HUBSPOT CASE STUDY

GORILLAMILL

Leading the Industry with an Industry-Leading CRM

As a leading developer of industrial milling technologies, **GorillaMill** is eager to bring its world-class product to as wide a market as possible. Through the power of an integrated HubSpot solution, this growing firm successfully leapfrogged its competitors.

GorillaMill
CLIENT

Industrial Milling Products
INDUSTRY

159
EMPLOYEES

35
HUBSPOT USERS

IMPLEMENTATION SUMMARY

Objectives

- Unify marketing and sales together
- Accommodate both direct and channel sales motions
- Improve territory penetration

Configuration

- HubSpot Sales Hub Enterprise
- HubSpot Marketing Hub Professional
- HubSpot Operations Hub Professional

Technical

- Align with eCommerce platform
- Deliver a bidirectional custom ERP integration
- Support complex enterprise IT requirements

IMPACT
35%
MORE SALES TO **ALIGNED ACCOUNTS**

Selection

Like many companies in the industrial marketplace, GorillaMill had many different technologies at play across their enterprise. A robust eCommerce system was one; a catalog and Product Data Management (PDM) platform was another. Meanwhile, **the firm had an ERP system that was challenging for sales to work** with and which provided little, if any, helpful data for marketing. Recognizing the need to tie all of this together, GorillaMill considered many solutions before settling on HubSpot as the core of their new revenue operations tech stack.

Implementation

The team at GorillaMill was extremely forward-thinking when it came to their implementation. Whereas many firms treat sales, marketing and IT requirements almost as separate projects, the team at **GorillaMill unified around a single HubSpot vision from day one**. With leaders representing all three leadership functions at the table from the start, Wendt Partners was able to achieve significant impact early on through this tight partnership with the client-side team. This included deploying marketing and sales capabilities together.

Success

Thanks to their investment in HubSpot, the entire team at GorillaMill found early adoption and lasting success, empowering sales team members to work more dynamically in the field and **create more flexible and adaptable sales processes**. The result has been a consistent year-over-year growth trajectory that has exceeded targets.

Testimonial

"HubSpot is incredibly powerful, yet also easy to configure and deploy. Fromsales to marketing and from IT to executive leadership, we've found HubSpot and the Wendt Partners team both a joy to work with. We recommend them with the highest level of appreciation for their commitment to our success."

CHRIS STEELMAN
DIRECTOR OF INFORMATION TECHNOLOGY, **GORILLAMILL**

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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