



Skagit Valley Malting

CLIENT

Agricultural Products

INDUSTRY

40

EMPLOYEES

15

HUBSPOT USERS

IMPLEMENTATION SUMMARY

Objectives

- Create a flexible CRM toolkit that is mobile-first and meets user needs
- Provide powerful sales and order trend information to sales teams
- Strengthen forecasting based upon accurate data that is kept updated

Configuration

- HubSpot Sales Hub Enterprise
- HubSpot Service Hub Professional

Technical

- Integrate with a legacy on-premise ERP solution
- Deliver point-of-need data to CRM users
- Modify and customize UX components to meet use case requirements

IMPACT

28%

INCREASE IN
CUSTOMER
RE-ORDER ACTIVITY

SKAGIT VALLEY MALTING

A CRM that Transforms Service and Drives Sales

In the agricultural commodities industry, two things allow a new entrant to stand apart: Product quality and service excellence. With a vision to achieve dramatic strength on the basis of both factors, **Skagit Valley Malting** chose to grow on HubSpot CRM.

Selection

Skagit Valley Malting was established by a team of visionary entrepreneurs **seeking to harness the benefits of local barley farmers** and a well-managed supply chain to deliver higher-quality products to the craft brewing industry competitively and with world-class service. As a young company, the firm needed a nimble CRM that could be rapidly implemented and optimized, while also integrating with their on-premise desktop edition of QuickBooks Enterprise accounting and inventory software so that order and inventory updates could be shared with the field sales team and, in turn, customers, in real time.

Implementation

The team at Wendt Partners set about configuring HubSpot CRM right from the start to be a highly customized solution tailored to the unique needs of a sales team that basically spent 90% of their time in the field, meeting with customers and providing product, shipping and order updates while also pursuing new business. **By taking advantage of HubSpot's tablet-friendly web application** as well as the native iPhone and iPad mobile app, Wendt Partners also built a custom integration and UX modification to integrate key ERP data in the CRM.

Success

A sales team that can delight customers is a team that is best empowered to ask for new business. This, in turn, strengthened the firm's reputation among prospective customers and allowed for rapid growth that led Skagit Valley Malting to **invest in production capacity to go from 4,100 tons to nearly 7,500 tons of product** per year, thanks to a world-class team and a world-class CRM.

Testimonial

"This is a high-touch, fast-paced industry that requires a nimble sales team who are empowered to build deep customer relationships. HubSpot CRM and Wendt Partners enabled us to make that possible through a combination of the right technology and the right team, working closely with us to shape the right CRM solution for our needs."

ERIK YOUNGREN

VP OF SALES & MARKETING, SKAGIT VALLEY MALTING



Begin Your HubSpot Implementation Journey Today

Contact Doug Wendt, Senior Partner at **718-841-7169** or via email to doug@wendtpartners.com.