

Faster Sales and Quick ROI from Custom HubSpot Implementation

Diode Technologies, a technology solutions provider focusing on low voltage work for residential and commercial customers, had ambitions to grow but needed more from their current tech stack. They were looking for a way to improve the productivity of sales meetings and prioritize sales opportunities, while building a more structured and efficient sales process.

Having considered a new CRM for the last few years, their VP of Sales recommended HubSpot based on his previous experience. Scott had seen how it could drive growth and streamline operations. They believed fast and effective implementation would require expert guidance, and as a result, sought professional assistance from Simple Strat to make this happen.

The Problems:

- Inefficient sales process needing improvement in order to scale with company growth
- Needing to improve deal velocity to remove constraints for market expansion
- Information flow between engineering and sales teams not optimized
- The need to get maximum value from HubSpot on an accelerated timeline

Diode Technologies' existing tech stack needed to support their strong growth potential, and they knew they a stronger foundation was critical if they wanted to grow successfully.

The Solution:

After working with Simple Strat to select the right level and hubs needed, Diode Technologies launched into the onboarding solution with Simple Strat, starting with a Buyer Journey Workshop. This provided a tailored approach to sales pipeline management and opportunity prioritization, which made the sales meetings more effective, and proved to be a valuable step in clarifying data flow.

The Results:

- ✓ Comprehensive and reliable pipeline data
- ✓ Faster deal velocity
- ✓ More productive sales meetings
- ✓ Faster completion of proposals
- ✓ Easier prioritization of sales opportunities
- ✓ Quick return on investment



CLIENT

Diode Technologies

diodetech.net

Diode Technologies is a technology solutions company focusing on low voltage work for residential and commercial customers. They provide everything from custom home theater setups to surveillance cameras.

INDUSTRY

Technology Solutions

SERVICES UTILIZED

- HubSpot Implementation
- Buyer Journey Workshop

CLIENT PERSPECTIVE

"Simple Strat took something that could be very overwhelming and very time intensive and made it super simple. And helped us ensure that we are going to get the most out of HubSpot that we possibly can."

Scott Pulverenti

Vice President of Sales,
Diode Technologies

A Deeper Look

Diode Technologies is a technology solutions company, providing everything from custom home theater setups to surveillance cameras. They have a small yet dedicated team who realized they needed a more powerful tech stack if they wanted to effectively grow.

Prior to HubSpot, Vice President of Sales Scott Pulverenti says their weekly sales meeting needed to be more productive and actionable. *“We didn’t have a way to properly prioritize our sales opportunities and the ones we needed to discuss.”*

Pulverenti knew HubSpot was the platform that could help them achieve their goals.

“I’d used it at a previous company and saw how it could drive growth, and how it could help us accomplish a lot of the goals that we wanted to accomplish as a team.”

Looking at their current resources however, Pulverenti recognized if they wanted to implement on their own they wouldn’t have the expertise internally to fully leverage the platform in a short amount of time. They also recognized the importance of not just implementing HubSpot quickly, but doing so in a way that set a solid foundation for the future.

Partnering with Simple Strat

“As we continued to see the potential benefits and all that’s possible with HubSpot, it became clear that we would benefit by having an expert do the onboarding for us.” says Pulverenti.

They decided to purchase Simple Strat’s HubSpot Implementation service. *“Simple Strat gave us a good feeling that they’re going to be here for us,”* adds Pulverenti. *“That they were going to be responsive and be super helpful. And I think all of our hopes and ambitions when we signed the partnership with Simple Strat have come to fruition.”*

Simple Strat ran a Buyer Journey Workshop to kick off the implementation process, which Pulverenti describes as “eye opening.” Flohr agrees:

“It made us really examine what we’re doing and why we’re doing it. But I think the real important thing is how it allows us to have a repeatable process. And once that process is defined, it’s really going to be easier to add members to our team, add additional resources in, with an established way of how we run our sales pipeline, how we look at opportunities... just making sure all of our energy and resources are in the right place.”

— Ron Flohr, Chief Operations Officer

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*The thing that really appealed to me with HubSpot was **how we could multiply our efforts, to be more active, be more engaged, and just do more.***

And making sure that we’re being intentional with all of our communication when managing those relationships.

— Ron Flohr

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*We looked at it like, ‘what will happen in 90 days if we try to tackle this [implementation] ourselves, versus **what will happen in 90 days if we utilize what we viewed as a really valuable service Simple Strat could offer?***

— Scott Pulverenti

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*Our goal with Simple Strat was **to ensure that we were able to utilize all of the functionality and tools that HubSpot can offer,** knowing that we have a small team where everybody does a little bit of everything.*

— Scott Pulverenti



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The Results

After setting up their sales pipeline correctly in HubSpot, the Diode team saw the impact they were looking for immediately.

"We had one of those sales meetings where we actually used HubSpot swimlanes and the HubSpot sales pipeline to drive that meeting," Pulverenti says. "We had all of our opportunities in there, transparent for our entire team... It was super helpful to see the larger picture of our sales pipeline, and we were even able to dig into specific opportunities that we could visualize and prioritize there. We spent our time focusing on sales ops that were more topical and needed to be prioritized for that week."

He credits part of this success to the implementation process. ***"Will DePeri [of Simple Strat] did a good job of uncovering a lot of how we operate now, putting that into a visual form and then integrating it back. We were impressed early with Will's thoroughness and ability to ask questions, to push and prod in different areas, which made us think more about how we were operating."***

The Client Perspective

The Diode team was impressed that HubSpot was able to have *"that quick of an impact on our productivity in the immediate term,"* as Pulverenti puts it.

If you're planning to implement HubSpot, and you're looking at doing it yourself, Flohr recommends having somebody implement it for you or guide you in that journey. *"It's really easy to look at it as an expense,"* he says. *"But for the impact that we've seen on our organization, as quickly as we've seen it, it has more than paid for itself. We've seen an incredible return in a really short time."*

"Usually when you work with a third-party partner, it's their job to have all the answers. It's not always their job to ask the right questions, but I think with the process Simple Strat has, the questions are almost more important. [Simple Strat] took the basics and the building blocks that we had, and just created something that was really custom to us and worked with how we run our business... It was that consultative questioning and organization that allowed us to build a great relationship."

— Ron Flohr, Chief Operations Officer

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It was the most productive sales meeting we'd had since I'd started. I even turned to Ron at that point and said: 'Wow, did you feel as good about that meeting as I did?' Because it just had a different feeling afterwards, and the results spoke for themselves that week.

We had a really productive week getting proposals done, having really good interaction amongst our team, and I think foundationally that started with utilizing the HubSpot tools.

— Scott Pulverenti



Scott Pulverenti
Vice President of Sales
Diode Technologies



Ron Flohr
Chief Operations Officer
Diode Technologies

Ready to get started with HubSpot?

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