GROW YOUR PEOPLE
GROW YOUR AGENCY

A GUIDE FOR HUBSPOT's BEST PARTNERS

April 2014

Dan Tyre, HubSpot

V2.F

Agenda

- Welcome & Introductions
- HubSpot's Partner Program Commitment
- 3 Tips for Growing your Team
- 3 Tips for Growing your Agency
- Q&A

DAN TYRE

@dantyre

Employee #6 @ HubSpot

Scaled ALI to $25M 1997-08

HubSpot is my fifth start up

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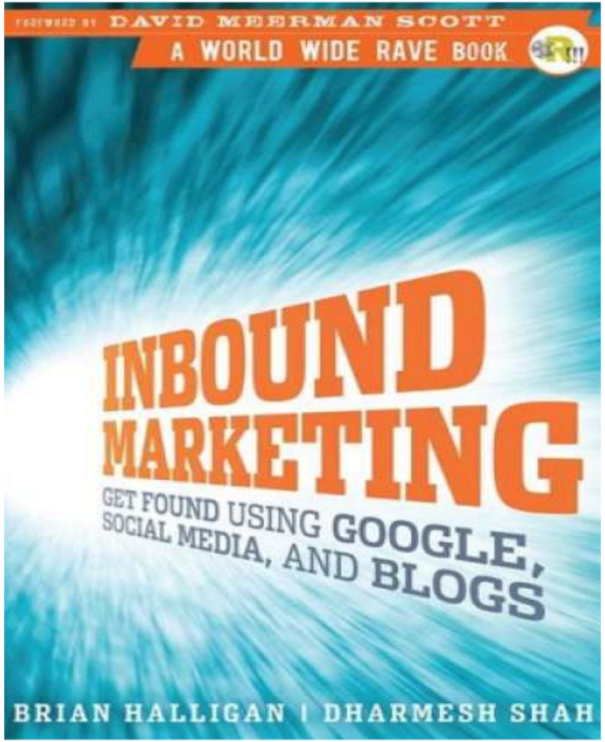
HubSpot

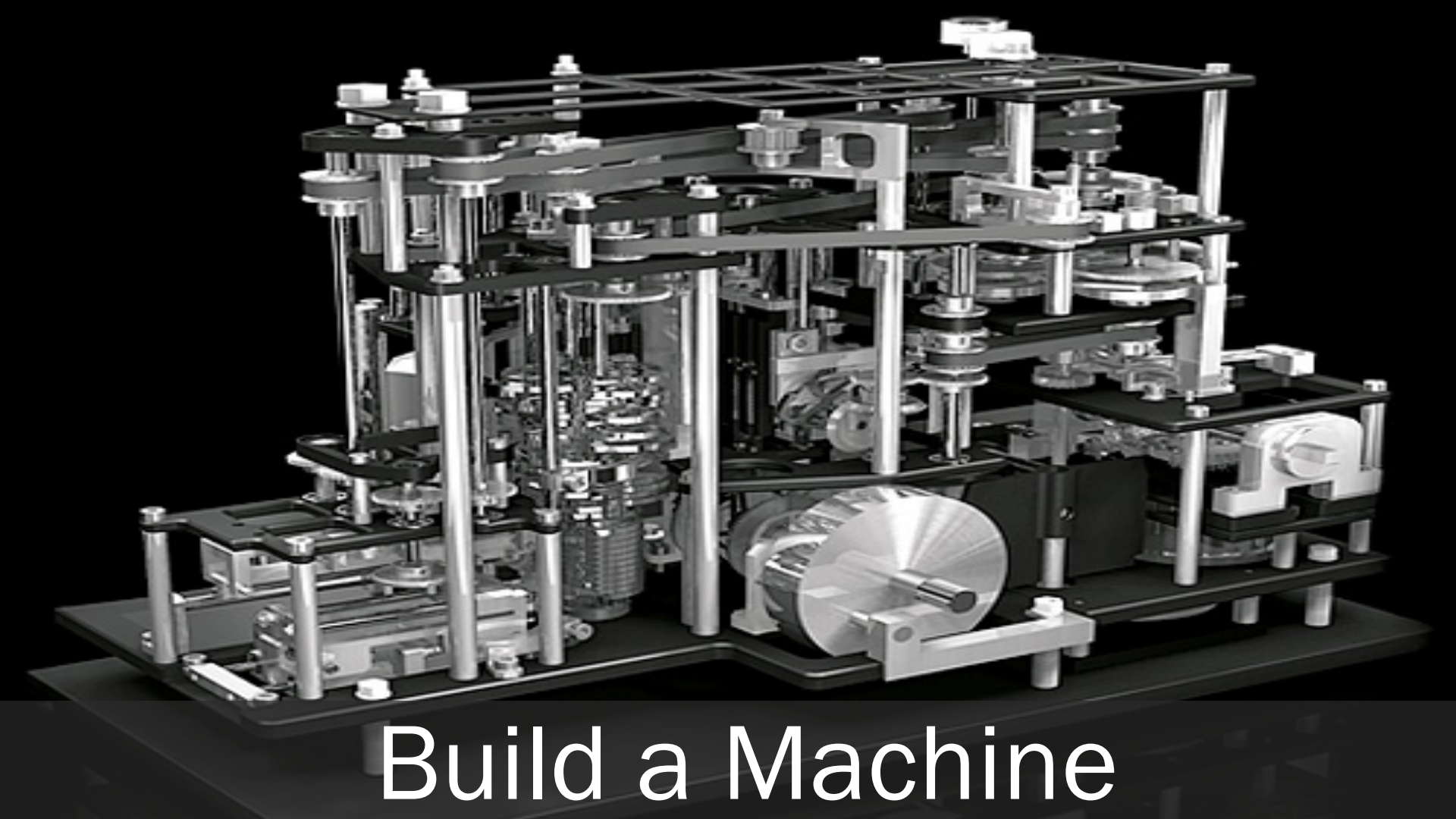
Software Pricing Case Studies Partners About Blog

Supercharge your agency's growth.

Build a scalable, predictable source of business as a HubSpot Partner.


FOREWORD BY DAVID MEERMAN SCOTT
A WORLD WIDE RAVE BOOK
INBOUND MARKETING
GET FOUND USING GOOGLE, SOCIAL MEDIA, AND BLOGS
BRIAN HALLIGAN | DHARMESH SHAH

Measure Every Step



Build a Machine

Co.Exist
@FastCoExist

Follow

Happy workers are productive: Science proves it. f-st.co/Zjc4MAV pic.twitter.com/5mUsTZQt0H

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Grow Your People

- Find the right hiring process
- Motivate the stuffing out of them
- Your people create your culture

Find the right hiring process

B	C	D	E
Weaknesses			
Move Forward?			
Criteria			
Skill	Question	Score (1-4)	Not
Preparation	How did you prepare for this discussion?		
Preparation	Tell me what you know about HubSpot.		
Comprehension	What is your understanding of the BDR role?		
Concise	Give me some highlights from your experience		
Humility/Self Awareness	What would be the biggest challenge in the BDR role? >How would you overcome it?		
Effectiveness	What accomplishment are you most proud of?		
Desire for sales	In any of your past jobs, what did you like the best/least?		
Bouyancy/Responsibility/Positive Attitude	Tell me about a time you were weren't as successful as you hoped. >Why do you think that happened? >>How did you rebound?		
Coachability	Tell me about a time when you were doing your job and you lacked the information necessary to continue, what did you do?		
Clarity	Please explain something that may be complex for the average person to understand (paper you wrote, project you worked on, etc)		
Adaptable	Tell me about a time you had to change direction in the middle of a project and how you handled it?		
Remarkable/Transparency	If I were to talk to your last manager what are 2 things they'd say they would want you to work on?		
Heart	Tell me about the last time you did something nice for someone else.		
Curiousity	What questions do you have for me?		
Phone Presence	Energy level, voice, personality, building rapport		
	Total	0	

Motivation

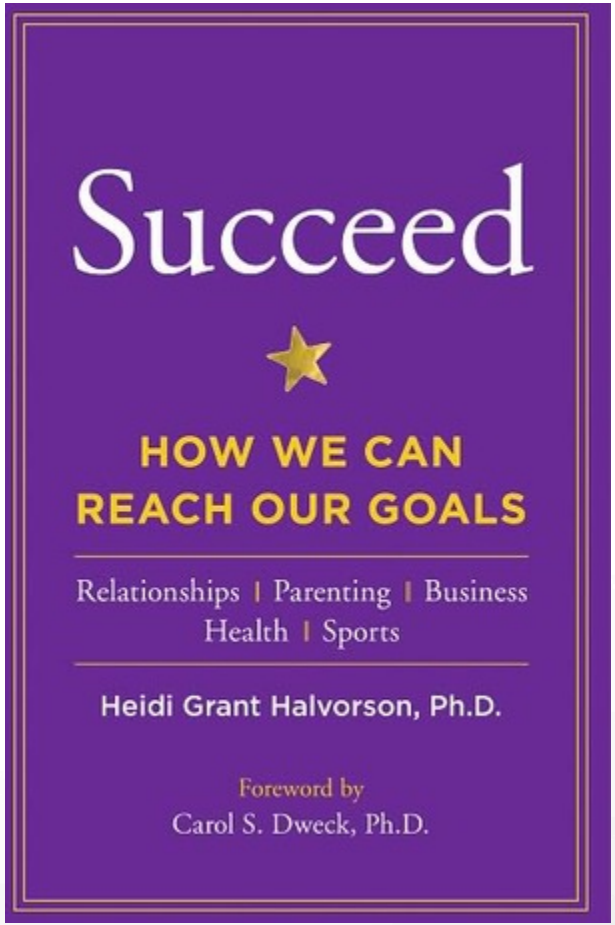
THE HubSpot

CULTURE CODE

Creating a company we love.

Grow your Agency

- Define your personal & professional goals
- Stay focused on your business
- Remember your “tyre-isms”


Succeed
HOW WE CAN
REACH OUR GOALS
Relationships | Parenting | Business
Health | Sports
Heidi Grant Halvorson, Ph.D.
Foreword by
Carol S. Dweck, Ph.D.

Vision Mission & Values

Focus

Tyre-isms

- Have fun, learn stuff & make $
- Use your lifelines
- 99% of life is just moving forward especially when it is nearly impossible

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SEPTEMBER 15-18, 2014 | BOSTON, MA

Boston Convention & Exhibition Center (BCEC)

WHAT TO EXPECT?

- 7,000+ ATTENDEES
- 5 INSPIRING KEYNOTES
- +30 BOLD TALKS
- INBOUND EXPERTS
- 100+ EDUCATIONAL SESSIONS
- TRAINING DAY
- CLUB INBOUND
- AGENCY HUB
- SPONSOR SHOWCASE
- INBOUND ROCKS

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SOME OF OUR #INBOUND14 SPEAKERS:

SIMON SINEK | DAVID MEERMAN SCOTT | JILL KONRATH

GO!

3 Questions for Dan

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