



HOLLAND
ADHAUS

Streamlining Sales Operations with HubSpot CRM for an Industrial Coatings Installer

Industry:

Industrial Floor Coatings & Surface Solutions

Services Provided:

HubSpot Sales Hub Professional Implementation & In-Person Team Training

THE CHALLENGE

A regional installer of industrial coatings with fewer than 50 employees was ready to modernize its sales process. With a growing team and an expanding customer base, leadership recognized that managing sales through emails and spreadsheets was no longer sustainable.

They lacked visibility into key performance metrics, had no consistent way to track deals or projects, and couldn't hold the team accountable to a shared process. The goals were clear:

- Bring structure and accountability to the sales process
- Align all reps under one consistent system
- Access detailed revenue and attribution reporting
- Improve visibility for leadership through accurate data and dashboards
- Strengthen sales and marketing alignment for better pipeline insights

THE SOLUTION

Holland Adhaus implemented **HubSpot Sales Hub Professional** for seven sales representatives over a three-month onboarding period. Working closely with sales management, the team mapped out the company's sales process, created a standardized lead lifecycle, and configured the CRM to track the details that mattered most.

Key deliverables included:

- Custom properties for **project type, market segment**, and other data points specific to their business
- Defined **lead statuses** and **lifecycle stages** to ensure consistency across the team
- **Deal pipelines** for tracking projects from initial inquiry to closed-won or lost
- Tailored **dashboards and reports** showing revenue, forecasting, deal sources, and rep performance
- In-person onboarding and hands-on training to ensure adoption and confidence across the sales team

The rollout gave leadership immediate visibility into performance metrics and provided reps with an intuitive platform to manage every customer relationship in one place.

THE RESULTS

Following implementation, the team quickly embraced HubSpot as their central hub for sales activity. Reps now log interactions, manage deals, and track project details within one connected system. Leadership uses dashboards to monitor revenue, deal probability, and segment performance – insights they never had access to before.

Training feedback:

- 100% of attendees rated the training as valuable
- 75% reported feeling somewhat confident using HubSpot Sales Hub after training
- 25% reported feeling very confident
- Participants cited the **in-person training** as the most valuable part of onboarding, noting that it made HubSpot approachable and easy to use.

The company now enjoys a consistent process, measurable accountability, and improved communication between sales and marketing teams.



THE IMPACT

- Established a centralized, standardized sales process for the first time
- Improved organization and accountability across the sales team
- Delivered actionable insights through revenue and attribution reporting
- Created a strong foundation for future marketing and sales alignment
- Boosted team confidence and CRM adoption through hands-on, in-person training

Key Takeaway

With Holland Adhaus's guidance, this industrial coatings installer gained the structure and insight needed to scale confidently. HubSpot Sales Hub transformed their sales process from disconnected and manual to organized, data-driven, and measurable—empowering leadership to make smarter decisions and the team to sell more effectively.

CLIENT FEEDBACK



"Great learning from Holland Adhaus! The training was thorough and easy to follow, even for someone like me with little prior experience. The platform itself is intuitive and packed with features that have streamlined our workflow. I now feel confident using the CRM to improve customer relationships and enhance business processes. Highly recommend this training to anyone looking to get the most out of their CRM!"



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