

SUCCESS STORY



Inside Sales Grows 11x at H.B. Fuller by Using Playbooks

79%

jump in account engagement per quarter

91%

increase in revenue managed

11x

increase in inside sales accounts managed

The Background

H.B. Fuller is an adhesives company that makes globally recognized brands like Gorilla Glue.

When Robert Blackstone joined the H.B. Fuller team as Global Process Manager for inside sales, the team was two people managing a \$10M book of business.

The Problem

Bandwidth only allowed 20% of smaller accounts to hear from reps quarterly, leaving a lot of money on the table. Inside sales was bogged down by inefficient technology—logging a single task in Salesforce required 15 clicks.

The Objective

Robert's first priority was to establish a quarterly cadence with customers, a standardized process that could accelerate rep efficiency and be measured, and automate time consuming tasks.

“ One of the big innovations for us has been Playbooks Robots. Beyond accurately logging, it automatically moves accounts to the best next Play or that customer. This means huge efficiency gains so we get things done faster. ”



Robert Blackstone

Global Process Manager - Inside Sales



The Solution

Using Playbooks, H.B. Fuller was able to automate and streamline its process. Each of their customers is tagged as a tier 1, 2, or 3 account. Depending on the tier, the customer receives a different level of interaction.

Not only does Playbooks tell reps who to contact, but it helps them reach out and seamlessly records that action back to CRM. Robert can now manage his business by the numbers and ensure that none of his team's accounts are falling through the cracks.

The Results

Using Playbooks, H.B. Fuller reps now connect with 95% of their accounts per quarter—they started at under 20% of their customer base. Automation and seamless CRM sync have eliminated tedious data entry practices and provided crucial visibility into the inside sales process. These gains in efficiency and clarity have allowed the team to jump from managing 500 accounts to managing 4,200 accounts, representing a managed revenue growth of over \$100M.

The Numbers

79%
jump in account
engagement per
quarter

91%
increase in revenue
managed

11x
increase in inside sales
accounts managed

"The results have been nothing short of incredible... I love being able to tie our strategy for working with tier one, tier two, and tier three accounts to Plays."



Robert Blackstone
Global Process Manager - Inside Sales



Would you like to see similar results in your organization?

[DEMO PLAYBOOKS >](#)

