



SUCCESS STORIES

**Internal
Salesforce
use only**

Distribution



Building Materials Distributor Increases Sales by 8 Figures



Sales Cloud



Account Engagement



Maps

Challenge

Lansing, a building materials distributor, was facing a challenge where a significant number of customers became inactive, and opted to take their business elsewhere, resulting in a loss of revenue and market share.

Solution

Hunley presented and implemented Account Engagement, Sales Cloud, and Maps.

Additionally, Hunley crafted a highly targeted email drip campaign utilizing Salesforce data to re-engage dormant accounts.

Results

The measured results showed a substantial increase in sales, totaling eight figures.

"Our 2022 Pardot campaign to restart 'dark' customer accounts was dramatically impactful."

- Bryan Pisano, CRO



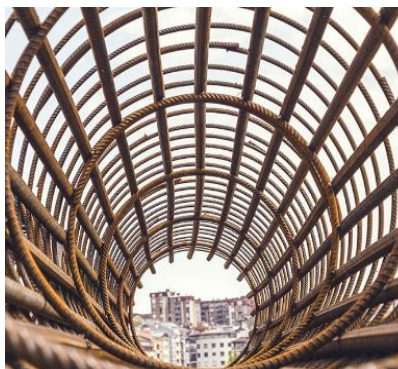
thehunleygroup.com

THIS DOCUMENT IS NOT CLIENT FACING - DO NOT DISTRIBUTE OUTSIDE OF THE
HUNLEY GROUP AND SALESFORCE.

Confidential and Proprietary |



Optimizing Client Retention and Lead Processes for a Construction Supplies Distributor



Sales Cloud



Marketing Cloud

Challenge

White Cap, a prominent distributor of construction supplies, faced the challenge of retaining clients through consistent communication. They also lacked established protocols for managing their complex organizational structure.

Solution

Hunley successfully implemented Customer 360, achieving the following:

- Streamlined organizational structure with best practices.
- Clearer view of customer data.
- Transition from leads being associated with accounts to a people-centric approach.

Results

The following results were achieved:

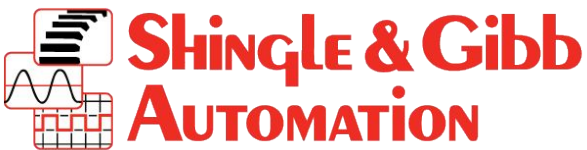
- Optimized lead processes.
- Enhanced customer management efficiency.
- Improved outcomes through best practice alignment.

“We’re very happy with The Hunley Group’s sense of urgency, solutions and timeliness of activity”

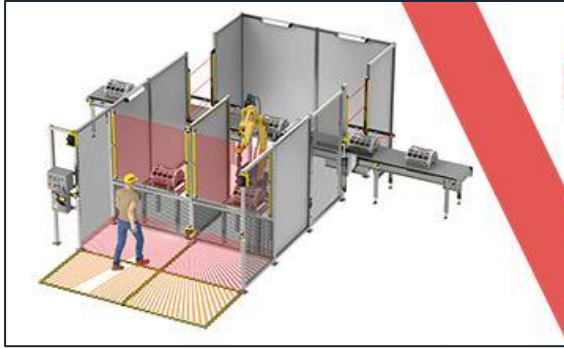
- Ken Pfrommer, Director of Sales Operations

***“Our 2022 Pardot campaign to restart
'dark' customer accounts was
dramatically impactful.”***

Bryan Pisano, CRO



**Industrial Automation
Distributor Makes the Switch
From Microsoft Dynamics and
Increases Sales Efficiency**



Sales Cloud



Account Engagement

Challenge

Shingle & Gibb, a premier industrial automation distributor, faced these challenges:

- Leads not progressing across pipeline.
- Older version of Microsoft Dynamics lacked data tracking and functionality, leading to manual data tracking with spreadsheets.

Solution

Hunley presented and implemented Sales Cloud, including a custom object build for Account Forecasting and Product Demos.

ACV: \$61,000

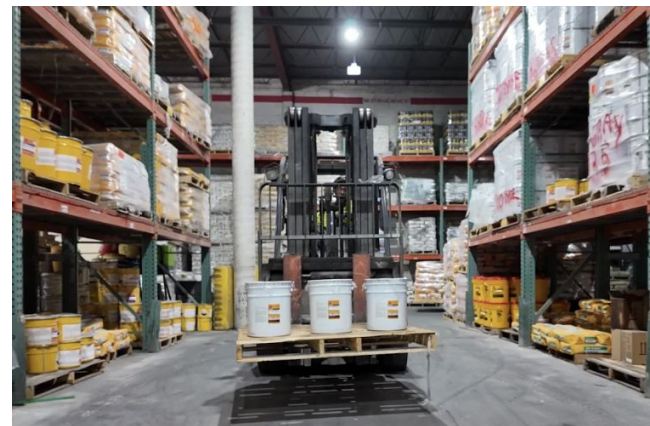
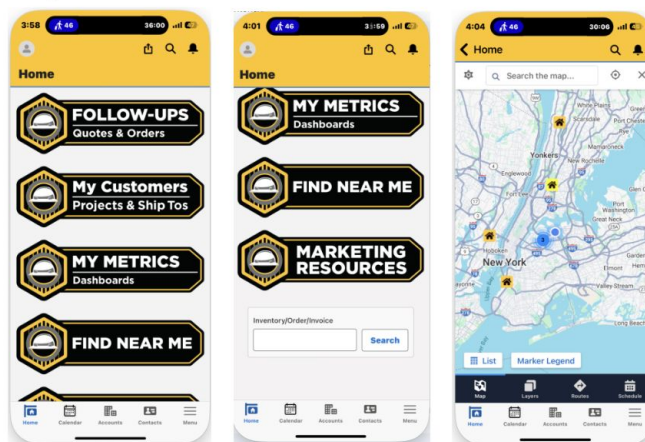
Results

The following results were achieved:

- Increased efficiency in sales operations.
- Streamlined reporting procedures resulting in improved data insights.
- Enhanced forecasting accuracy and effectiveness of product demonstrations.



Driving Mobile-First Salesforce Adoption at Scale



Challenge

White Cap, a leading construction supply distributor faced challenges driving Salesforce adoption among their 1,500+ field sales reps, who operate almost exclusively on mobile devices. Key needs included:

- Optimizing Salesforce for mobile-only access.
- Minimizing clicks for key sales actions.
- Real-time visibility into orders, inventory, and deliveries.
- Scalable reporting despite millions of records.
- Engaging users early for adoption and feedback.

Solution

The Hunley Group delivered a mobile-first plan that included:

- A simplified mobile homepage with large, action-driven navigation buttons.
- Agile sprints with weekly mobile demos to field sales teams for rapid feedback.
- Integration with external systems for real-time order and inventory visibility.
- Dynamic page layouts optimized by device type.
- Aggregate data fields to enable fast, scalable reporting.

THIS DOCUMENT IS NOT CLIENT FACING - DO NOT DISTRIBUTE OUTSIDE OF THE HUNLEY GROUP AND SALESFORCE.

Results

The customized solution delivered:

- 76% user satisfaction (5 out of 5) at the National Sales Meeting.
- Faster sales rep efficiency with intuitive, click-minimized mobile design.
- Real-time access to critical customer and order data.
- Strong user adoption through weekly engagement and mobile design.
- Improved data integrity and scalable reporting across millions of records.

Confidential and Proprietary |