

4 BOLD MOVES TO GROWTH

# How to supercharge your sales with HubSpot.



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Fortune favours the bold—especially in business.

For GI Building Sciences (GIBS), bold marketing with Hunt & Hawk grew their sales by 10x—and made them a fortune.

As manufacturers of green building insulation, GIBS entered the pandemic concerned that growth might be out of reach. They had great products,

but they'd lost great marketing. They weren't hitting targets and couldn't afford to lose any more sales.

At a time when most businesses had to shrink, GIBS decided to stretch.

Here's how they supercharged their sales with HubSpot—and you can too.



# 1 Put marketing in the driver's seat.

GIBS always knew bold marketing could make all the difference.

They'd started with a couple of in-house marketing people, and then engaged an agency. Both started strong and delivered results. But over time the service quality dropped—and so did sales.

GIBS had also tried a couple of CRMs along the way, but nothing hit the

mark. Functionality was limited. Staff hated the clunky systems. And nobody implemented proper processes.

But they knew they could supercharge sales by putting marketing in the driver's seat—and powering it with the right tech solution.

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# 2 Find a daring partner.

GIBS knew that HubSpot was likely the best tool—but they didn't have the expertise to run it. They needed a team to partner with long-term who would help them dream big—and deliver the results to match.

That's when they found Hunt & Hawk.

A contact at EO—a private network for high-gross entrepreneurs—told GIBS

about working with Hunt & Hawk—who'd helped him make tens of millions of dollars.

It was the introduction they needed.

With Ryan's track record of HubSpot—and his place on their advisory board—combined with Marie's passion for customer service, they knew Hunt & Hawk were the people to trust.



# 3 Pair collaboration with tech.

GIBS saw an immediate impact with Hunk & Hawk.

Ryan cleaned up their old, messy data and stripped their systems back to basics. He then built clear processes—with training and documentation to match.

GIBS now had the foundation to grow—and the tools to deliver.

And HubSpot's functionality—paired with Hunt & Hawk's collaboration—blew them away.

With Ryan playing the role of national sales manager, GIBS went from having no marketing staff, to having strategic marketing campaigns aligned with their

sales targets, a calendar for the year—and clear accountability.

From email sequences and nurturing leads, to performance management and financial reporting, GIBS now run everything from one integrated system.

And because of HubSpot's visibility, GIBS' sales reps are more accountable—with big results to match.

# 4 Think big—play bigger.

Hunt & Hawk dared GIBS to play big with their marketing—and it paid off big.

In just 14 months, GIBS have seen 770% more qualified leads and closed 837% more deals.

The supercharged sales helped them navigate the pandemic storm. And beyond the raw numbers—and

skyrocketing sales—they're enjoying the benefits of their bold marketing plan.

GIBS no longer worry about inefficient systems—because they have all the tools they need. And they no longer worry about an over-reliance on people—because if a team member leaves, they won't take GIBS' marketing tools with them.



## Dare to grow.

Before Hunt & Hawk, GIBS had been burnt by agencies that over-promised and under-delivered. And they'd been burnt by marketing staff who took their knowledge with them when they left.

But when they engaged Hunt & Hawk—to use the right tools with the right approach—GIBS got smoking-hot leads that grew sales by close to 10x in 14 months.

Sometimes bold leaders stick to a vision—and stick the landing—during turbulent times.

Because fortune favours the bold.

Get in touch today—let's rip the world a new view of your business.

\*NO MARKETING OR BRANDING  
AGENCIES WERE HARMED IN THE  
MAKING OF THIS CONTENT.

# Ready to rehab? *We dare you.*

It may not be rocket science—but if you're ready to get out of holding pattern and take your marketing and growth out of orbit book a time with one of our founders.

[Book a call](#)

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