

Case Study

How a Shark Tank Company Increased Their Transactions by 153% With HubSpot Optimizations

Challenges

Implementing a Sales System to Unify and Optimize Operations

Prep Expert is one of the world's fastest-growing edtech companies, specializing in online SAT & ACT preparation. Since its founding in 2008 by Dr. Shaan Patel and winning a deal with Mark Cuban on Shark Tank, Prep Expert has helped over 50,000 students achieve over \$100 million in scholarships. Our client needed a marketing and sales solution to produce rapid growth. The fast-paced company was ready to leverage a straight-forward sales system with the power to automate internal processes and generate results.

Approach

Addressing key challenges to update and transform the process

Prior to engaging with TribalVision, Prep Expert had three major challenges that needed to be addressed. The current sales process was hard to manage because of the use on separate platforms for email, calls, meetings, and live chats. Reporting for the sales outreach was not in place and the team did not have clear metrics in place for tracking lead engagement. This made it challenging to identify areas of opportunity for lead follow-up and ways to optimize the sales



team's efforts. Lastly, the majority of the team had not used a formal sales platform or CRM. Once identified those challenges, TribalVision utilized HubSpot CRM, HubSpot Sales Starter, and HubSpot Marketing Professional to meet the desired goals:

- Create a streamlined, automated sales process
- Optimize lead management and follow-up
- Adopt a flexible, easy-to-use platform

Solutions

Leveling Up With HubSpot

TribalVision worked with Prep Expert to streamline their various sales communication channels into one system. Utilizing HubSpot's conversation inboxes, live chat, meetings, and workflows, TribalVision not only streamlined the team's complex tech stack but helped the sales team achieve new levels of efficiency. TribalVision implemented workflows and tasks to assign lead owners, schedule sales actions, and help communicate/share lead information between reps. Using tools like HubSpot Academy and weekly training sessions with the TribalVision team, Prep Expert, was able to learn the ins and outs of the platform within three months. TribalVision set up tools such as lead status and lead scoring, allowing the sales team to quickly identify which leads were of the highest priority, to assist their team in particularly busy sales seasons.

Outcomes

More Efficient, Measurable Transactions

With a CRM system designed to handle large influxes of leads, and a sales team operating under more efficient processes, Prep Expert was able to achieve the following in the 8 short months:

- **3,781** Calls Logged
- **8,492** Emails Sent



- **More than \$1.7M** attributed to deals within HubSpot
- **153%** increase in total transactions
- **More than 118%** increase in revenue

TribalVision's work with the Prep Expert team, through HubSpot and involvement in their sales efforts, helped the company to attain its best sales year ever in 2020, in spite of the challenges brought on by COVID-19.



About TribalVision

As an outsourced marketing department for hire, TribalVision's mission is to help companies grow. This is achieved by combining intelligent strategy with tactical execution in a hands-on, results-driven manner. TribalVision utilizes its clients' marketing budgets as efficiently and intelligently as possible – ensuring that each dollar spent maximizes awareness and generates new business. TribalVision's unique marketing model is designed to fully align interests with client outcomes – guaranteeing an objective, client-first partnership. This is demonstrated in the firm's fee-based compensation structure, "roll up your sleeves" mindset, metrics-driven approach, and role as a trusted marketing resource tasked to help navigate organizations to higher grounds. To learn more about TribalVision, visit www.TribalVision.com.

