

Lubricants manufacturer spots missed opportunities and grows revenue with SugarAI

For over 30 years, Pennine Lubricants has been producing industrial oils and lubricants from its base in Sheffield, growing from a small, family-run operation into a manufacturer and supplier with a reach that spans Europe, Turkey, and Israel.

They work closely with each customer to tailor products and provide hands-on support, whether that's developing a custom lubricant for a specific application or running fluid management programs to keep operations running smoothly.

Keeping up with growth

But this growth brought challenges. With just four sales representatives managing over a thousand active customers, Pennine's sales team struggled to keep track of customer activity. "Everyone had their own system—personal notes, spreadsheets, whatever worked for them," says John Grierson, Sales Director. "This started causing issues, especially when accounts were reassigned or someone left the company."

Beyond losing continuity, the team also risked missing out on potential sales opportunities. "It's human nature to focus on the top 20% of customers—the ones you talk to all the time. Without a clear system, the rest can easily fall off the radar," Grierson adds.

Searching for ease of use

The company tried analyzing sales data through its ERP software, SAP, but found it slow and clunky. They also tried Salesforce, but it couldn't sync with their back-office system. "It felt too corporate and complicated for what we needed," says Grierson.

Industry
Manufacturing

Location
Sheffield, UK

Established
1989 — Over 30 years in industry

Website
www.penninelubricants.co.uk

"Some team members felt stretched thin by the number of accounts they're handling. Not anymore. Sugar Predict lightens that mental load, making it easier to stay on top of a large client base."

— JOHN GRIERSON
Sales Director, Pennine Lubricants

Choosing a tool the team would actually use

To gain better sales insights, Pennine Lubricants chose Sugar Predict for its user-friendly interface. "Sugar Predict was intuitive, straightforward, and easy to use. I knew our team wouldn't be afraid of 'breaking' it," says Grierson.

Sugar Predict representatives went to Pennine's offices to train and support the team, making the rollout easier to manage. Pennine also standardised its sales process, creating clear stages like prospecting, negotiating, and closing.

Today, Sugar Predict is fully integrated with Pennine's ERP system, putting all customer data, notes, and documents right at the sales team's fingertips. Reps can pull up records on their tablets and review AI-powered reports before every customer meeting.

Chasing every opportunity

Sugar Predict also keeps historical interactions and key insights within easy reach, helping Pennine spot opportunities that might otherwise go unnoticed. "We're not just tracking what customers are buying, we're pinpointing what they're not buying," says Grierson.

- Built-in reminders keep leads from slipping through the cracks until each one is resolved.
- Campaign tracking shows which outreach methods—phone, email, or in person—work best.
- A complete view of each customer's spending and payment status is always a few taps away.

"If a customer hasn't ordered in a while or is only buying one type of product, we can step in at the right moment and suggest something new. It's a way to stay proactive and capture sales we might have missed before."

— JOHN GRIERSON

Sales Director, Pennine Lubricants

30+

YEARS IN BUSINESS

4

SALES
REPRESENTATIVES

1,000+

ACTIVE CUSTOMERS
MANAGED

About SugarAI

SugarAI goes beyond traditional CRM to power account-first, AI-driven selling, helping sellers win and grow the accounts that matter most. Learn more at www.sugarai.com