

TAKING YOUR SALES PROCESS INBOUND.

Inbound Certification Class #10

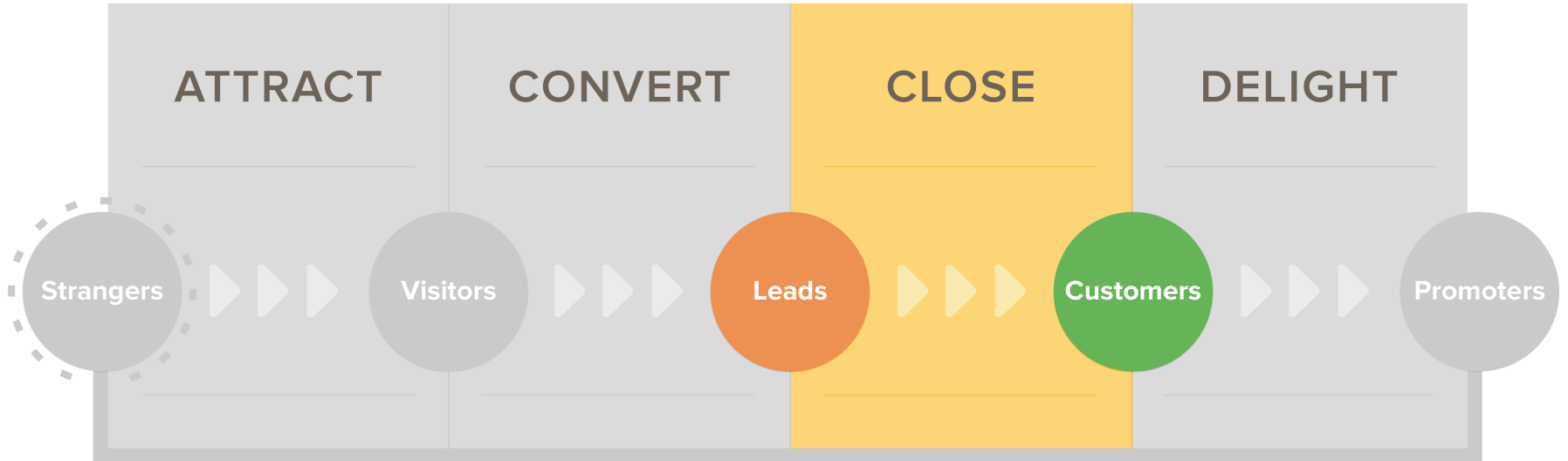


#INBOUND

AGENDA

- 1 Sales and inbound marketing
- 2 How to transform the way you sell
- 3 A day in the life of an Inbound Sales Rep
- 4 Key takeaways and resources

Inbound Methodology



by **HubSpot**

1 SALES AND INBOUND MARKETING.

What do we mean by
transform the way you **sell**?



Well, the sales process has
dramatically **changed...**

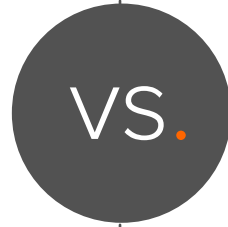


...because **buying habits**
have changed.

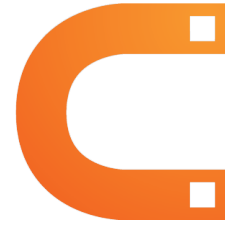
TRADITIONAL



Cold Calling
Information gatekeepers
Static pitch
Seller - Centric



INBOUND



Attract with content
Be an open book
Leverage the buyer's context
Buyer - Centric

What is **inbound sales**?



“Buyers have more information available to them, and higher expectations for a relevant, personal experience when making a purchase.

Giving them that relevant, personal, “delightful” experience that is driven by their needs and happens on their timeline is what an inbound approach to sales is all about.”

-Brian Halligan

We need to **evolve** our selling to keep up with our customers.



2

HOW TO TRANSFORM
THE WAY YOU SELL.

BEST PRACTICES FOR EFFECTIVELY TRANSFORMING THE WAY YOU SELL

- Transform the way you target accounts
- Transform the way you prospect accounts
- Transform the way you connect with accounts
- Transform the way your prospects perceive you as a salesperson

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Make sure you are targeting
the **right people.**

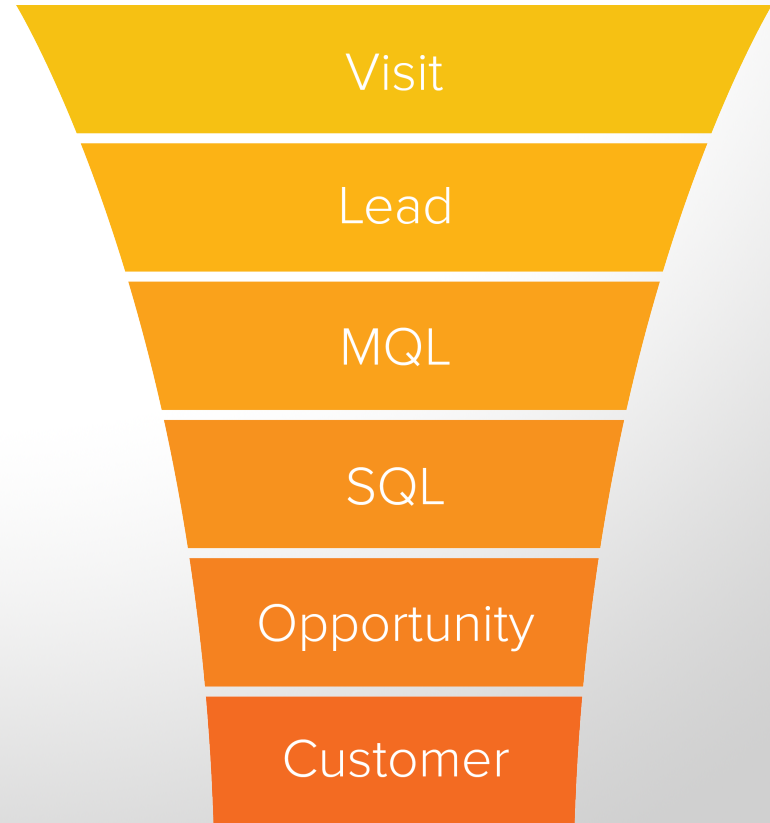
The **Buyer's Journey**

From the buyer's perspective



Lifecycle stages

From the marketer's perspective



BEST PRACTICES FOR EFFECTIVELY TRANSFORMING THE WAY YOU SELL

- Transform the way you target accounts
- Transform the way you prospect accounts
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- Transform the way your prospects perceive you as a salesperson



Don't pick up the phone just yet:
It's no longer efficient nor effective to simply
bang the phones without any **context.**

RESEARCH YOUR LEAD THOROUGHLY

- 1 Company information
- 2 Read about their industry
- 3 Check social media
- 4 Lead intelligence



COMPANY INFORMATION



COMPANY INFORMATION

- Company size
- Annual revenue
- What they sell
- Who they sell to
- Role of lead within the company
- Are there any other key players that may be involved?

2

**READ ABOUT
THEIR INDUSTRY**

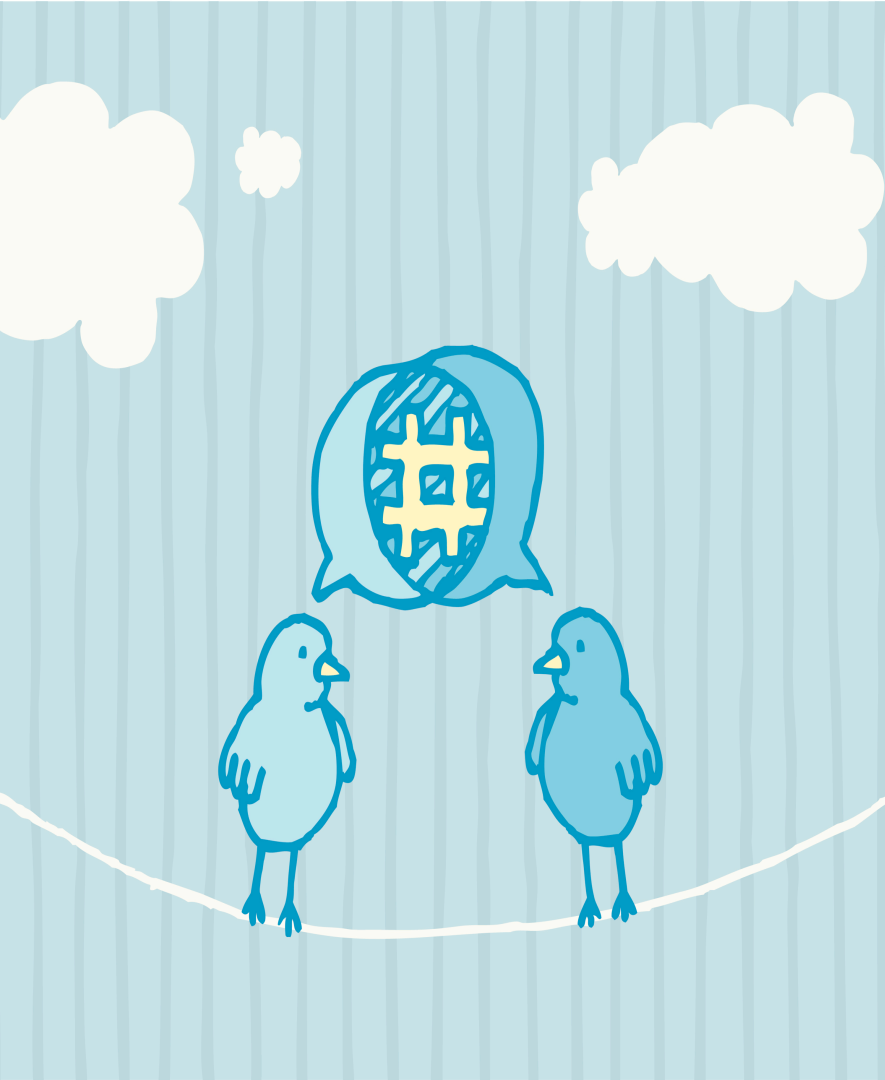


UNDERSTAND THE BUSINESS

- Company news
- New funding
- Are they hiring?
- Territory expansion
- Upcoming events
- LinkedIn profiles
- Shared contacts
- Shared groups

3

CHECK SOCIAL MEDIA



SOCIAL MEDIA

- 72.6% of salespeople using social media actually outperformed their colleagues who were not on social media.
- Is your lead actively talking with other companies?
- Is your lead researching other needs?

4

LEAD INTELLIGENCE

Andy Pitre

HubSpot



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Contact Details

Overview

Properties

Account

Lists

Property History

Workflows

Contact Research

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First Touch

2 Years Ago

Last Touch

4 Days Ago

[Opened Email](#)

Lifecycle Stage

Opportunity

Since Oct 30, 2012

Starred

First Name: = ★ ⓘ

Follower Count: = ★ ⓘ

Last Name: = ★ ⓘ

Original Source Type: = ★ ⓘ

Recent Conversion: = ★ ⓘ

Twitter Username: = ★ ⓘ

Showing All 300 Interac... ⚙

March

- 2 Emails
- 2 List Memberships
- 1 Sync
- 1 Twitter Event

Added to Existing Hot Leads - Independents
Mon Mar 10, 2014 at 1:51pm

The WIN - The "Spring Training" Edition
Fri Mar 7, 2014 at 10:26am

Opened

That you are here! That life exists! That you submit to the WIN!
Wed Mar 5, 2014 at 2:30pm

Opened

[Show all 6 interactions from March](#)

February

- 11 Emails
- 4 Automation Events
- 3 Twitter Events
- 8 List Memberships

The WIN - The "Fal Tuesday" Edition
Fri Feb 28, 2014 at 9:00am

Opened

Receive total consciousness when you submit to the WIN
Wed Feb 26, 2014 at 6:32pm

Opened

The WIN - The "Poetic License" Edition
Fri Feb 21, 2014 at 11:15am

Opened

LEAD INTELLIGENCE

Monitor the lead's engagement with your company.

- What did they download?
- What pages did they look at?
- What emails are they reading?
- What is resonating with them?

Determine the goal of
the call **before** picking
up the phone.

BEST PRACTICES FOR EFFECTIVELY TRANSFORMING THE WAY YOU SELL

- Transform the way you target accounts
- Transform the way you prospect accounts
- Transform the way you connect with accounts
- Transform the way your prospects perceive you as a salesperson

GUIDELINES FOR TRANSFORMING THE WAY YOU CONNECT

- 1 Build rapport
- 2 Know your audience
- 3 Speak the prospect's language
- 4 Be helpful



BUILD RAPPORT



BUILD RAPPORT

- Establish commonality based on the research you've done.
- Be unbiased and put the education of your prospect before your personal initiatives.
- Understand their goals and challenges through their eyes.

TECHNIQUES FOR ESTABLISHING COMMONALITY

- 1 Sports
- 2 Family/Dogs
- 3 Education
- 4 Cities

2

KNOW YOUR AUDIENCE



Know your **audience.**

You need to understand who you are talking to. Is it the decision maker? Is it the influencer?

Tailor the conversation based on who you are speaking to. What is going to resonate most with the person on the other end of the phone?



3

**SPEAK THE
PROSPECT'S LANGUAGE**



Speak the prospect's **language**.

From the moment you start speaking, the way you articulate information needs to resonate with your prospect. Weave in industry terms and relatable company names to establish credibility.

4

BE HELPFUL



Be **helpful.**

Have a tip, educational offer, or other content to give to the prospect.

BEST PRACTICES FOR EFFECTIVELY TRANSFORMING THE WAY YOU SELL

- Transform the way you target accounts
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- Transform the way your prospects perceive you as a salesperson

Be a sales **educator**.

In order to put yourself in the position to educate your prospects, you need to become the ultimate listening machine and truly understand your prospect's pains and challenges.





Make your sales organization **human** again.

People buy from people. You need to break down the walls of humanity and not come off as a sales robot that is static no matter who you are talking to.



Become trusted **advisors.**

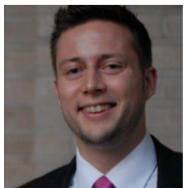
Focus on building your personal brand as a thought leader in your space.
Remember, people buy from people that they like and trust.

3

A DAY IN THE LIFE OF AN
INBOUND SALES REP.

Andy Pitre

HubSpot



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First Touch	Last Touch	Lifecycle Stage
1 Hour Ago	1 Hour Ago Opened Email	Lead Since March 10, 2014

Starred

First Name:	<input type="text" value="Andy"/>	=	★	?
Follower Count:	<input type="text" value="0"/>	=	★	?
Last Name:	<input type="text" value="Pitre"/>	=	★	?
Original Source Type:	<input type="text" value="Direct Traffic"/>	=	★	?
Recent Conversion:	<input type="text" value="E-Book Download: Business Blogging 101"/>	=	★	?
Twitter Username:	<input type="text" value="andypitre"/>	=	★	?

Showing All 302 Interac...



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- 2 Twitter Events
- 2 List Memberships
- 1 Sync

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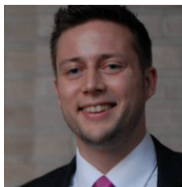
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Wed Feb 26, 2014 at 6:32pm
Opened
- [The WIN - The "Poetic License" Edition](#)
Fri Feb 21, 2014 at 11:15am
Opened

Imagine we work for a software development company and we walk into the office with this new inbound lead in our inbox.

It's Andy Pitre from **HubSpot!**

Andy Pitre

HubSpot



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We have this new lead.
Now what?

Pick up the phone
immediately?

Not just yet...

First, we need to
do **research.**

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Who we are

HubSpot is the world's [#1 marketing software platform](#). We help more than 10,000 companies in 56 countries attract leads and convert them into customers. A pioneer in inbound marketing, HubSpot aims to help its customers make marketing that people actually love. (Learn more about [HubSpot software](#) and [Inbound Marketing](#).)



ABOUT PAGE

- About HubSpot
- Past/upcoming events
- Management
- Directors & advisors
- HubSpot in the press

Proven success with over 10,000 companies across a variety of industries.

[PARTNER CASE STUDIES](#) [CUSTOMER REVIEWS](#) [EXPERT REVIEWS](#) [ROI](#) [CUSTOMER TESTIMONIALS](#)

ShoreTel Moves From Marketing Automation to Inbound Marketing with HubSpot

The Demand Generation team at ShoreTel believed in inbound marketing, but didn't have the right toolset to implement it. The main system they used was Eloqua, which they found to be inflexible, slow and not user friendly. When the opportunity came up to evaluate other marketing software options, they jumped on it and soon chose HubSpot.



- ✓ 60% year-over-year organic search traffic increase
- ✓ 36% year-over-year increase in leads
- ✓ 110% year-over-year increase in qualified leads

Are YOU evaluating marketing software?

Yes I am!

Browse Our Case Studies

BY COMPANY SIZE

[Small Business](#) [Mid-Market](#)

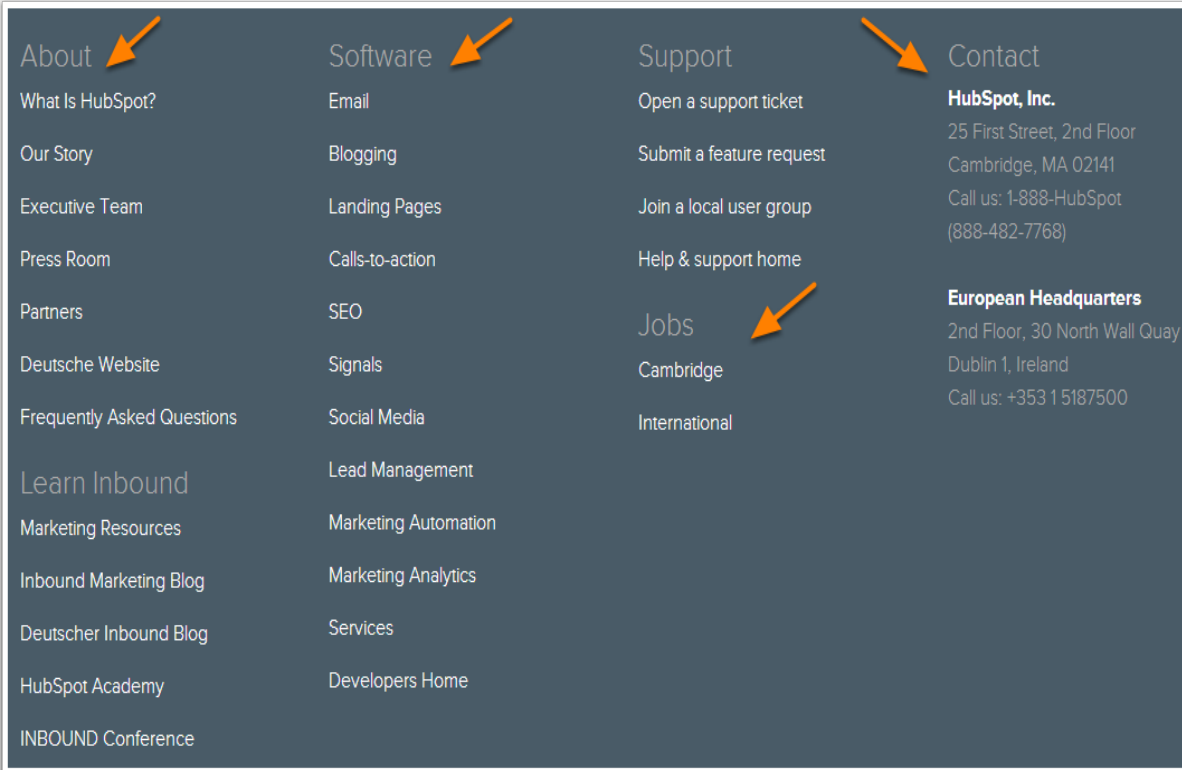
[Enterprise](#)

BY ORGANIZATION TYPE

[B2B](#) [B2C](#)

CASE STUDIES

- HubSpot case studies
- Who are they working with?
- Who do they typically sell to?



HOME PAGE FOOTER

- Locations
- Contact information
- Are they hiring?
- What do they sell?



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HubSpot Company and Product Blog

www.hubspot.com/company-news ▾ HubSpot, Inc. ▾

Mar 4, 2014 - HubSpot company and product news blog - Get the latest info on HubSpot: the company, the people, the software and more. - Viewing all posts.

News Coverage - HubSpot



www.hubspot.com/news-coverage ▾ HubSpot, Inc. ▾

by Dharmesh Shah - in 14,635 Google+ circles

120+ items - HubSpot, our products, our culture, our employees and our ...

3/13/14: The NFL's New Moneyball: Recruiting Lessons from the Gridiron Inc

3/12/14: Every Great Interview Starts With One Question Inc

In the News, Inc. Drives 676% More Leads with HubSpot an...

www.hubspot.com/customers/in-the-news-inc ▾ HubSpot, Inc. ▾

In the News Tampa Florida B2B 51-200 Employees Laminating and Printing Established in 1987, In the News, Inc. is the largest c.

HubSpot Ranks #1 in VentureBeat Marketing Automation Index

www.hubspot.com/...news/hubspot-ranks-1-in-venturebeat... ▾ HubSpot, Inc. ▾


Feb 26, 2014 - Company News. ... results, expert commentary, customer stories, and news analysis to help companies globally make better buying decisions.

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Email Sites SEO Marketing Automation Landing Pages Analytics Social Media Blogging

HubSpot is the world's #1 inbound marketing platform. Designed to replace the world's interruptive and annoying marketing with marketing people love, HubSpot makes marketing more efficient, effective.... [see more](#)

Recent Updates

HubSpot Make more persuasive inbound marketing pitches to your boss with these 100 stats, charts, and graphs: <http://hub.am/1gCT68p>



100 Stats, Charts, and Graphs to Get Inbound Marketing Buy-in

hub.am · Access 100 stats, charts, and graphs to get inbound marketing buy-in for your next presentation. You can even copy and past entire slides into your own presentations.

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[Robert Joshua Smith](#) Great share! Thanks. 4 days ago

Add a comment...

HubSpot Here's what's important to know to differentiate Showcase Pages in your head from the other LinkedIn Pages:

[A Beginner's Guide to LinkedIn Showcase Pages](#)


How You're Connected



136 first-degree connections
591 second-degree connections
812 Employees on LinkedIn


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 10 jobs posted

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Andrew Pitre 2nd


Inbound Marketer at HubSpot
Greater Boston Area | Marketing and Advertising

Current HubSpot, A3C Hip Hop Festival
Previous HubSpot, LEWIS PR, Atlantis Music Conference & Festival
Education The University of Connecticut

[Connect](#) 500+ connections

☆ Contact Info www.linkedin.com/in/andrewpitre

Background

 Summary

I am an inbound marketing consultant at HubSpot, an online marketing software company that helps businesses get found and generate leads. I spend my days helping our customers become masters of online marketing and ensuring that they run successful, lucrative marketing programs.

Prior to HubSpot, I was employed by LEWIS PR, a global, high tech PR agency, working with leading and emerging brands in the most demanding industry sectors around the world. During my time there, I oversaw the company's marketing efforts on the East Coast and helped build and transform our online marketing program. My efforts generated some of our biggest leads and wins.


Before LEWIS, I helped found a boutique, music and event marketing consultancy in New York, where I greatly expanded my core competencies in online marketing, social media, SEO, experiential marketing, project management and business development.

I moonlight as a marketing consultant for the A3C Hip Hop Festival in Atlanta, which was founded, and is run by, my former business partner Brian Knott. Through my efforts, and those of our exceptional team, the A3C has grown from a local gathering into a national destination for music enthusiasts.


Whatever spare time I have outside of my work and work-like hobby, I spend teaching myself PHP and Javascript.

If you're looking to connect with me on any level, please don't hesitate to reach out. I am very friendly.

People Similar to Andrew





Adrienne Mayshar 1st
Principal Inbound Marketing Consultant at Hu...
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 **Magdalena Georgieva**
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Product Manager at HubSpot

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SVP of Sales and Services at HubSpot

INDIVIDUAL LINKEDIN

- His exact title
- Where he used to work
- Shared connections
- Shared groups
- Relevant “specialties”
- Andy says he’s friendly
- His hobbies
- Recommendations

Always look at company/individual **Twitter** pages.

Andrew Pitre
@andypitre FOLLOWS YOU
Inbound Marketing Gentleman working at HubSpot.
Boston, MA · hubspot.com

TWEETS 1,665 FOLLOWING 474 FOLLOWERS 1,036 **Following**

Followed by Rachel Goodman Moore, Sarah Bedrick, Danielle Herzberg and 84 others.

Tweets

- Andrew Pitre** @andypitre · Mar 24
Why I Redesigned My Website nyl.ms/1eESd2W
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- Andrew Pitre** @andypitre · Mar 20
How To Close More Inbound Sales Deals With Timely Trigger Events
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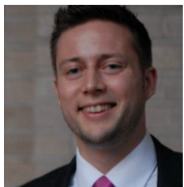
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First Name:	<input type="text" value="Andy"/>	=	★	?
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Last Name:	<input type="text" value="Pitre"/>	=	★	?
Original Source Type:	<input type="text" value="Direct Traffic"/>	=	★	?
Recent Conversion:	<input type="text" value="E-Book Download: Business Blogging 101"/>	=	★	?
Twitter Username:	<input type="text" value="andypitre"/>	=	★	?

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LEAD INTELLIGENCE

- When Andy first came to our website
- How he found our website
- His twitter username
- Recent conversion
- Emails he's clicking on
- ALL INTERACTIONS



Start with:

“Andy, this is Jillian from [your company]. I saw you downloaded our Ebook on 10 ways blogging can improve your business.”

OR, mention it generally...

“Andy, this is Jillian from [your company]. Thanks for downloading our content on improving your business.”



Then you can take one of the two paths:

- A. “What are you looking for help with?”
- B. “I’ve researched your company and have a few tips and suggestions for you, but first wanted to understand what you were looking to learn more about, and how I can be a great resource to you.”

DEFINITION OF A **POSITIONING STATEMENT:**

An expression of how a given product, service, or brand fills a particular consumer need in a way that its competitors don't.



Voicemail 1

Hi Andy,

You recently downloaded information on blogging for your business.

I've researched your company and have suggestions on how blogging can actually help drive more traffic to your website.

Please let me know when you have a few minutes to speak. My name is Jillian, and I'm calling from Inbound Corporation +800.855.1234.



E-mail 1

Subject Line: Blogging Ideas for Driving More Traffic to your website

Hi Andy, per my message today –

You recently downloaded information on blogging for your business.

I've researched your company and have suggestions on how you blogging can actually help drive more traffic to your website.

When do you have a few minutes to connect?

Best,
Jillian



Voicemail 2

Hi Andy,

You've been to our website and utilized our resources. I've researched your company and have a couple of suggestions on how blogging can drive more traffic to your website. For example, you can help increase traffic to your website by including relevant keywords on your blogs that you want to get ranked for on the search engines.

I thought you might enjoy a 20 minute free assessment of your website where we can review more tips and suggestions that you can implement today.

Please let me know when you have a few minutes to speak. My name is Jillian, and I'm calling from Inbound Corporation +800.855.1234.



E-mail 2

Subject Line: HubSpot Free Assessment

Hi Andy, per my message today –

You've been to our website and utilized our resources. I've researched your company and have suggestions on how blogging can drive more traffic to your website. For example, you can help increase traffic to your website by including relevant keywords on your blogs that you want to get ranked for on the search engines.

HubSpot offers a 20 minute assessment where we can review more tips and suggestions that you can implement today.

When is the best time to connect?

Best,
Jillian



Voicemail 3

Hi Andy,

I wanted to reach out to you one last time as I have suggestions on how your site can work harder for you. If I do not hear back from you, I'll assume the timing isn't right.

Give me a call if you would like to speak further. This is Jillian, and I'm calling from Inbound Corporation +800.855.1234.



E-mail 3

Subject Line: Best Regards from HubSpot

Hi Andy, per my message today –

I wanted to reach out to you one last time. I have suggestions on how your site can work harder for you. If I don't hear back from you, I'll assume timing isn't right.

My information is below should you have any questions.

Best,
Jillian

Provide a **relevant, personal,** and **delightful** experience for each of your prospects from start to finish.



Put into action the 4 best practices we introduced in today's course – and you will be well on your way to taking your sales process **inbound**.

4 KEY TAKEAWAYS AND RESOURCES.

KEY TAKEAWAYS

- 1 Prospects today typically make 60% of their purchase decision before even talking to a sales rep.
- 2 You can greatly increase your yield if you research your lead thoroughly and determine the goal of the call before picking up the phone.
- 3 It helps to leverage the buyer's context. It's essential to know who you are talking to and what stage in the buying process they are at. Tailor your conversation given this information.
- 4 From the moment you start speaking, the way you articulate information needs to resonate with your prospect.

KEY TAKEAWAYS

- 5 Have a tip, educational offer, or other helpful content ready to give to the prospect.
- 6 Be a sales educator. The prospect should walk away having learned something from you, no matter the outcome of the call.
- 7 Strive to become a trusted advisor. People generally buy from people they like and trust.

RESOURCES

- 1 [Download Inbound Sales scripts from today's course](#) [downloadable scripts]
- 2 [What Sales Winners Do Differently](#) [eBook]
- 3 [Sell More, Better, and Faster in 2014 with Inbound Sales](#) [blog post]
- 4 [How Sales Can Close More Deals Using Social Media](#) [eBook]