

HUBSPOT CRM FOR SALES LEADERS

SALES LEADERS WHO ARE LOOKING TO ADVANCE YOUR SALES STRATEGY TO INCLUDE AN INBOUND APPROACH WILL LEARN HOW TO CUSTOMIZE YOUR HUBSPOT CRM TO ALIGN WITH YOUR SALES TEAM AND ENABLE SALES TEAM SUCCESS.

SESSION TIME: 1:00 PM - 4:30 PM

TRAINING TRACK: SALES

INBOUND TRAINING DAY 2016

SETTING UP FOR CRM SUCCESS

Learn to navigate the CRM's powerful interface, set up custom views and create custom properties to focus your team and drive results. Set your defaults, and understand the CRM settings to get the most out of your work day.

CORRECTLY SCALE YOUR DATABASE

Discover the best practices when importing and managing the data in your CRM, register new users and learn the essentials of setting user permissions.

INBOUND SELLING

Learn how to develop an inbound sales strategy including: lead status, deals, pipelines and transform your current sales process into an inbound sales process.

CREATING DEAL STAGES & FORECASTING

Uncover strategies to creating, managing and following through on your deal stages by leveraging the power of the Sales Dashboard and using data to improve forecasting future success.

Required Materials:

- Laptop & charger (tablet/smartphone will not suffice)
- Must have a HubSpot CRM account prior to attending this course

This course pairs well with the Sales and Marketing Alignment for Leaders Inbound Training Day Session