

# SpecSuccess

Salesforce tool from the Hunley Group built to streamline your specification process

**The SpecSuccess toolkit, built specifically for the commercial building product industry, is designed to integrate with project databases, automate construction project pipeline management, and simplify specifier education. Built natively on the Salesforce platform, it's a seamless part of your CRM.**



## Features and Functionality

**Source-Agnostic Database Integration:** Easily integrate data from Dodge, ConstructConnect, Industrial Info Resources, and many other databases to automate and manage your sales pipeline, projects, and products all in one place.

**Project Pipeline Management:** Qualify projects with intuitive workflows and track them across the construction lifecycle with timely updates and alerts. Deliver broad collaboration across your whole go-to-market team, including your distributors and contractors. And leverage Salesforce dashboards to provide visibility to progress, results, wins, and market share.

**Automate Substitution Requests:** Grow your pipeline by cracking your competitors' specs. SpecSuccess eliminates the drudge work of assembling sub req packages, empowering you to grow your market share and bring new products to revenue status faster.

**Delight Your Channel with High-quality Leads:** Share qualified projects out to your dealers and contractors with just a couple of clicks. The tool automatically suggests the right-fit trades or dealers closest to the project - look like a hero to your customers by putting hot project leads in their hands.

**Hassle-Free Lunch & Learns:** Let's face it; delivering CEUs to specifiers is a paperwork slog. Still using the old paper signup sheets? That doesn't exactly make you look sustainable, does it? Now you can capture attendees directly through form fills, automate the generation and delivery of certificates, and make those AIA.org uploads a breeze. All while building out your contact database in Salesforce.



accurate substitution requests — NO paperwork



project pipeline growth



hour per lunch & learn saved



# SpecSuccess™ — Integrating, Automating, Analyzing

## SpecSuccess Specifier

- Architect & Engineer targeting
- Lunch & Learn
- Event scheduling / calendar sync
- Attendance capture
- Certificate generation
- AIA CEU credit uploads
- Performance analytics

## SpecSuccess Project

- Sync: ConstructConnect + Dodge + IIR + Barbour ABI, etc.
- Project qualification processes
- Substitution requests
- Lead referral
- Lead follow-up & closure
- Submittal packages
- ITB Integration & automation

## SpecSuccess LeadGen

- Outsourced lead generation
- Dedicated team member
- Process optimization
- Project qualification
- Document collection
- Substitution request submission
- Architect & engineer follow-ups
- Collaboration with sales

## SpecSuccess Case Study

### Challenge:

A prominent commercial building product company struggled with inefficient project database and pipeline management. Manual substitution requests and specifier education slowed market growth and CRM integration was lacking.

### Solution:

After integrating their external data into Salesforce, SpecSuccess automated pipelines and substitution requests. This improvement resulted in a significant increase in the number of submitted and accepted substitution requests. Additionally, the efficiency of the lunch & learn process improved.

Transform your  
commercial construction sales process  
with SpecSuccess.



Contact us at [sales@thehunleygroup.com](mailto:sales@thehunleygroup.com) or call (704) 426-3354 to schedule a demo and learn more, including pricing. For additional information, please visit our website at <https://thehunleygroup.com/>