

The #1 BigThing That Supercharged My Agency's Sales

DAN TYRE & DAVID WEINHAUS

HubSpot Partner Sales Learning & Development

PLUS 4 MIGHTY LION GRADS WHO
ARE CLOSING BUSINESS TODAY!



DAVID WEINHAUS
@davidweinhaus



7 YEARS @ HUBSPOT
TRAINED '000s OF AGENCY's ON SALES
GLOBAL LEAD, PARTNER SALES
BOOTCAMP PROGRAM
SALES STRATEGIST

DAN TYRE
@dantyre



EMPLOYEE #6 AT HUBSPOT
FIVE START UPS SINCE 1981
SPEAKER, BLOGGER, MENTOR,
MOTIVATOR
SALES MACHINE

**Josh
Curcio**

COO/Partner,
Protocol 80



**Omi Diaz-
Cooper**

CEO, Diaz
& Cooper
Advertising



**Christine
Tierl**

President,
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**Barbro
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Name

Agency / Location / Agency Size

How Long HubSpot Partner

Fun Fact!

Pipeline Generation & *The Connect Call*

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CURCIO**

COO/PARTNER,
PROTOCOL 80



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President,
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Omi



Barbro

#1BIGTHING

CONNECT CALL ROLE PLAY! - JOSH



- **Calling on:** a street car manufacturing firm
- **Because:** They were recently on the news – got a visit from State Senator Bob Casey.
- **Research includes:** Had spoken with Sales Director 7 years ago – remember he is a mountain biker
- **Calling:** Sales Director – Michael Black

CONNECT CALL ROLE PLAY! - CHRISTINE



- **Calling on:** a community bank with 100+ employees and several branches
- **Because:** Christine needs a new client, the prospect's advertising is dated, and Christine will be speaking at an upcoming banking conference
- **Researched that:** They have a small marketing department and seem to do a lot of work in-house
- **Calling:** Bank President – Joe Money

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#PickupthePhone



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#1BIGTHING

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#PickupthePhone



#HelpingNotSelling

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#1BIGTHING

SALES SKILLS

&

The Exploratory Call

Josh



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EXPLORATORY CALL ROLE PLAY! - OMI & BARBRO



- **Meeting with:** ProEvents – A corporate event management company – produces client conferences, new product releases, investor conferences & more.
- **Research includes:** The company has 50 fulltime employees. Their website lists clients such as Amtrak, Boeing, & Perrier.
- **Meeting Because:** They are happy with their website, but want to create a couple of industry targeted 'hubs' on their site that feature case studies and targeted messaging for 1) transportation and 2) food & beverage. They also want to drive more leads. You were referred by a trusted mutual professional acquaintance
- **Meeting with:** Director of Sales / Client Services

PROEVENTS DOES:



Customer Conferences



New Product Releases

**Corporate
Retreats &
Management
Conferences**



**And
More...**

Josh



Christine



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**#SellValueDon't
Chase Dollars**



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**#SellValueDon't
Chase Dollars**

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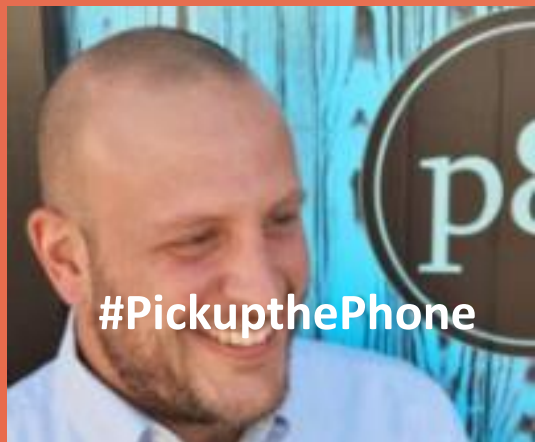
Founder,
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#FindtheGap

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APPLY TO A PARTNER SALES BOOTCAMP*!

PIPELINE GENERATION BOOTCAMP

*Generate More
Opportunities*



See: www.bit.ly/pgbinfo for more info

SALES SKILLS BOOTCAMP

*Advance and Close
More Deals*



See www.bit.ly/ssbinfo for more info

TAKING APPLICATIONS FOR

- JANUARY REMOTE/ZOOM SESSIONS (NO CHARGE – MAY BE A WAIT TO GET IN)
- CAMBRIDGE IMMERSIVE 2 DAY CLASSROOM TRAINING (WEEK OF JAN 16TH – SMALL FEE)

**Requires CAM Nomination*

QUESTIONS?



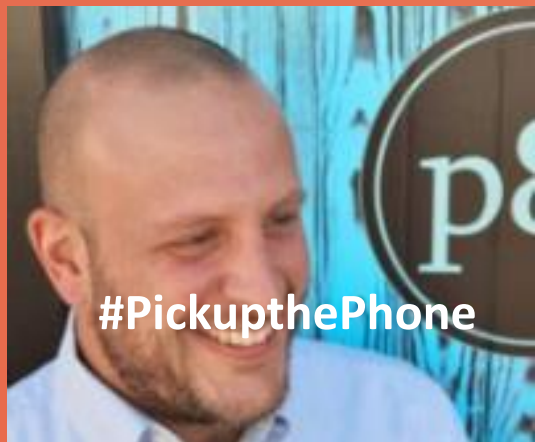
The background is a solid orange color. It features several geometric shapes: a small solid circle on the left, a large solid circle at the bottom left, and a series of concentric circles in the top right corner, with the outermost being a thin line and the inner ones being slightly thicker.

THANK YOU

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