

Ndustrial.io: Embedding Sales Best Practices Throughout CRM



One of the most powerful steps a growth-driven B2B enterprise can take is to embed essential sales processes in the CRM platform to ensure that the software empowers the sales team, not just follows them. **Ndustrial.io** used HubSpot to do just that.

Selection

As a fast-growing energy technology startup, **Ndustrial.io** was committed to building a state-of-the-art sales organization and empowering it for success. With many Salesforce.com users on the team, it was natural to consider that platform but many team members voiced frustration with the complexity of Salesforce administration and the challenges of getting real value out of the product over time. As a result, the leadership at Ndustrial ultimately selected HubSpot for their needs, citing its stronger technology, easier customization and stronger user adoption.

Implementation

The team at Ndustrial.io consisted of a mix of senior sales executives and junior sales contributors, all eager and excited to bring the power of Industrial's revolutionary energy management technology to market. Wendt Partners focused on configuring HubSpot to support the team's unique sales process and **enabling team members to manage very complex sales processes** using automations, deal management rules, conditional fields and other logic tools that make it easy to give users just what they need, where and when they need it.

Success

Committing to HubSpot has enabled a very market-focused and forward-thinking team to **achieve sales goals and exceed revenue targets** time and time again. User adoption was nearly 100% and as the system was further optimized, sales cycles became shorter and forecasting accuracy increased.

Testimonial

"With aggressive sales targets and a team eager to take on the marketplace, we knew we needed a CRM that could keep up with our scalability plans and evolving needs. HubSpot has proven to be one of the best investments we've ever made in our growth."

DAILEY TIPTON

Vice President of Sales, Ndustrial.io

Impact

39%

GREATER ACCURACY
IN SALES
FORECASTS



Client:	Ndustrial.io
Industry:	Energy Management
Revenue:	[undisclosed]
Employees:	28
HubSpot Users:	17
Implementation:	Core

OBJECTIVES:

- Prepare to scale a fast-growing startup
- Support sales best practices
- Maximize deal velocity
- More accurate sales forecasting

CONFIGURATION:

- HubSpot Sales Hub Professional
- HubSpot Operations Hub Starter

TECHNICAL:

- Workflows and embedded sales rules to control deal accuracy
- Playbooks for sales team coaching and improvement



Begin Your HubSpot Implementation Journey Today

Contact **Doug Wendt**, Senior Partner at **718-841-7169** or via email to doug@wendtpartners.com.

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