



HOLLAND
ADHAUS

HubSpot CRM Transformation for an Industrial Process Equipment Manufacturer

Industry:

Industrial Process Equipment Manufacturing & Engineering Services

Services Provided:

HubSpot Sales Hub Enterprise & Marketing Hub Professional Implementation

THE CHALLENGE

A regional manufacturer and engineering services provider specializing in industrial process equipment, valves, and automation solutions faced a familiar challenge in complex B2B sales: their sales process lived everywhere but in one system.

With more than 250 employees and a large outside sales team, every rep had developed their own method to track quotes, contacts, and follow-ups—some used spreadsheets, others relied on Outlook or personal notes. Quotes were generated through an ERP system, but once a request left the salesperson's hands, visibility disappeared. Managers had no consistent way to see pipeline health, rep activity, or follow-up cadence.

The company needed a centralized platform to unify people, process, and data—to bring structure, accountability, and insight to the entire sales organization.

THE SOLUTION

Holland Adhaus implemented **HubSpot Sales Hub Enterprise** for 20 outside sales representatives, working directly with company leadership and sales management. The Holland team held in-person and virtual workshops to map the existing sales process, define deal stages, and align HubSpot to their real-world workflow.

The implementation included:

- Custom pipelines and lifecycle stages aligned to their quoting process
- Personalized dashboards for every rep, plus private management dashboards tracking activities, quotas, and open opportunities
- Automated reminders and activity tracking for follow-ups
- Real-time visibility into marketing engagement (email opens, site visits, and ad clicks) via **Marketing Hub Professional**
- Training sessions (in-person and Zoom) for all users, followed by a 6-month adoption review and re-training session

THE RESULTS

Within weeks of launch, the sales team had a single source of truth for their daily activity, pipeline, and customer communication. Sales managers could finally hold data-driven meetings with their teams, using dashboards to visualize rep performance and deal progress.

Training results:

- 90.9% of users said the initial HubSpot Sales Hub training was extremely valuable
- 100% reported feeling somewhat to very confident using HubSpot after training
- 6-month follow-up showed sustained adoption and growing confidence across the team

Marketing gained the ability to connect campaign performance to actual deals, closing the feedback loop between ads, leads, and revenue. The company now optimizes ad spend based on real sales outcomes rather than top-funnel metrics.

CLIENT FEEDBACK



"The Holland Adhaus team did an excellent job with the implementation of HubSpot CRM. The process was well thought out and planned from the beginning. They were available to answer questions and offer advice throughout the entire process and kept us on schedule to meet project deadlines. The onboarding of our 20 salespeople was seamless and very effective. We are up and running with very little issue. I would highly recommend Holland Adhaus to implement HubSpot CRM into your sales organization."



THE IMPACT

- Complete visibility into deals, activities, and performance metrics
- Standardized sales process across 20 reps
- Aligned sales and marketing reporting
- More efficient follow-ups and organized contact management
- Measurable improvement in CRM adoption and sales team confidence

Key Takeaway

This transformation gave the company what it had been missing for years: clarity, consistency, and control. With HubSpot as the foundation and Holland Adhaus as a strategic partner, their sales and marketing teams now operate with alignment, accountability, and actionable insight



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