

Contour Heating is an innovative manufacturer of safe surface temperature heating solutions.

Contour found that their traditional sales-centred approach was becoming less effective, finding it harder to get in front of specifiers and decision-makers to demonstrate the benefits of their products over their rivals.



## OBJECTIVES

They needed to **optimise their process** and make the necessary changes that would insulate them from the pressure that was affecting the team internally. They were **frustrated with their old CRM system** and realised it was slowing them down rather than enabling them to leverage their growth.

Among other pains, **simple tasks took longer** than they should, team managers complained that **generating simple reports took them hours**, and the sales director **felt powerless**, aware that, despite the great work his team was doing, he had **no real-time data** on his efforts were performing.

So, they decided to migrate their entire business onto the HubSpot platform.

Customising a platform that was first designed for B2C purposes for a building product manufacturer was challenging but allowed Contour to review some of its processes, **explore alternative ways of optimising its procedures** and, ultimately, **develop a streamlined way of conducting its sales activities**.

We help good people with great products. to succeed in the built environment

## THE RESULTS

HubSpot gave the reps tools so they could see when their prospects were on the website, what pages they were visiting, and when their emails were being opened.

Managers were enabled to produce speedy reporting and, at last, the sales director got real-time data into what was going on in the company.

The results were almost immediate!

**48%**

Increase in calls and emails sent across the sales team

**370%**

Increase in profit

Orders rose by

**58%**

Year on year

**51%**

Increase in sales  
(with the same team)

**55%**

Increase in quotations

“We’ve seen a massive impact right across the business and are looking forward to working with Insynth to continue our impressive growth” - Commercial Director, Robin Mansell

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