Creating a HubSpot to Set Strategy

MindClick rates the environmental health performance of manufacturers and their products. MindClick relies heavily on their CRM to manage new deals, track renewals, and create invoices. As their business model scaled, their system was not set up to capture the right data to make sound business decisions. As a result, MindClick found it easier to manage spreadsheets outside of HubSpot to track revenue.

The Challenge

The MindClick customer base continued to grow and renew, which made tracking deals and products very cumbersome. Their current HubSpot was not set up to scale to their needs and they were not able to track new deals through their current pipeline set up. MindClick follows a traditional SaaS business model, customers buy into a subscription and are up for renewal at the end of the calendar year.

The leadership team was not able to accurately forecast potential revenue or track new revenue. Their current pipeline was set up to push a deal to a certain stage then move the deal to a new pipeline. As HubSpot experts, this was a simple diagnosis! Simply put, their was no "win" with a new customer in the system, they simply went to a new pipeline. The way HubSpot works best is when deals have finite stages to track closed won and lost revenue.

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The Solution

The LeadCoverage team proposed a completely new pipeline and deal flow for the MindClick team. The two main pipelines used were set to track new customers won and renewals won. The structure was simple. When a new customer is "won", the deal would be moved to Closed Won in the new customer pipeline and a workflow would create a new deal record in the existing customer pipeline for renewal the next calendar year. This allowed the MindClick team to do two new things: track new closed deals easier and automatically associate a new deal for renewal.

The Results

Based on the information the new pipelines provided, the MindClick team was able to realistically forecast new revenue and recurring revenue. The executive was also able to rely on the Sales Analytics Reports knowing the deal flow relayed correct information. Some of the reports the executive team now focus on are Deal Activity Report, Deal Stage Change Report, and Pipeline Value Report.