

# Offering Sales Services

How 3 #HubPartners Package & Sell Their  
Sales Offerings



**Patrick Biddiscombe**  
New Breed Marketing



**Matt Sunshine**  
The Center for  
Sales Strategy



**Doug Davidoff**  
Imagine Business  
Development

# HOUSEKEEPING

- ✓ Webinar is being recorded
- ✓ Format is roundtable discussion
- ✓ Ask questions in the chat pane
- ✓ #HubPartner

Your Host:



**Nick Salvatoriello**

Head of Channel Partner  
Inbound Success Training  
@nicksalinbound

# TODAY'S AGENDA

- ✓ The Service Offerings
- ✓ The People Involved
- ✓ The Pricing Structure
- ✓ How to Sell Sales Services

**Followed by a 20 min Q&A**

# CRM PRODUCT RECAP



**Jeff Russo**  
Product Marketing Manager  
@JeffreyRusso



CRM - Contacts Companies Deals Tasks Settings Search

**Michael Clark**  
CIO, Quantify

ABOUT MICHAEL

Michael Clark @QuantifyMike

119 FOLLOWERS 836 TWEETS

QuantifyMike

Big Data Software Provider

**New note** Email Call Log activity Create task

Start typing to leave a note...

To: michael.clark@quantify.ly  
From: david.mairne@biglytics.com  
Subject: Our call on Tuesday  
Email Body:  
Hi Mike,  
How your week is going well. I wanted to touch base to figure out the details of what we should cover

David called, but got no answer 2 days ago at 2:28 PM

Didn't leave a vm.

David left a note 3 days ago at 10:54 AM

Mike sent over a few notes about his boss, Tom, to prep me for our call next week. Tom is the VP and the ultimate decision maker, but Mike mentioned he'll probably still want to see a full demo. Tom may involve the IT department in the decision, but doesn't anticipate this will be a big blocker.

QUANTIFY.LY FEATURES PRICING SUPPORT BLOG START TRIAL

MEASURE, REPORT, AND ACT ON THE DATA THAT MATTERS.

GET YOUR FREE REPORT

Ginny, thanks for participating in our Generating Beautiful...

Sidekick Insights Chat

**Quantify.ly**  
quantify.ly

Employees 1k-5k  
Revenue >\$1B  
Headquarters Mountain View  
Local Time 1:14 PM  
Show More

Quantify.ly is the world's leading analytics provider with more than 5,000 customers in more... <http://www.quantify.ly/newsroom>

No HubSpot Records

Sidekick Insights Chat

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Show More

Quantify.ly is the world's leading analytics provider with more than 5,000 customers in more... <http://www.quantify.ly/newsroom>

Save Contact in HubSpot

idvoren@quantify.ly  
mfradette@biglytics.com  
gtucker@quantify.ly  
agerar@biglytics.com

Company Contacts Show More

HubSpot **Contacts** Companies Deals Tasks Settings Search Marketing

All contacts  
1,014 contacts · Default View

Search contacts... Add contact Columns

Save this view... Reset

All contacts Reset filters

+ Add filter...

	Name	Email	Company Name	Phone Number	Create Date	Job Title / Role	Lead Status
<input type="checkbox"/>	Eric Klose	eklose@wayfair.com	Wayfair	617-555-1212	08/12/2014	Marketing	-
<input type="checkbox"/>	Jeff Brailsford	geoffrey@thelevelup.com	LevelUp	5089425258	08/08/2014	Lead Designer	-
<input type="checkbox"/>	Leo Strupczewski	lstrupczewski@monetate.com	Monetate	857-829-5638	07/15/2014	CMO	-
<input type="checkbox"/>	matt@markforged.com	matt@markforged.com	-	5089425258	07/09/2014	-	-
<input type="checkbox"/>	John DeMaio	john@enterpriserecruiting.net	-	-	07/09/2014	-	-
<input type="checkbox"/>	bleary@crm-essentials.com	bleary@crm-essentials.com	-	-	07/08/2014	-	-
<input type="checkbox"/>	Linda Zid	lzid@pragmaticmarketing.com	-	-	05/20/2014	-	-
<input type="checkbox"/>	cole.harrup	cole.harrup@newcast.co.za	Zenith Optimedia	-	04/14/2014	Front end developer	-
<input type="checkbox"/>	Marc Roth	marc@purelife.ca	purelife communications	-	04/13/2014	Principle Strategist	-
<input type="checkbox"/>	Sheri Paul	sheri7960@comcast.net	iResortApp	-	04/11/2014	Owner	-
<input type="checkbox"/>	Nick Best	nick@detroitlawyers.com	Detroit Lawyers PLLC	-	04/11/2014	Owner	-
<input type="checkbox"/>	Jacqueline wiesenfeld	reo@floridarealestateforce.com	Florida Real Estate Force LLC	-	04/11/2014	broker	-
<input type="checkbox"/>	Judy Levenson	judy_levenson@yahoo.com	Urban League	-	04/11/2014	VP Development	-
<input type="checkbox"/>	Holly	wstret@citlink.net	-	-	04/11/2014	-	-
<input type="checkbox"/>	Joe	joe.cunningham3@gte.net	-	-	04/11/2014	-	-
<input type="checkbox"/>	Randy	randyr@epicrealitylv.com	-	-	04/11/2014	-	-
<input type="checkbox"/>	Laura	lauras@misnomer.org	-	-	04/11/2014	-	-
<input type="checkbox"/>	Mirek	mirek@letterboxdeals.com.au	-	-	04/11/2014	-	-
<input type="checkbox"/>	test	info@testing.com	-	-	04/11/2014	-	-
<input type="checkbox"/>	Evon	ehalladay@fs.fed.us	-	-	04/11/2014	-	-
<input type="checkbox"/>	Arik	arik@linguataower.com	-	-	04/11/2014	-	-

# Company & Contact Management



Eric Klose

Wayfair

## ABOUT ERIC

First Name Eric  
Last Name Klose  
Company Name Wayfair  
Job Title / Role Marketing  
Email eklose@wayfair.com  
Phone Number 617-555-1212

Show more properties...

## ERIC'S COMPANY



Wayfair is the largest pure-play online retailer of home goods in the US. The company, founded in 2002 as CSN Stores, is based in Boston, MA, and has additional offices in Utah, Kentucky, Galway, Ireland, London, England and Munich, Germany. Wayfair employs over 1,000 people across those offices. Key categories for the company include furniture, decor, kitchen & dining products, home improvement, patio & garden and baby. In 2011, Wayfair's sales exceeded \$500 million.

<http://wayfair.com>

Name Wayfair

Company Domain wayfair.com

Annual Revenue 500000000

[New note](#) [Email](#) [Call](#) [+ Log activity](#) [Create task](#)

Start typing to leave a note...

 Eric Klose viewed page [About Us](#) Today at 10:28 AM Eric Klose downloaded [Product Information](#) Today at 10:28 AM

Brian Halligan sent an email to Eric Klose Last Thursday at 3:20 PM

To: Eric Klose

From: Brian Halligan

Subject: Catch Up?

Body:

Hi Eric - great catching you yesterday, I'd love to hear a bit more about marketing at Wayfair and if HubSpot can help.

# Rich Contact & Company Profiles

HubSpot **Contacts** Companies Deals **Tasks** Settings

My deals  
Default View

Search deals...

Save this view... Reset

All deals Reset filters

+ Add filter...

Appointment Scheduled	Qualified To Buy	Decision Maker Bought-In	Closed Won	Closed Lost
<p>Abacus Data Systems, Inc. - New Deal \$800.00 08/30/2014</p> <p>Zarion Software - New Deal \$700.00 08/30/2014</p>	<p>Wok Box - New Deal \$1200.00 08/30/2014</p>	<p>Wayfair - New Deal \$1200.00 08/04/2014</p> <p>master-service - New Deal \$1100.00 08/02/2014</p> <p>Offre &amp; Demande Agricole - New Deal \$1250.00 08/30/2014</p> <p>Panorama Environmental - New Deal \$1100.00 08/30/2014</p> <p>LevelUp - New Deal \$1000.00 08/04/2014</p> <p>Express Printing Services, Inc. - New Deal \$1000.00 08/30/2014</p>	<p>MarkForged - Carbon Fiber Additive Manufacturing - New Deal \$1200.00 06/10/2014</p>	<p>Lindum Packaging - New Deal \$400.00 08/30/2014</p>

# Deal Management



## Sales Dashboard

Only me

This month

QUOTA 70%

\$1200

## Deal Forecast

\$250

\$100

\$90

\$40

\$20

\$10

WON  
10%VERBAL CO...  
8%POST-IMA CLOSE  
18%DEMO PENDING  
10%DISCOVERY CALL  
20%CONTACTED  
10%

Select a deal stage to see active deals

QUOTA 70%

\$1200

## Deal Forecast

\$250

\$100

\$90




\$40

\$20





\$10

WON  
10%VERBAL CO...  
8%POST-IMA CLOSE  
18%DEMO PENDING  
10%DISCOVERY CALL  
20%CONTACTED  
10%

My Deals &gt; Post-IMA Close: 4 deals

Company	Last Contacted	Deal Amount	Signed up
 David Oates	✉ deoates@gmail.com	☎ (704) 996-1324	📅 2 hours ago
 Jill Miller	✉ jmiller@hubspot.com	☎ (234) 122-1235	📅 3 hours ago
 Michael Pici	✉ mpici@tescharlotte.org	☎ (784) 213-2345	📅 Yesterday

## RECENT ACTIVITY

-  Christopher Stone replied to your email  
2 minutes ago
-  Missed call from Jennifer Oates  
2 minutes ago
-  Andy Pitre commented on a deal you own  
2 minutes ago
-  Christopher Stone replied to your email  
2 minutes ago

[View all recent activity](#)

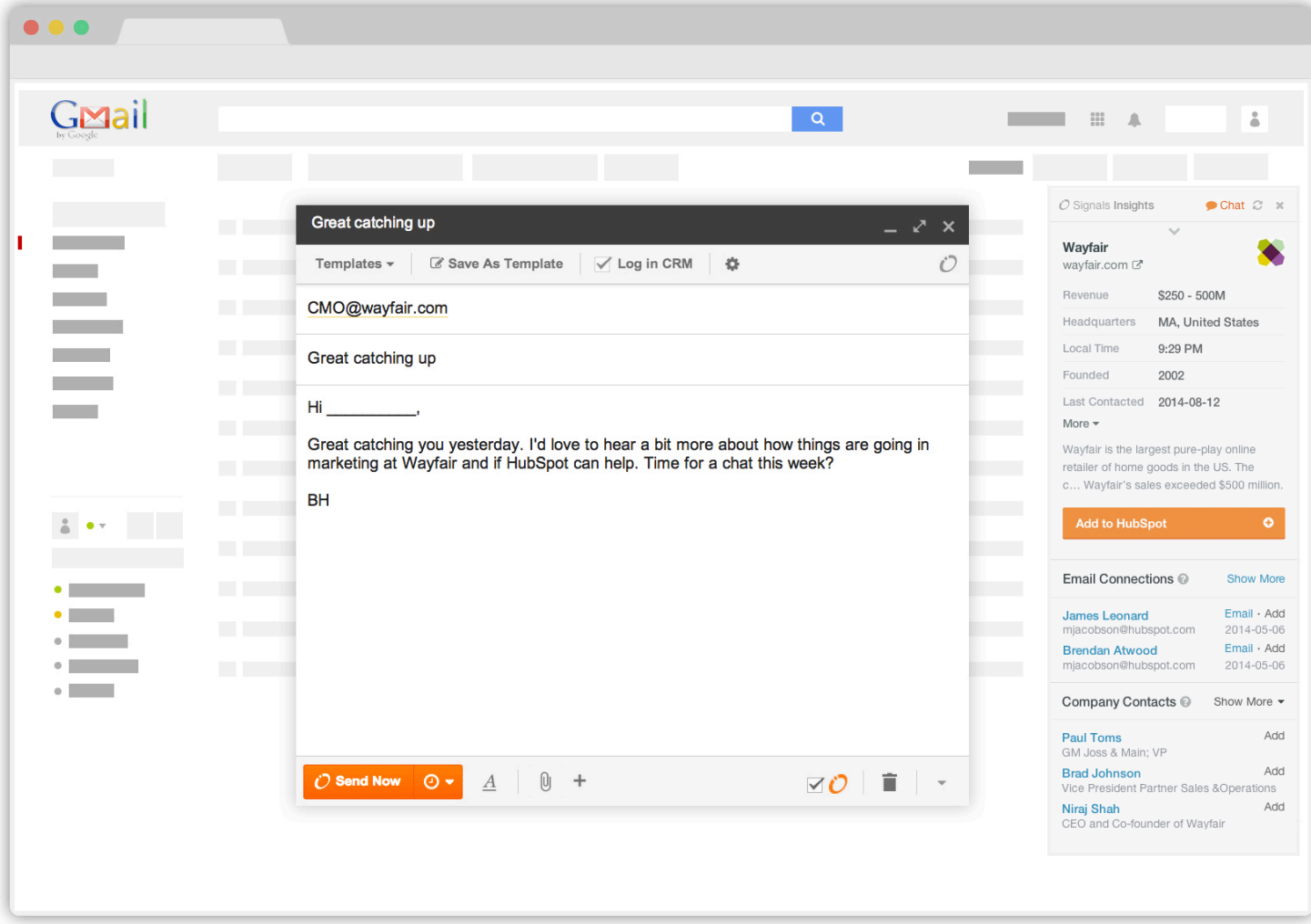
## DAY AT A GLANCE

HubSpot <=> ABCO Tech Discovery Call  
9:30 - 10:30 Starts in 20 minutesPresentation: Mike Pici & HubSpot  
11:30 - 12:30HubSpot <=> ABCO Tech Discovery Call  
9:30 - 10:30Presentation: Mike Pici & HubSpot  
11:30 - 12:30[View in Calendar](#)

## EMAIL INBOX

-  Re: HubSpot Demo

# Simple Reporting



# Sidekick Integration

# CRM Rollout Timeline

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**Announcement**  
INBOUND 2014

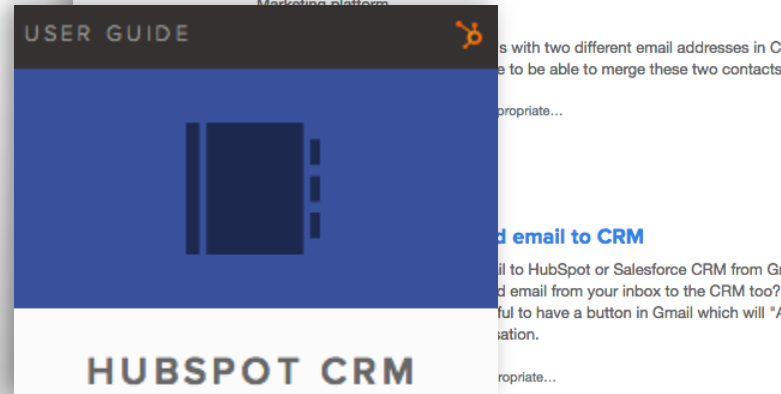
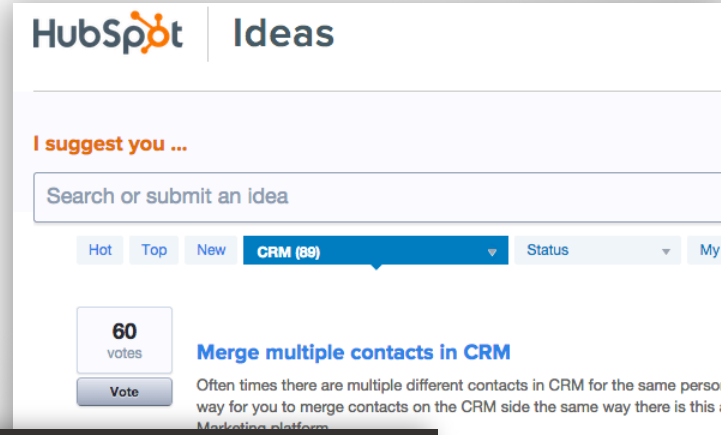
**Available to All  
Customers**  
NOVEMBER 2014

**Available to Non  
HubSpot Customers**  
Q1, EXACT DATE TBD

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# Learning more & getting help

- **Getting Support**
- HubSpot customers > HubSpot Support
- Anyone > Uservoice (in-app)
  
- **Product Ideas**
- [ideas.hubspot.com](https://ideas.hubspot.com) – CRM category
  
- **Educational Resources**
- CRM User Guide at [knowledge.hubspot.com](https://knowledge.hubspot.com)



# Your Panelists



**Patrick Biddiscombe**  
CEO  
New Breed Marketing  
**@pbiddiscombe**



**Matt Sunshine**  
Executive VP  
The Center for Sales Strategy  
**@mattsunshine**



**Doug Davidoff**  
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Imagine Business Development  
**@dougdaidoff**

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Imagine Business Development  
**@dougdaidoff**

How did you start out offering sales services?

START



Which sales services do you offer today?



How did you begin to move into the sales space?

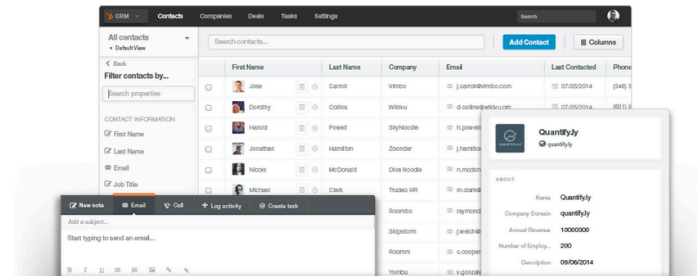


# How do the new HubSpot Sales products fit into your mix of service offerings?



## HubSpot CRM

Organize, track, and sell without complications or confusion.



Say goodbye to manual tasks and confusing features. HubSpot CRM is the easy to use system your sales team will love.

# Who is the decision maker when selling sales services?



How did you determine the right prospects for your sales services?



Who, on your team, services the sales offerings?





**Is your sales offering separate or is it built into an offering alongside your marketing services?**



How do you calculate the costs of offering sales services?



# How do you drive demand for your sales services?



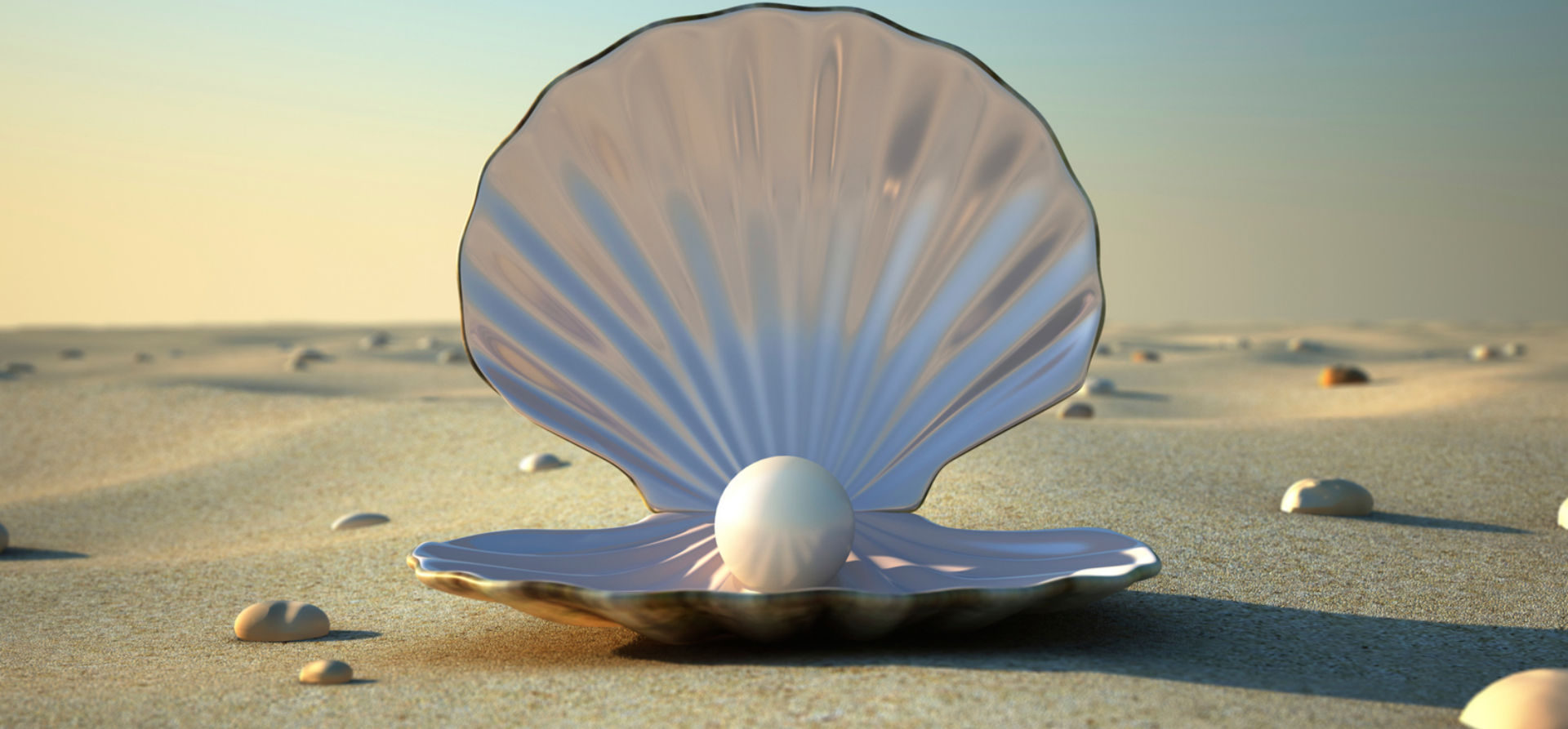
How do you qualify an existing client or prospect for sales services?

REJECT

APPROVE



If you had to give one pearl of wisdom to the audience here today, what would it be?



# Questions?



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Resources & Recording Available at

<http://bit.ly/partner-crm>

Password: “partnercrm”



**THANK YOU!**