobile Generators	Dickenson plc	USD 15,000.00		2/21/2025	Qualification	10%	Pipeline	EPIC, OrgFarm	OEPIC	⌄
2	GenePoint Standby Generator	GenePoint	USD 85,000.00		2/12/2025	Closed Won	100%	Closed	EPIC, OrgFarm	OEPIC	⌄
3	Pyramid Emergency Generators	Pyramid Construct...	USD 100,000.00		2/17/2025	Prospecting	10%	Pipeline	EPIC, OrgFarm	OEPIC	⌄

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Lead
Ms. Bertha Boxer

Follow | New Note | Submit for Approval | Clone

Company	Lead Score	Lead Score Icon	Annual Revenue
rmers Coop. of Florida	85	🟢 Green	USD 900,750,000.00

✓ | Working - Contacted | Closed - Not Converted | Converted | ✓ Mark Status as Complete

Working - Contacted

Details   Activity   Chatter

Related

Lead Owner
📷 OrgFarm EPIC

Phone
(850) 644-4200

🏃 We found no potential duplicates of this Lead.

Name
Ms. Bertha Boxer

Mobile

🎯 **Campaign History (1)**

Company
Farmers Coop. of Florida

Fax
(850) 644-4300

Global Grocery

Title
Director of Vendor Relations

Email
bertha@fcof.net

Start Date: 5/6/2025
Type: Advertisement
Status: Sent

Lead Source
Partner Referral

Website

View All

Industry
Agriculture

Lead Status
Working - Contacted

Annual Revenue
USD 900,750,000.00

Rating
Hot

Lead Score

No. of Employees

Group 12 Team Members

Jovita Chinwe Akunjobi

Henry Imafidon

Victor Adebiyi

Gloria Chukwurah

Taiwo-Aminu Olamide Fisayo
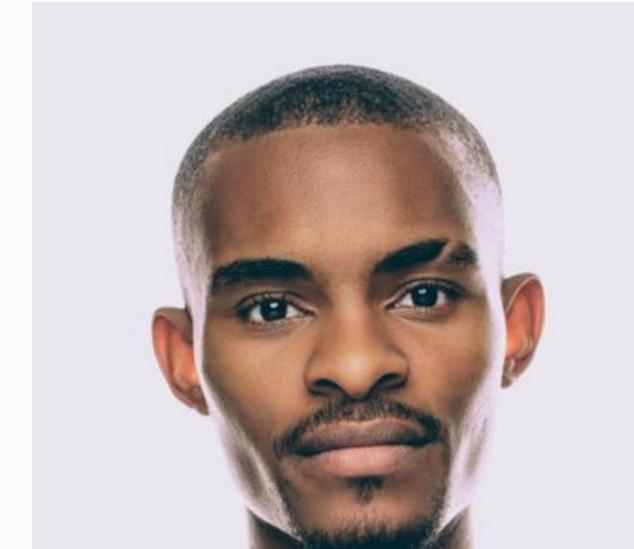
Tunbosun Faroun

Ifeanyichukwu Ngere

Ibrahima Ndaw

Nandom Joseph Gora

Peace Koplama

THANK YOU