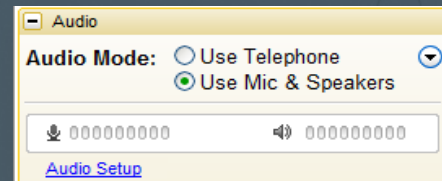


# USING HUBSPOT SALES PRO TO IMPLEMENT AN INBOUND SALES STRATEGY



We will be starting at 2:00 pm ET.

Use the Question Pane in GoToWebinar to Ask Questions!

1

Use the hashtag #InboundLearning on Twitter

2

Question of the day

The background is a dark blue-grey color with a repeating pattern of small, light grey lightbulb icons. The icons are arranged in a grid-like fashion, with some slightly offset from others, creating a subtle texture.

**@HubSpotAcademy**

**#InboundLearning**



Mark Kilens

@MarkKilens





Kyle Jepsen  
@kyle\_jepson



# AGENDA

- 1 Inbound Sales and Sales Enablement
- 2 How does HubSpot Sales help?
- 3 Live demo
- 4 Next steps and resources

A large, bold, orange number '1' is positioned on the left side of the slide, serving as a section marker. The background is a dark blue-grey color with a repeating pattern of small, light grey lightbulb icons.

# INBOUND SALES AND SALES ENABLEMENT

**Inbound sales**  
transforms sales to  
match the way  
people buy.







Remember,  
you're not trying to sell.

**YOU'RE TRYING TO  
HELP THEM BUY!**

INBOUND  
SALES  
CERTIFICATION



Some people need  
a lot of help.







Sales enablement  
helps reps **do more  
work in less time.**



# INBOUND SALES

# INBOUND SALES + SALES ENABLEMENT

# INBOUND SALES ENABLEMENT



# INBOUND SALES ENABLEMENT

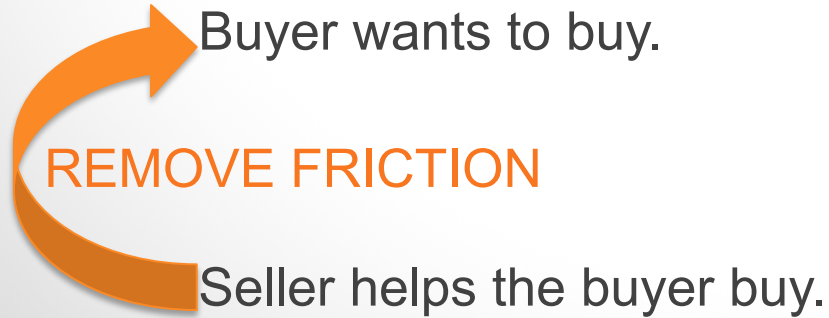
Buyer wants to buy.

# INBOUND SALES ENABLEMENT

Buyer wants to buy.

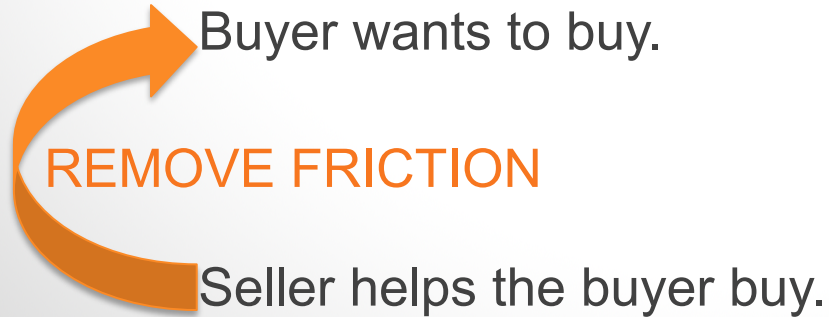
Seller helps the buyer buy.

# INBOUND SALES ENABLEMENT



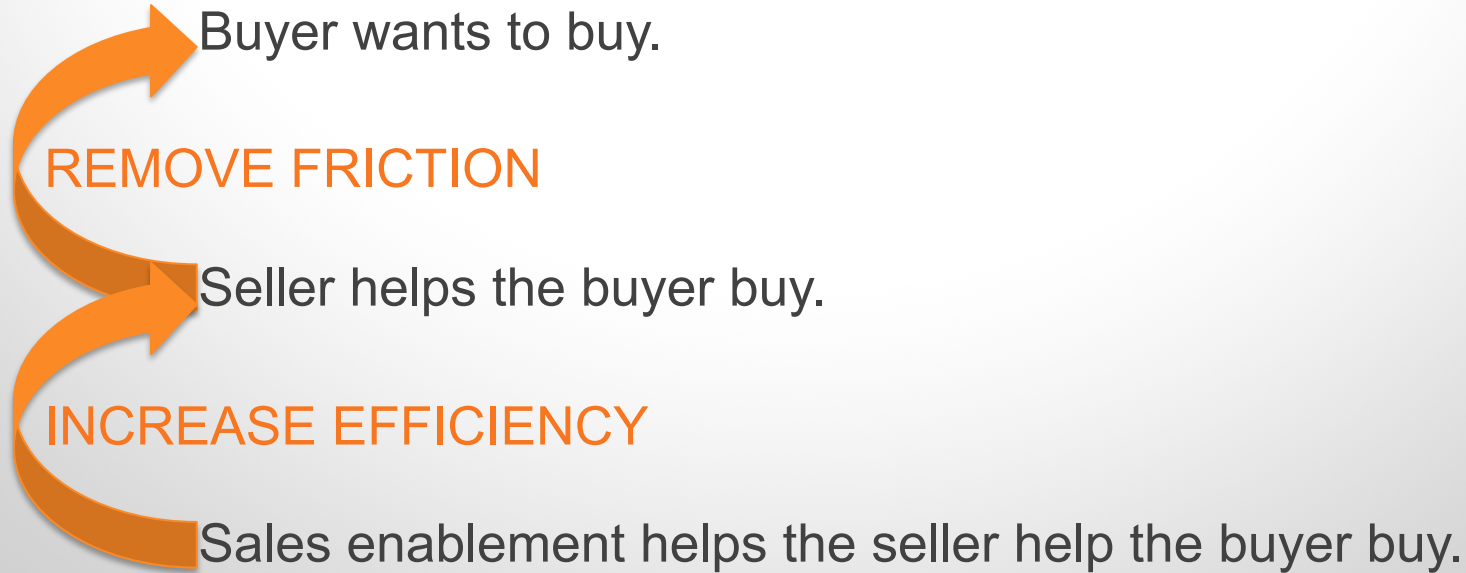


# INBOUND SALES ENABLEMENT



Sales enablement helps the seller help the buyer buy.

# INBOUND SALES ENABLEMENT



A large, bold, orange number '2' is positioned on the left side of the image. The background is a dark blue-grey color with a repeating pattern of small, light grey lightbulb icons.

HOW DOES  
HUBSPOT SALES HELP?



Things reps **have** to do **VS** Things reps **want** to do



Things reps **have** to do



# WEBSITE VISITS

prospecting ●

hit quota

follow up

schedule meetings

pay taxes

**CLOSE  
DEALS!**

follow up

send emails

go to the dentist

find the right contact

follow up

Things reps **have** to do

# SOCIAL INTEL

**CLOSE  
DEALS!**

hit quota

follow up

schedule meetings

pay taxes

follow up

send emails

go to the dentist

find the right contact

follow up

Things reps **have** to do

# TEMPLATES

**CLOSE  
DEALS!**

hit quota

follow up

schedule meetings

pay taxes

follow up

send emails

go to the dentist

follow up

Things reps **have** to do

# MEETINGS



Things reps **have** to do

# SEQUENCES

**CLOSE  
DEALS!**

hit quota

follow up

pay taxes

follow up

go to the dentist

follow up

Things reps **have** to do







Things reps **have** to do **VS** Things reps **want** to do

**Are you using HubSpot Sales Pro?**

**3** LIVE DEMO!



4

# NEXT STEPS AND RESOURCES

# NEXT STEPS

- 1 Set up your meetings links
- 2 Use templates for emails you send regularly
- 3 Create a sequence and use it to follow up with someone



# RESOURCES

- 1 [Using Meetings, Templates, and Sequences Together](#)
- 2 [What Is Sales Enablement?](#)
- 3 [Inbound Sales Certification](#)

THANK YOU.