



## Berk International

CLIENT

**Industrial  
Manufacturing**  
INDUSTRY

**100+**  
EMPLOYEES

**25**  
HUBSPOT USERS

### IMPLEMENTATION SUMMARY

#### Objectives

- Support sales and revenue growth
- Overcome longstanding data silos
- Unify on a flexible, powerful CRM
- Execute integrated marketing and sales

#### Configuration

- HubSpot Sales Hub Enterprise
- HubSpot Marketing Hub Professional
- HubSpot CMS Professional

#### Technical

- Migration from Monday.com
- Data from a wide range of sources
- Alignment with Sage ERP system
- Integrating data from both direct and indirect sales channels

IMPACT

**26%**INCREASE IN  
ACCOUNT  
PENETRATION

### BERK INTERNATIONAL

## Driving Global Growth through HubSpot Integration

Pursuing larger and larger corporate clients while also expanding and empowering distributors requires a powerful strategy, and the right software.

**Berk International** found that the best way to achieve both goals was with HubSpot CRM and Wendt Partners by their side.

#### Selection

**Berk International is a global converter of industrial wipers for a wide range of industries including aerospace, automotive, environmental, healthcare and more.** The firm's team competes with some of the largest companies in the industry including the likes of Kimberly-Clark and Sysco. Recognizing that a disjointed CRM environment consisting of individual Monday.com setups and legacy data trapped in the company's Sage ERP system was not sustainable, Berk International made the decision to migrate to HubSpot CRM.

#### Implementation

Wendt Partners worked with the Berk team to **configure the platform for their unique use case – addressing the complex priorities of selling to corporate accounts** as well as through distributors in a channel organization, all while encouraging distributors to expand their business through their Berk partnership. In addition, Berk engaged with Wendt Partners for growth solutions including brand, digital, content and marketing also executed in HubSpot, to ensure a unified customer journey and empower sales personnel with the full picture of customer behavior and sales opportunities.

#### Success

Thanks to strong leadership and team commitment, **Berk has continued to grow dynamically** and acquire larger and larger corporate account relationships, while continuing to expand its footprint with leading distributors. HubSpot continues to be an integral cornerstone in that success.

### Testimonial

*"The Wendt Partners team has become an integral partner in how we continue grow and transform Berk International. They have been to our plant, customized training for our team, revolutionized our sales efforts, and continued to showcase how we can use HubSpot to fuel our growth. We're achieving ongoing success in part thanks to their partnership with us."*

**JAKE BERK**

PRESIDENT, BERK INTERNATIONAL



#### Begin Your HubSpot Implementation Journey Today

Contact Doug Wendt, Senior Partner at **718-841-7169** or via email to [doug@wendtpartners.com](mailto:doug@wendtpartners.com).