

Transforming  
MBO's Sales  
Operations with  
Set 2 Close RevOps  
Services

The logo for Metal Building Outlet Corp. is displayed within a white, rounded, teardrop-shaped container with a blue border. The word "METAL" is in a black, sans-serif font. "BUILDING" is in a larger, bold, black, sans-serif font. A thin red line above "BUILDING" forms a simple roofline. Below "BUILDING", the words "OUTLET CORP." are written in a smaller, black, sans-serif font.

METAL **BUILDING**  
OUTLET CORP.



## **NAME**

Metal Building Outlet Corp.

## **METAL BUILDING INDUSTRY LEADER**

Metal Building Outlet (MBO) is a prominent player in the metal building industry.

## **IMPACTED SALES EFFICIENCY AND PRODUCTIVITY**

The dysfunctional CRM system diverted the sales team's focus from their primary goal of selling, as they spent significant time troubleshooting issues and logging support tickets.

## **DYSFUNCTIONAL HUBSPOT CRM IMPLEMENTATION**

MBO was facing challenges with a poorly implemented HubSpot CRM system that hindered their sales team's efficiency and productivity.

# The Challenge

## Poor HubSpot Implementation

Previous agency's implementation led to significant challenges

## Inability to Progress Deals

Sales reps struggled to move deals through the pipeline

## Convolutd Workflows

Overly complex and broken workflows hindered sales team

## Support Ticket Overload

Sales team spent time troubleshooting issues instead of selling

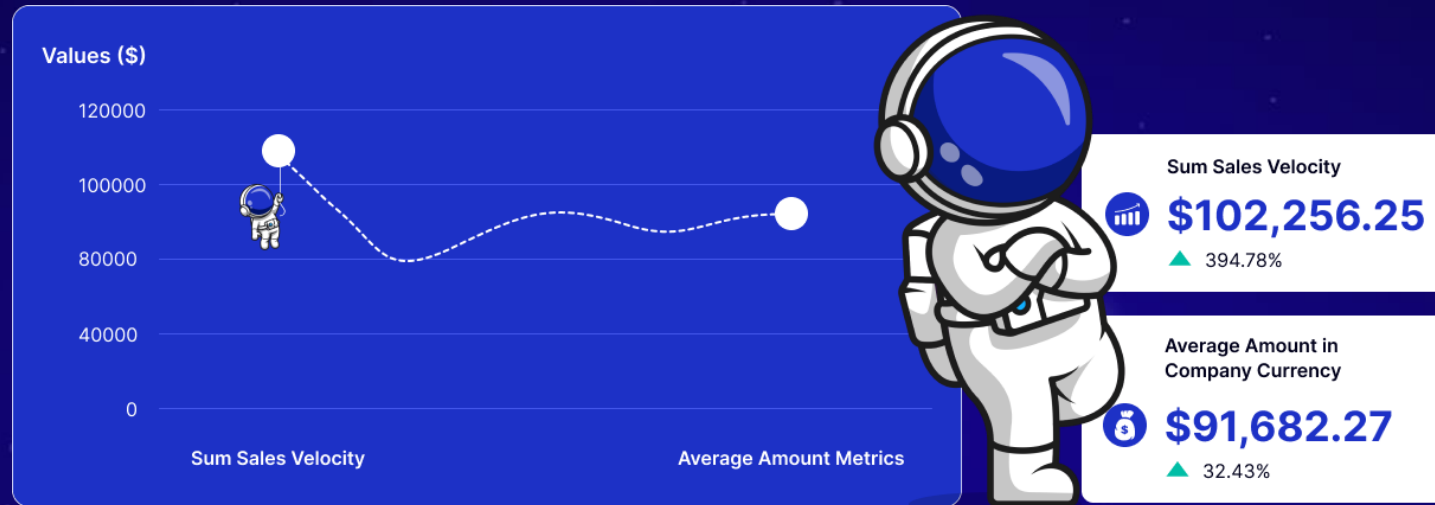


Set 2 Close transformed our sales operations, making our HubSpot system functional and efficient.

**DANNY WIRTH**

OWNER/CEO AT MBO

# The Results



## Support Tickets Reduced

Daily support ticket volume plummeted from 20-30 to virtually zero within the first two weeks

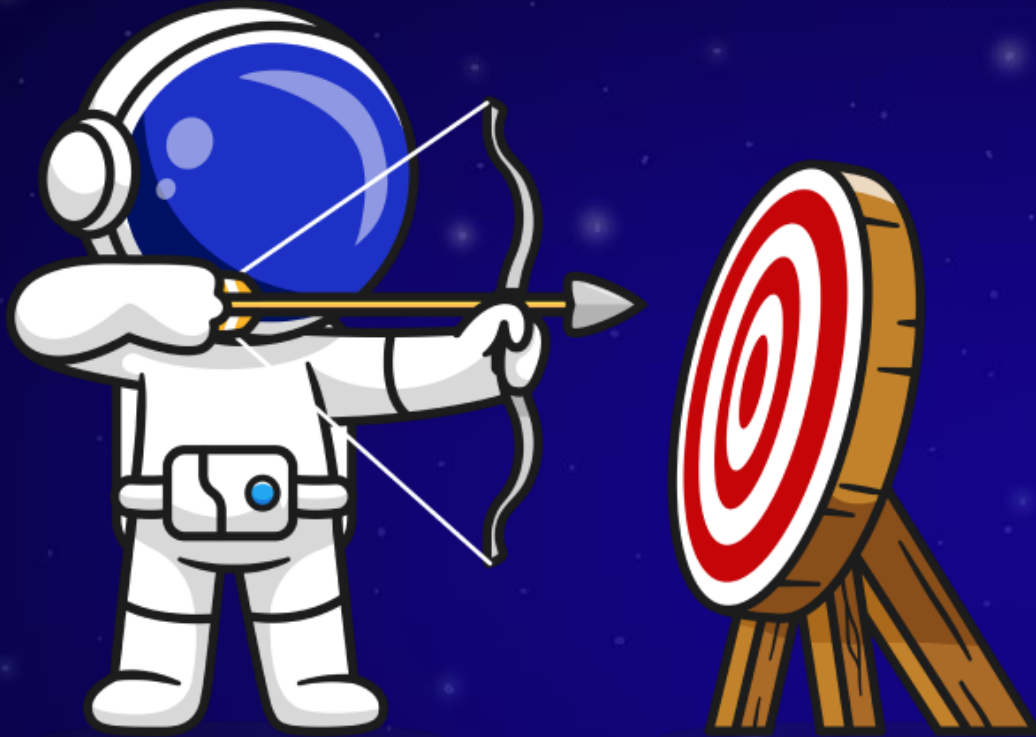
## Sales Cycle Time Decreased

Average sales cycle time dropped dramatically from over 100 days to just 30 days

## Increase in Sales Velocity

Sum Sales Velocity were increased by 349%





# KEY ACTIONS TAKEN

## **Simplified and Optimized HubSpot Workflows**

Reconfigured HubSpot workflows to align seamlessly with MBO's sales processes, eliminating unnecessary complexities and enabling the sales team to navigate the system with ease.

## **Eliminated Unnecessary Complexities**

Streamlined the HubSpot system by removing redundant and confusing features, ensuring the sales team could focus on managing deals more effectively.

## **Provided Extensive Training Sessions**

Conducted in-depth training sessions to equip the sales team with the knowledge and confidence to utilize the revamped HubSpot system to its full potential.

# The Set 2 Close Approach

## Evaluated Existing HubSpot Setup

Conducted an in-depth review of Metal Building Outlet's HubSpot implementation to understand the current state of the system.

## Identified Critical Pain Points

Pinpointed the key issues and challenges hindering the sales team's productivity and efficiency within the CRM.

## Recognized Areas for Improvement

Determined the specific areas and workflows that needed to be optimized to enhance the overall sales operations.

## Developed a Targeted Action Plan

Crafted a strategic plan to address the identified pain points and implement the necessary improvements.

# Empowered Internal Team

The internal team at Metal Building Outlet (MBO) gained the ability to independently manage and optimize their HubSpot CRM instance, ensuring sustainable long-term success for the organization. This empowerment allows the team to adapt the system to their evolving needs, driving continuous improvements and maximizing the value of the CRM platform.



# Conclusion



Improved System Functionality

Empowered Internal Team

Sustainable Long-Term Success

Enhanced Revenue Generating  
Capabilities