



Beyond the Quote

Why MRO Sales Teams Need HubSpot Alongside Rotabull

Content

Rotabull + HubSpot — the MRO revenue stack, in eight parts.

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The Aviation Aftermarket Opportunity

The global aircraft MRO market is racing from \$99B (2024) to \$170B by 2031 — an 8.5% CAGR. The aftermarket parts segment alone nearly doubles, from \$54B (2025) to \$93B (2032). The demand is there — the question is who has the infrastructure to capture it.

\$99B

Aircraft MRO market value, 2024

8.5%

Projected CAGR through 2031

44%

Reps abandon leads after one follow-up

50%

Of deals require 5+ follow-ups to close



What Rotabull Does (and Does Brilliantly)

The operational backbone of modern aircraft parts sales — purpose-built for the quoting workflow.



Unified RFQ Inbox

Aggregates ILS, PartsBase, SkySelect, The145, Spaero & 10+ platforms into one sortable queue.



Speed-to-Quote

Smart Quote reuses past quotes in one click. Winner Aviation hit ~140 quotes/day — a 40% lift.



ERP Synchronization

Native bidirectional sync with Quantum Control, Smart145, AvSight & Pentagon 2000SQL.



Team Coordination

RFQ routing, double-quote prevention & deal assignment keep distributed teams aligned.



Deal Timeline & Audit Trail

Every deal carries a timestamped history: received → quoted → invoiced.



Marketplace Listing Mgmt

Keeps listings accurate and first-page visible, protecting inbound volume.



Built-in Bulk Follow-Up

Follow up on many open quotes at once, prioritized by quote value.



Mobile Access

Browser & mobile app — reps respond to RFQs from anywhere, no VPN.

Where Rotabull Ends & Revenue Risk Begins



Quote & RFQ Response

The one button that's lit — what Rotabull does brilliantly.

No Lead Tracking

Prospects & trade-show leads vanish before an RFQ exists.

No Automated Follow-Up

Quotes go cold — no reminders, no multi-step sequences.

No Pipeline Visibility

No Prospect → Qualified → Won/Lost stage view or forecast.

No Lead Scoring

Sorted by quote value only — no scoring or intent signals.

Limited Reporting

No win/loss, pipeline velocity, deal-size or CAC analytics.



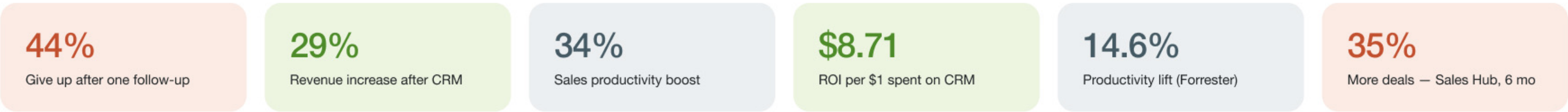
THE COST OF THE GAP

Quoting isn't selling.

A team flying on Rotabull alone optimizes the middle — the quote — while the front (lead capture, nurture) and the back (follow-up, win/loss, reporting) go unmanaged. The revenue that leaks is rarely visible until it's already gone.

The Cost of the Gap

Gaps aren't abstract — they're quantifiable revenue leakage. Cross-industry B2B benchmarks, directionally applicable to high-volume MRO quoting.



SCENARIO	IMPACT ON YOUR MRO
44% give up after one follow-up	Of ~2,000 unclosed quotes a month, nearly half get no second contact — losing deals that need 2–5 touches to close.
No lead scoring; all RFQs equal	\$1M+ lifetime-value accounts get the same attention as one-time spot buyers, misallocating rep time.
No pipeline reporting; VP manages by gut	Forecasting errors drive staffing and inventory decisions made on incomplete data.
Trade-show / referral leads untracked	Warm, high-intent prospects fall through the cracks before they ever submit an RFQ.

The bottom line: Rotabull alone optimizes the middle — the quote — while the front (capture, nurture) and the back (sequences, win/loss, reporting) go unmanaged. The issue isn't Rotabull; it's the stack.

HubSpot: The CRM Layer Rotabull Was Never Meant to Be

Where Rotabull manages the transaction, HubSpot manages the relationship — together covering the full revenue cycle.



Contact & Company Mgmt

Every prospect & customer with full history; trade-show, referral & inbound contacts routed automatically.



Sales Pipeline & Stages

A custom pipeline: Prospect → Qualified → RFQ → Quote → Negotiation → Won/Lost, live for managers.



Automated Sequences

Multi-step email + task sequences. A quote enrolls the contact: Day 1 email, Day 2 call, Day 3 value-add.



Lead Scoring & Priority

Score opens, visits & order history to surface top accounts. Stop treating a \$200 buy like a \$50K AOG.



Reporting & Analytics

Rep conversion, win/loss by segment, pipeline velocity, deal size & forecast accuracy.



Marketing Automation

Marketing Hub ties content, email & landing pages to the CRM; a capability-statement download is scored.



API Integration w/ Rotabull

Zapier + public API bridge the two. A quote triggers a HubSpot deal; a paid invoice moves it to Closed Won.



HubSpot ROI — By the Numbers

What HubSpot customers report after adopting the platform — additive to the Rotabull engine.

94%

More deals closed after 6 months

76%

Of sales pros say HubSpot increased their win rate

86%

Of sales pros report improved lead quality

3x

More leads generated vs. pre-HubSpot baseline



The Integrated Stack: Rotabull + HubSpot in Action

Each tool does what it does best — and the two systems talk. The Rotabull engine and the HubSpot relationship layer, wired together.

01



Capture

HUBSPOT

Contacts enter via trade-show, forms & LinkedIn — scored & nurtured before any RFQ.

02



Qualify

HUBSPOT

Reps log calls & emails; deals move through the pipeline; managers see what's stalled.

03



Request

ROTABULL

An RFQ arrives via marketplace or email — captured instantly in the unified inbox.

04



Quote

ROTABULL

Smart Quote + certs + ERP inventory send a quote in seconds; the timeline updates.

05



Follow-Up

HUBSPOT + ROTABULL

A trigger enrolls the deal: Day 2 email, Day 5 call. No quote ages out untouched.

06



Close

ROTABULL + HUBSPOT

Invoiced in Rotabull; HubSpot flips to Closed Won & sets a 30-day check-in.

07



Grow

HUBSPOT

Lifetime value + auto renewal, AOG & upsell reminders. HubSpot handles the next decade.

Real-World Results

What B2B sales teams report after adding CRM to their existing operational tooling — directionally applicable to high-volume MRO.

29%

More sales revenue — \$2.9M on a \$10M parts base

35%

More deals closed (Sales Hub, 6 mo)

8x

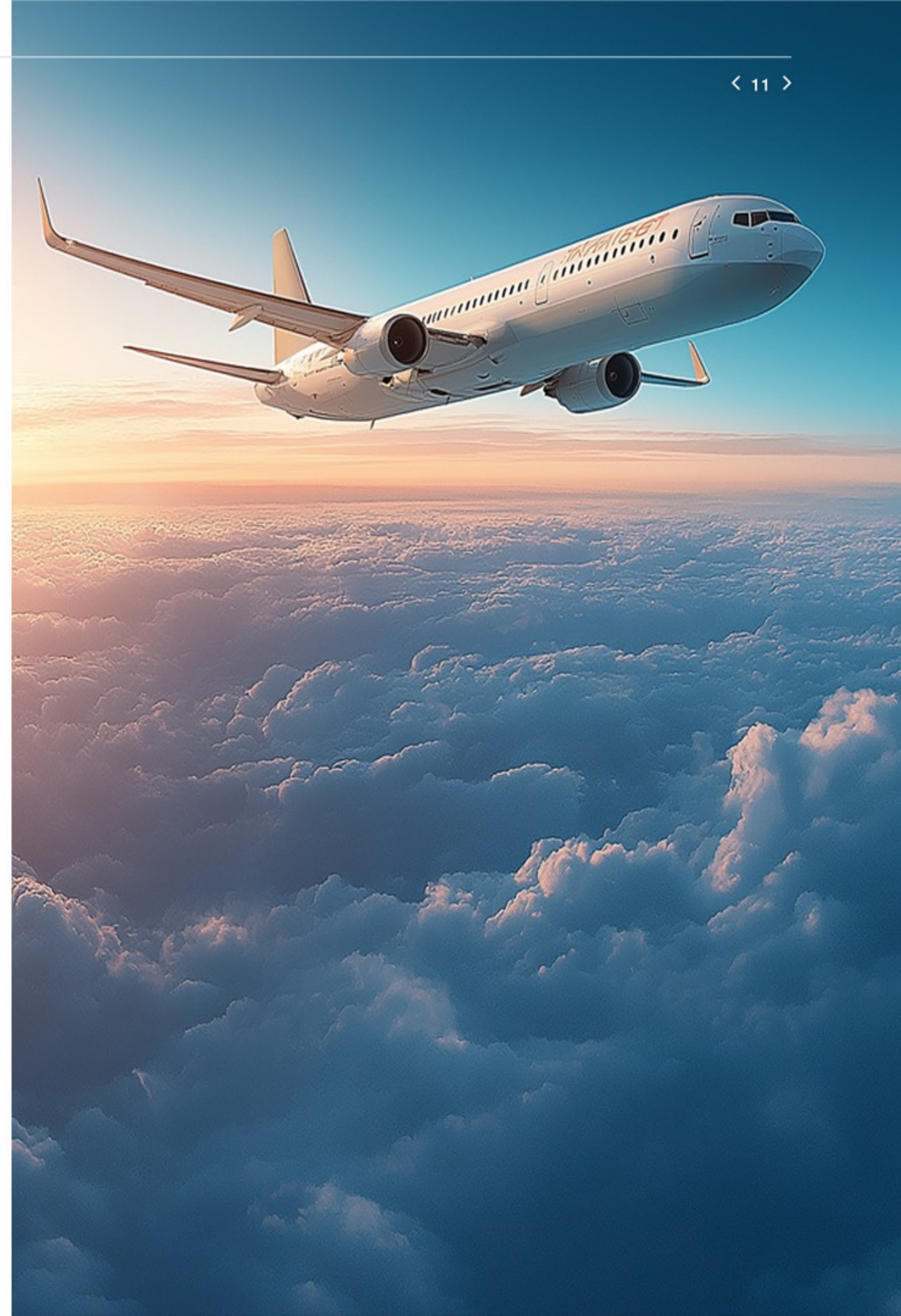
More deals when the two are integrated

\$8.71

Return for every \$1 invested in CRM

+20% lead conversion · +34% sales productivity · +14.6% Forrester lift

“Companies with automated CRM reminders and follow-up sequences typically report better engagement and higher booking rates.” — NBAA



Getting Started: Your Next Step

The question isn't whether you need CRM — the data settles that. It's how to implement without disrupting a high-volume operation.

WEEK 1-2

Revenue Drag Diagnostic

Find where revenue leaks today; sequence the fix across the five gap areas.

WEEK 3-6

HubSpot Foundation Build

Stand up contacts, data architecture, pipeline & reporting; import your customer list.

WEEK 7-10

Rotabull ↔ HubSpot

Bridge the two via API; define trigger logic; test & validate data flow.

WEEK 10-14

Sequences, Scoring & Training

Build sequences, configure scoring, train reps, set manager cadences.

MONTH 4+

Optimize & Scale

Review conversion, iterate, add marketing automation, expand to Service Hub.

Take the Revenue Drag Diagnostic

In 15 minutes, pinpoint exactly where your team is leaking revenue — and get a personalized roadmap. No cost.

gga.diazcooper.com/revdrag



ABOUT LEVEL350

Your Rotabull investment, performing to its full potential.

Level350 by Diaz & Cooper is a HubSpot Solutions Partner specializing in revenue operations for aviation MRO and aftermarket firms. We implement, integrate, and optimize HubSpot so your sales team closes more of what they quote.



Implement

We stand up HubSpot around your existing Rotabull quoting workflow.



Integrate

We wire HubSpot to Rotabull so quotes, contacts and deals stay in sync.



Optimize

We tune the pipeline so your sales team closes more of what they quote.

Remove the Drag. Scale the Revenue.





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Remove the Drag. Scale the Revenue.

Take the 15-minute Revenue Drag Diagnostic → gga.diazcooper.com/revdrag