



Streamlined Sales Processes for a Marijuana ERP software company

COMPANY PROFILE:

Founded in 2014, Grow One is the leading turnkey seed to sale software provider for companies in the marijuana industry. We provide leading edge Point of Sale and Enterprise Resource Planning software for dispensaries, producers, and infused product manufacturers. The company focuses on creating a product that is widely regarded as the most rigorous and compliant software solution on the market today, with a goal to legitimize your business.

THE CHALLENGE:

Several issues plagued Grow One:

Google Docs "CRM" – When Grow One started a sales team originally, they could use Google Docs successfully between the two reps. However, as their team grew quickly, it became obvious they needed a scalable solution. In addition to issues with data integrity, their Google Docs "CRM" had no reporting, reminders, workflows or automation.

Complex Account Structures – Grow One wanted to allow both free and paid users to be associated with a single organization. Due to this complexity, Grow One needed a way to tie these individuals all to a parent account.

Hierarchy Configuration – documents and information were not secure as no assigned hierarchy was present in current solution
Implementation – App Solve worked with the team at Grow One to implement Salesforce. Before implementing, both companies worked together to architect a solution that would work for Grow One and still follow Salesforce best practices.

THE SOLUTION:

Custom Development – App Solve and Grow One created a custom setup, enabling activity tracking, chatter, leads, accounts, opportunities to not only be perfectly gift wrapped to Grow One's specifications but also assigned hierarchy divisions for enhanced security within the organization.

Reporting & Forecasting – Whereas the Google Docs "CRM" did not allow for any real reporting or forecasting, App Solve was able to set up many different report types and dashboards.

Training – After successfully implementing Salesforce, App Solve trained key team members at Grow One, including the Director of Sales Ops, who is successfully training all new reps.

Additional Support – Although the main project is complete, Grow One still reaches out to App Solve occasionally for additional support. Their team enjoys the immediate response and help App Solve is able to provide.

THE RESULTS:

Grow One now has full user adoption from its sales team using Salesforce; their forecasting is accurate and they went from spending half a day each week to build a report, to just a click of a button.