

SUCCESSING WITH VIRTUAL SALES IN 2020

Jonas Hanspach

Customer Success Manager @ HubSpot



Hi, I'm Jonas



Customer Success Manager since Aug 2019

Work with our Sales Hub customers on a daily basis and help them save time, accelerate sales cycles and close more deals



Agenda

Uncover More Leads

Connect With More Leads

Close Deals Faster

Manage Your Pipeline



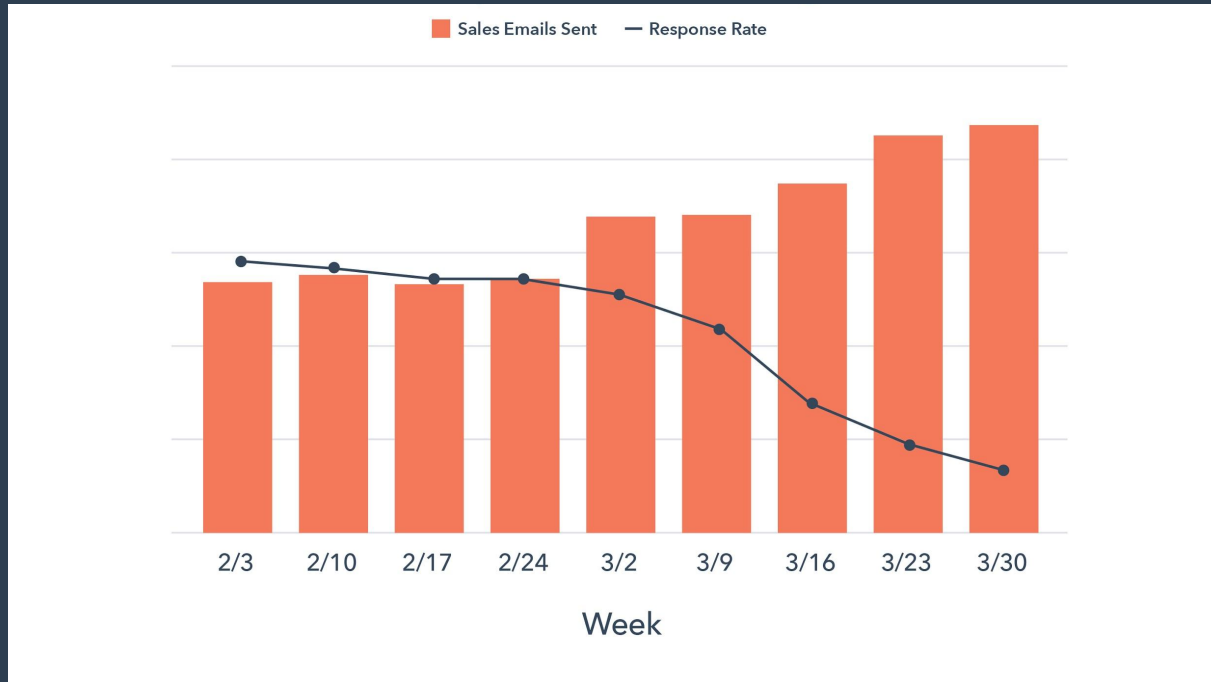
“Responses to sales outreach have decreased, suggesting that sales strategies need to be adjusted to reflect the current buying reality.”

Kipp Bodnar
Chief Marketing Officer

HubSpot



Sales teams are sending much more emails but responses are declining



Do you relate?



Uncover New Leads



Prospects

Track prospects' visits to your site in real time, determine which companies are the most engaged, and set up custom email notifications for your team.

Sort prospects using dozens of different filtering criteria like geography, company size, number of visits, and more.

Visits

< Back

Filtering on "All visits"

Add filter

Filter visits by...

MOST USED PROPERTIES

- City
- Postal Code
- State/Region

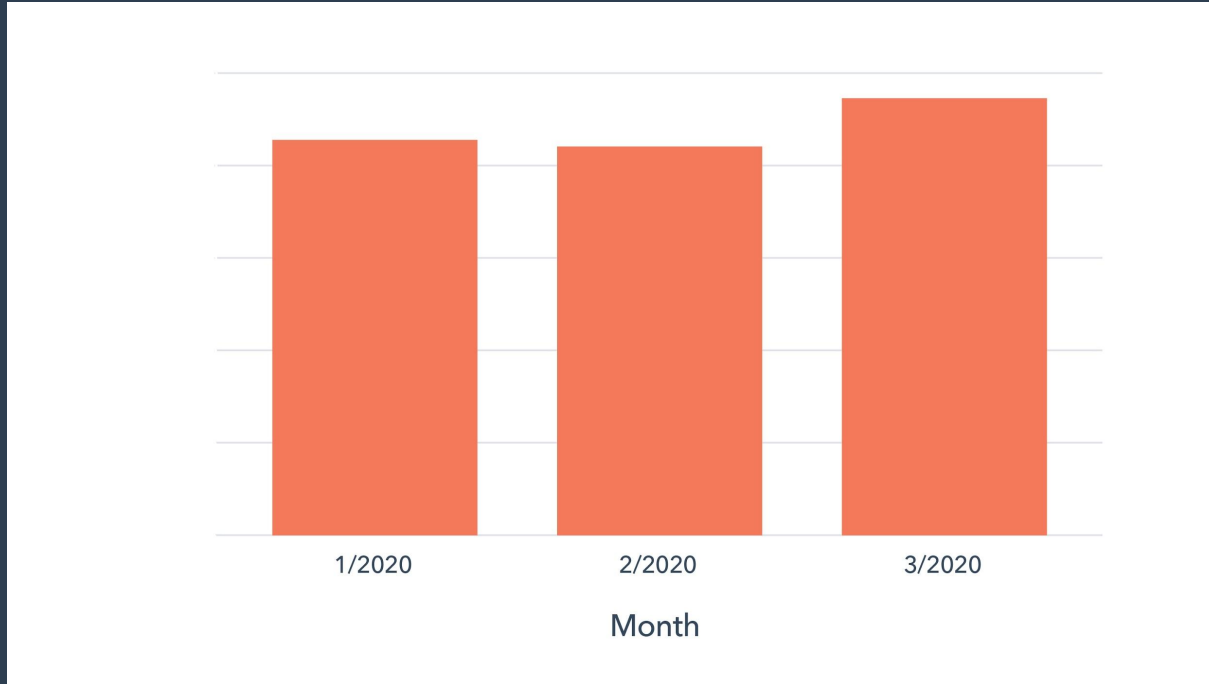
ALL PROPERTIES

Prospect properties

- Address
- City
- Country

<input type="checkbox"/>		NAME
<input type="checkbox"/>		netBlazr
<input type="checkbox"/>		Boston University
<input type="checkbox"/>		Bicon, LLC
<input type="checkbox"/>		Massport
<input type="checkbox"/>		Brightcove
<input type="checkbox"/>		Suffolk University
<input type="checkbox"/>		Partners HealthCare
<input type="checkbox"/>		Massachusetts Convention C...
<input type="checkbox"/>		Motion Recruitment Partners...

Monthly website visits are increasing



Best practices

1. Get a daily report of companies visiting your website
2. Add relevant companies to your database and let HubSpot pull in key information
3. Prioritize by filters such as visited more than one page, more than 1 visitor or visited in the last week
4. Check the company on LinkedIn and identify key decision makers

Visits

< Back

Filtering on "All visits"

Add filter

Filter visits by...

MOST USED PROPERTIES

City

Postal Code

State/Region

ALL PROPERTIES

Prospect properties

Address

City

Country

<input type="checkbox"/>		NAME
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<input type="checkbox"/>		Boston University
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<input type="checkbox"/>		Suffolk University
<input type="checkbox"/>		Partners HealthCare
<input type="checkbox"/>		Massachusetts Convention C...
<input type="checkbox"/>		Motion Recruitment Partners...

Sequences

Tee up a timed series of email messages based off your templates with Sequences.

Automate your outreach & follow-up by enrolling your prospects with just a few clicks.

Use smart send times to ensure maximum open rates.

The screenshot displays the HubSpot Sequences interface. On the left, a sidebar shows the 'Mail' menu with options like 'Inbox (2)', 'Starred', 'Sent Mail', 'Drafts (5)', and various folders. The main area is titled 'Sequences Meeting Follow Up'. It shows a sequence diagram with two emails: 'EMAIL 1' (Thu 9/14) and 'EMAIL 2' (Tue 9/19). The 'Start sequence at' dropdown is set to 'Email 1'. The 'Send email on' settings are '09/14/2017' at '7:10 PM'. The email content includes a 'Biglytics Recap' and a list of services: 'Biglytics - \$50/month per user', 'Custom Objects - Unlimited', 'Advanced Reporting - Unlimited', 'Advanced Permissions', and 'Unlimited Events - Unlimited usage events'. At the bottom, there are 'Start sequence' and 'Cancel' buttons, and the recipient email is 'To: jrusso@hubspot.com'.

Best practices

1. Have a clear goal in mind for your sequence
2. Don't just email
3. Personalise as much as possible with tokens, e.g. first name, company name, video links
4. Include a 'break-up' message

Visits

< Back

Filtering on "All visits"

Add filter

Filter visits by...

MOST USED PROPERTIES

City

Postal Code

State/Region










ALL PROPERTIES

Prospect properties

Address

City

Country

<input type="checkbox"/>		NAME
<input type="checkbox"/>	<input type="checkbox"/>	 netBlazr
<input type="checkbox"/>	<input type="checkbox"/>	 Boston University
<input type="checkbox"/>	<input type="checkbox"/>	 Bicon, LLC
<input type="checkbox"/>	<input type="checkbox"/>	 Massport
<input type="checkbox"/>	<input type="checkbox"/>	 Brightcove
<input type="checkbox"/>	<input type="checkbox"/>	 Suffolk University
<input type="checkbox"/>	<input type="checkbox"/>	 Partners HealthCare
<input type="checkbox"/>	<input type="checkbox"/>	 Massachusetts Convention C...
<input type="checkbox"/>	<input type="checkbox"/>	 Motion Recruitment Partners...

Here's an example

Steps Settings

7 steps | 16 days to complete
A contact will be unenrolled from this sequence in any of these cases

1. Automated email Actions

Template: Prospecting (Email #1) copy Owner: Karina Clifford

Subject: Quick thought

Hey Contact: First name,

Whenever I reach out to someone I have to have a reason. That reason needs to be timely and helpful based on research that I have done on your company.

- RESEARCH-DRIVEN REASON 1
- RESEARCH-DRIVEN REASON 2
- RESEARCH-DRIVEN REASON 3

Do you want to talk and learn more? You can book a time on my calendar here Sender's meetings link.

Best,

See less

+

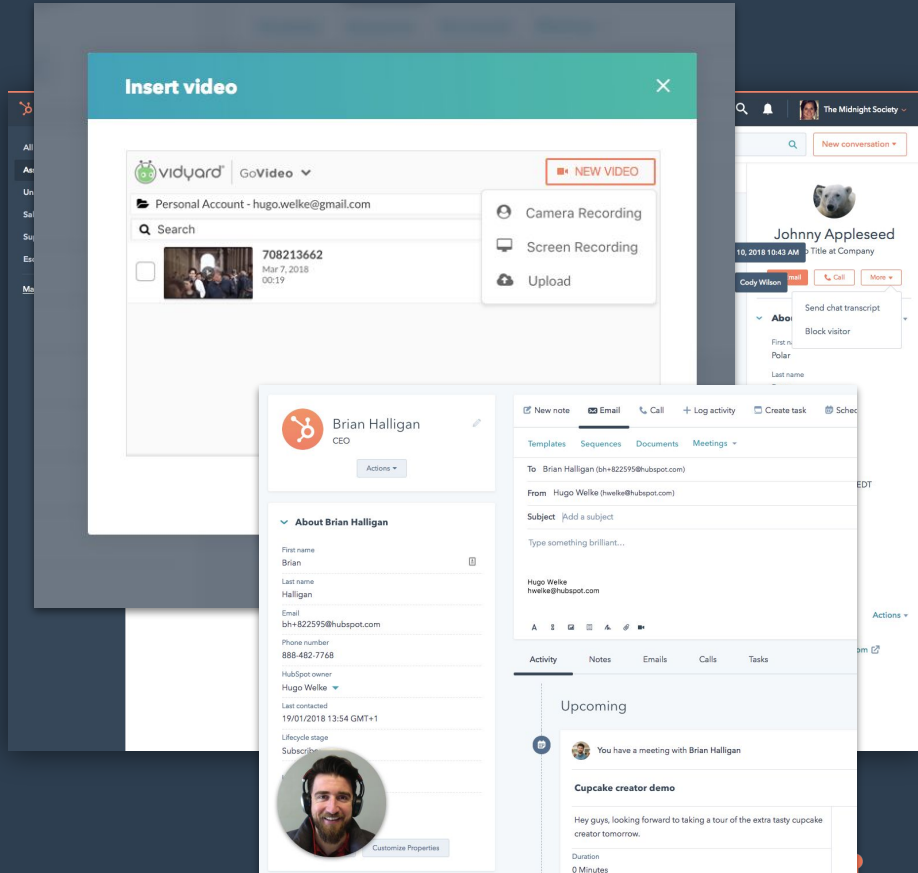
2. To-do Actions

Create task in 1 day



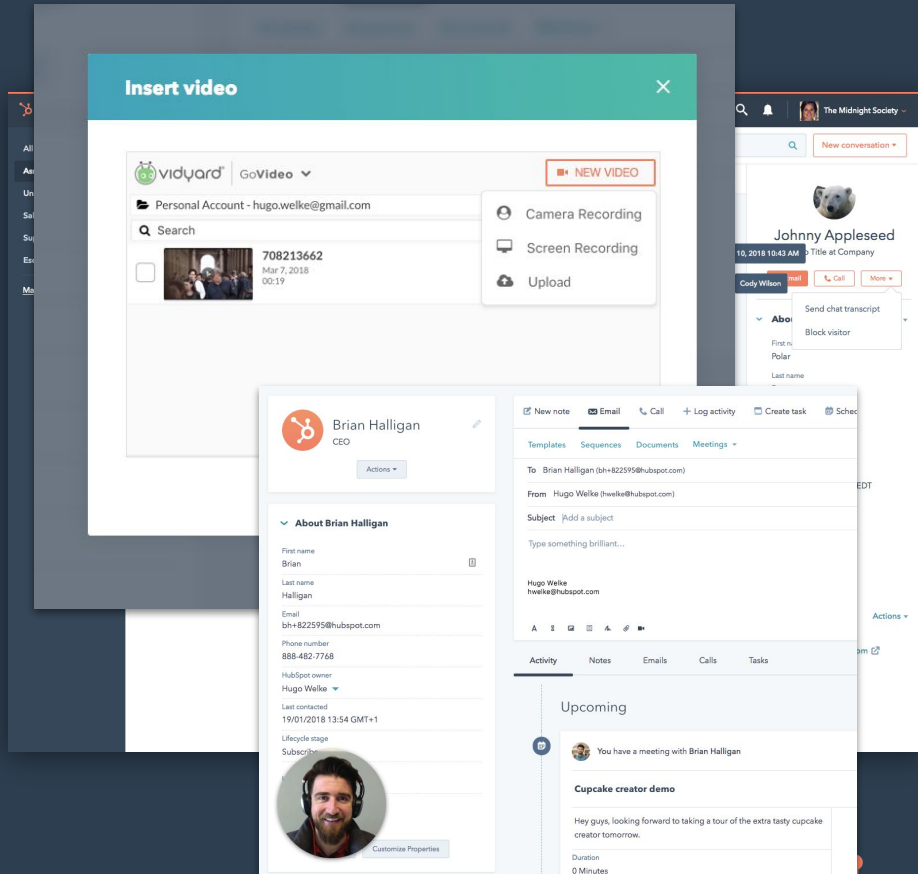
Selling with videos

Salespeople can build stronger relationships with prospects by creating, sharing, and tracking personalized videos right from HubSpot CRM. It is a major differentiator, especially in Sales



Best practices

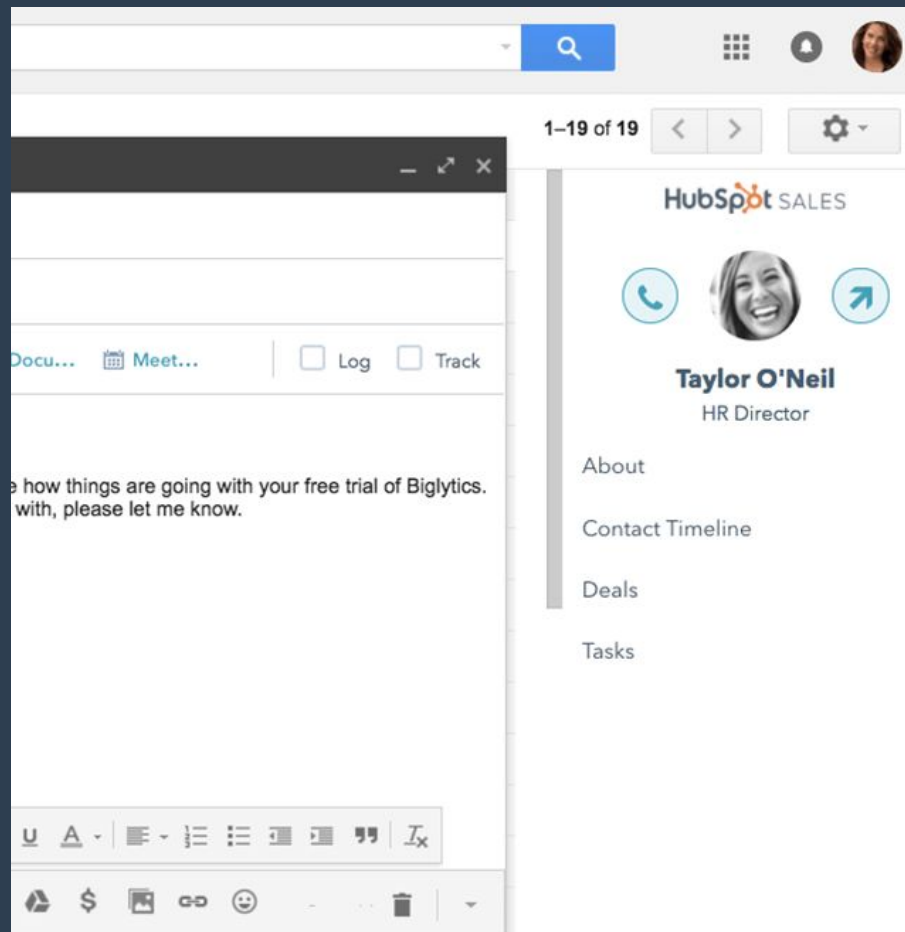
- Keep it short, 30 to 90 seconds
- Use your camera to make it more personal
- Provide a tip or ask a thought-provoking question
- Share a few key takeaways from the content you linked to in your email
- Describe your company's mission and why it relates to your prospect



Notifications

Use notifications to follow up seconds after a lead opens an email, clicks a link, or downloads an important document. Our built-in activity stream automatically logs each lead's email actions inside your browser or in Sales Hub.

Open, click, and reply data helps you hone in on which email templates and sequences are most effective.





Connect With More Leads



Templates & Snippets

Craft personalized templates for every stage of the sales process, and share them across your team.

Save time by saving short “snippets” of text you can easily drop into your emails using keyboard shortcuts.

The screenshot displays the HubSpot Sequences interface. On the left, a sidebar shows navigation options: Mail, COMP, Inbox (2), Starred, Sent Mail, Drafts (5), _Outbox, copywriting, emerging le, Fidelity, GrowthSta, and a profile icon for Elise. The main content area is titled 'Sequences Meeting Follow Up'. It shows a sequence with two emails: EMAIL 1 (Thu 9/14) and EMAIL 2 (Tue 9/19). The configuration for EMAIL 1 is shown, including a dropdown menu set to 'Email 1', a 'Start sequence at' field, and an 'End sequence at' field set to 'My contact'. Below this, there is a section for 'Email 1' with a calendar icon and a time field set to '09/14/2017 7:10 PM'. The email content includes a 'Biglytics Recap' section with the text: 'Hey Jeffrey, Great connecting with you. We covered a lot on the call so I want links. Biglytics - \$50/month per user Custom Objects - Unlimited Advanced Reporting - Unlimited Advanced Permissions Unlimited Events - Unlimited usage events'. At the bottom, there are buttons for 'Start sequence' and 'Cancel', and a 'To:' field with the email address 'jrusso@hubspot.com'.

Best Practices

- Again, keep it short and simple
- Personalise, personalise, personalise
- Focus on your value over the product you're selling
- Analyse your templates

The screenshot displays the HubSpot Sequences interface. The top navigation bar includes "Sequences" and "Meeting Follow Up". The left sidebar shows a "Mail" section with a "COMP" status and a list of folders: "Inbox (2)", "Starred", "Sent Mail", "Drafts (5)", "_Outbox", "copywriting", "emerging le", "Fidelity", "GrowthSta", and a profile picture for "Elise".

The main content area is titled "Sequences" and "Meeting Follow Up". It shows a sequence of two emails: "EMAIL 1" (Thu 9/14) and "EMAIL 2" (Tue 9/19). The "Start sequence at:" dropdown is set to "Email 1", and the "End sequence at:" dropdown is set to "My contact".

The "Email 1" configuration panel shows the following details:

- Send email on:** 09/14/2017 at 7:10 PM
- Subject:** Biglytics Recap
- Body:** Hey Jeffrey,
Great connecting with you. We covered a lot on the call so I want to share some links.
Biglytics - \$50/month per user
[Custom Objects - Unlimited](#)
[Advanced Reporting - Unlimited](#)
[Advanced Permissions](#)
[Unlimited Events - Unlimited usage events](#)

At the bottom, there are "Start sequence" and "Cancel" buttons, and the "To:" field is set to "jrusso@hubspot.com".

Here are two examples

Template 1: Business Value

[Contact Name],

In working with other [industry or position], one of the key issues they're struggling with is [key issue].

This past year we helped numerous companies to [Business Driver], resulting [money saved, revenue added, productivity increased].

If this is something you're challenged with too, let's set up a quick call. I have some ideas that might help.

All the best,
[Name]



Insert: Document ▾ Contact token ▾ Company token ▾ Meetings link ▾

Template 2: Company Announcement

[Contact Name],

Because I work so much with [targeted industry], I constantly follow industry news. Recently I noticed that you've [company action taken].

Usually when that happens, [business issue] becomes a priority. That's why I thought you might be interested in finding out how we helped [similar firm] get going quickly in their new direction - without any of the typical glitches.

If you'd like to learn more, let's set up a quick call. How does [Day, time] look on your calendar?

Regards,
[Name]

P.S. If you're not the right person to speak with, who do you recommend I talk to?



Insert: Document ▾ Contact token ▾ Company token ▾ Meetings link ▾



And you guessed it

Sequences!



Calling

Use data from your HubSpot CRM to prioritize your best calls, and set up a daily calling queue. Just one click connects you to a prospect through Voice Over IP or your desk phone.

Connected to: +18603020709

0:08



< Contacts



Taylor O'Neil

HR Director at PKGD Marketing

Actions ▾

This contact is not currently eligible to sync.
[Details](#)

New note

Email

Take notes on this call...

A

Hang up

▼ About Taylor O'Neil

First Name

Taylor

Last Name

O'Neil

HubSpot Owner

September 2



You made a
September 2

0:00





Close Deals Faster



Predictive Lead Scoring

Predictive Lead Scoring takes hundreds of demographic and behavioral factors into account to automatically score contacts based on their likelihood to buy so you know which leads to focus on first.

The screenshot displays a CRM contact profile for Emily Keefe at Xavier University. The profile includes a profile picture, name, and company. A 'Predictive Lead Scoring' overlay is shown, displaying a score of 52. The overlay lists positive factors: 'Original Source Type is Social Media' and 'Job Title is Data Scientist'. It also lists negative factors: 'Emails Opened is 1 - 3' and 'Company Size is 1 - 10'. A link to 'Learn more about your model' is provided. The background shows the CRM interface with navigation options like 'New note', 'Email', 'Call', 'Log activity', and 'Create', and a list of items including 'Templates', 'Sequences', 'Documents', and 'Meetings'.

Predictive Lead Scoring

52

Positive Factors

- Original Source Type is Social Media
- Job Title is Data Scientist

Negative Factors

- Emails Opened is 1 - 3
- Company Size is 1 - 10


[Learn more about your model](#)

About Emily Keefe

Became a Lead Date
12/06/2016 9:27 AM EST

[View all properties](#) [View properties](#)

Emily's Company

 **Xavier University**
<http://xavier.edu>

Name
Xavier University

Duration
1 Hour

A few notes

- Both engaged and unengaged contacts in HubSpot inside HubSpot
- Marking contacts as customers for at least three months.
- At least 500 contacts in HubSpot that are marked as Customers.
- At least twice as many contacts who are marked as non-customers.

The screenshot displays a HubSpot contact profile for Emily Keefe at Xavier University. The profile includes a profile picture, name, and company. Below the profile information, there are sections for 'About Emily Keefe' and 'Emily's Company'. The 'About Emily Keefe' section shows the date she became a lead: 12/06/2016 9:27 AM EST. The 'Emily's Company' section shows the Xavier University logo and website URL: http://xavier.edu. A 'Predictive Lead Scoring' overlay is visible, showing a score of 52. The overlay lists positive factors: 'Original Source Type is Social Media' and 'Job Title is Data Scientist'. It also lists negative factors: 'Emails Opened is 1 - 3' and 'Company Size is 1 - 10'. A link to 'Learn more about your model' is provided at the bottom of the overlay. The background shows the HubSpot interface with navigation options like 'New note', 'Email', 'Call', 'Log activity', 'Templates', 'Sequences', 'Documents', and 'Meetings'.

Emily Keefe
Xavier University

Actions

▼ About Emily Keefe

Became a Lead Date
12/06/2016 9:27 AM EST

View all properties View properties

▼ Emily's Company

Xavier University
http://xavier.edu

Name
Xavier University

Duration
1 Hour

▼ Predictive Lead Scoring

52

Positive Factors

- Original Source Type is Social Media
- Job Title is Data Scientist

Negative Factors

- Emails Opened is 1 - 3
- Company Size is 1 - 10


Learn more about your model

Documents

Build a library of helpful sales content for your entire team, share documents right from your Gmail or Outlook inbox, and see which content closes deals.

When a lead clicks an email link to open your document, or shares it with a colleague, we'll notify you instantly on your desktop.




[← Back to documents](#)



About HubSpot

SHARES	VISITORS	VIEWS
145	11	17

Visitors


NAME	
	Joseph Cavallaro
	Kristen Kelley
	Julia McCarthy



Meetings

Put the power to book meetings in the hands of your prospects. Meetings sync to your Google or Office 365 calendar, so your schedule is always up-to-date. As prospects book meetings, automatically create new records or log the activity in your CRM.

UTC -04:00 East



Schedule time to chat with a Biglytics data analyst...

October

SUN	MON	TUE	WED	THU	FRI	SAT
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

Confirm meeting for
Friday, October 28, 2016 3:00 PM

First name *

Last name *

Your email address *


Company Name *

Company Size (employees) *

Best Practices

- Have a meeting link embedded on your website or on standalone page
- Include the link in your signature
- Personalise the subject line
- Send pre-meeting reminders
- Integrate with Zoom for simplicity
- Don't ask too much of your customers

UTC -04:00 East



Schedule time to chat with a Biglytics data analyst...

October

SUN	MON	TUE	WED	THU	FRI	SAT
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

Confirm meeting for
Friday, October 28, 2016 3:00 PM

First name *

Last name *

Your email address *

Company Name *

Company Size (employees) *

Playbooks

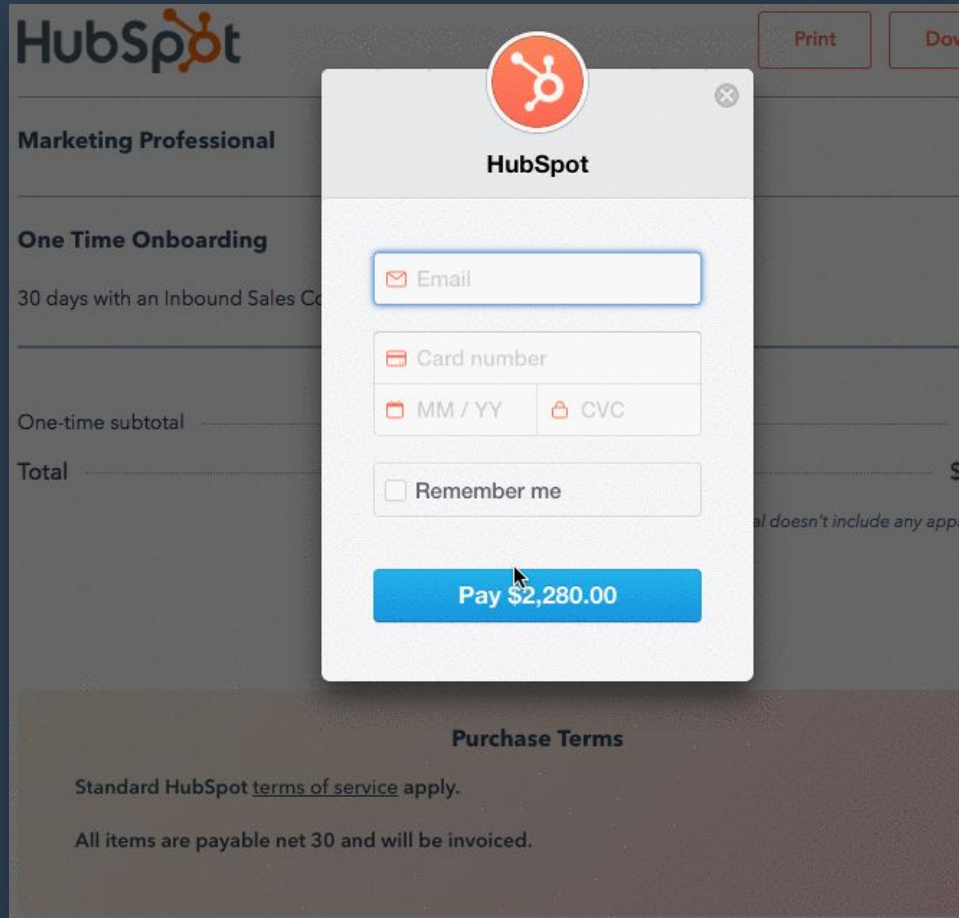
Build a library of sales best practices and resources. Use rules-based automation to surface recommended content to your sales team, right inside of HubSpot.

The screenshot displays the HubSpot Playbook interface. At the top, a navigation bar includes 'Sales', 'Service', 'Automation', and 'Reports'. The main header is 'Playbook'. Below this, a 'New note' form is visible with a 'Leave a note...' text area and icons for text, link, and image. The 'Activity' tab is selected, showing a calendar view for 'June 2017'. Two activities are listed for Charlotte A. on June 3 and June 4, both marked as 'SENT' and 'DEL'. On the right, a 'Discovery Call Script' is shown with a description: 'Use this script when conducting a discovery call with new leads. Record answers for easy access later.' The script includes a question: 'How far out are you on making a purchase decision?' with radio button options for '1-3 months', '3-6 months', and '6+ months'. Below this is a 'Lifecycle stage' dropdown set to 'Lead' and a text area for 'Add notes here'. A 'Goals' section follows, with the goal: 'Understand their business model, business goals, and why they chose those goals.' and a list of questions: 'What are the top initiatives at the company right now?', 'How does your business model work?', 'Who is your target customer?', and 'How many customers do you have now?'. At the bottom right, there are 'Save' and 'Cancel' buttons.

Products & Quotes

Products makes it easy to build a library of products that your sales team can easily add to deals inside HubSpot.

Quotes allows your sales reps to quickly configure a quote right inside HubSpot using your contact, company, and product data. Send a shareable link to your quote, and even allow your lead to pay using a credit card.



The screenshot shows a HubSpot payment modal overlaid on a checkout page. The modal is titled "HubSpot" and contains a credit card payment form. The form includes fields for "Email", "Card number", "MM / YY", and "CVC". There is a "Remember me" checkbox and a prominent blue button labeled "Pay \$2,280.00". The background shows a checkout page with the HubSpot logo, "Marketing Professional" product name, "One Time Onboarding" description, and a "Total" amount. A "Purchase Terms" section is visible at the bottom of the page, stating "Standard HubSpot terms of service apply." and "All items are payable net 30 and will be invoiced."

HubSpot

Marketing Professional

One Time Onboarding

30 days with an Inbound Sales Co

One-time subtotal

Total

Print

Down

HubSpot

Email

Card number

MM / YY CVC

Remember me

Pay \$2,280.00

Purchase Terms

Standard HubSpot [terms of service](#) apply.

All items are payable net 30 and will be invoiced.

eSignature

Collect signatures on quotes and other documents right inside of HubSpot.

Create a quote



Signing and Payment

Signature options

- No Signature
- Include space for a print signature
- Use eSignature
100 more quotes can be eSigned this month
[What's this?](#)

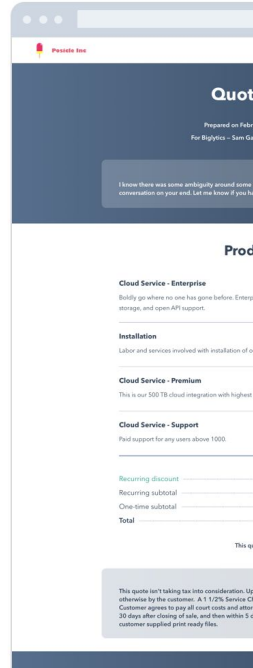
Required signatures

- Sam Ganges (sam.ganges@bigly.tics)
- Charlie Holbarth (charlie.holbarth@bigly.tics)

0 countersigners ▾

Payment options

- Use a connected Stripe account
Stripe receipts are always sent to your prospects
[What's this?](#)
- Collect shipping information on checkout



Manage Your Pipeline



Pipelines

Never let a lucrative deal slip through the cracks again. Add deals with a single click, assign tasks, and track progress in your dashboards.

Deals			
All deals	CHECKOUT ABANDONED 1,455	CHECKOUT PENDING 3	CHECKOUT COMPLETED
All saved filters >			
Pipeline Ecommerce Pipeli...			
All deals Options			
+ Add filter			
	Target - Nuevo negocio Amount: \$2,060.00 Close date: April 30, 2020	Michelle Adams - New Deal Amount: \$7,000.00 Close date: April 30, 2020	Example - 123456 Amount: \$178.99 Close date: June 30, 2020
	Keyshawn Lowe - New Deal Amount: \$1,000.00 Close date: April 30, 2020	HubSpot - New Deal Amount: \$121,200.00 Close date: April 30, 2020	Richards Company - New Deal Amount: \$26,010.00 Close date: April 30, 2020
	alkfjlsldjif Close date: April 30, 2020	TEST - 12345 Close date: April 30, 2020	HubSpot - New Deal Amount: \$121,200.00 Close date: April 30, 2020
	THE COCA-COLA COMPANY - New Deal Amount: \$20.00 Close date: April 30, 2020		HubSpot - New Deal Amount: \$100.00 Close date: April 30, 2020
	HubSpot - New Deal Close date: April 30, 2020		Transmedia Payment Services, Actions - New Deal Amount: \$35.00 Close date: April 30, 2020
	Clifton Cruickshank Close date: April 30, 2020		HubSpot - New Deal Amount: \$500.00 Close date: April 30, 2020
	Angus Morar - New Deal Amount: \$500.00 Close date: April 30, 2020		deal tes Amount: \$23,950.00
	Total: \$251,521,793.84	Total: \$7,000	Total: \$17,143,616.90



Best practices

- Match pipelines to your sales cycle
- Don't skip over deal stages
- Use workflows to create deals and automate deal stages

Deals ▾

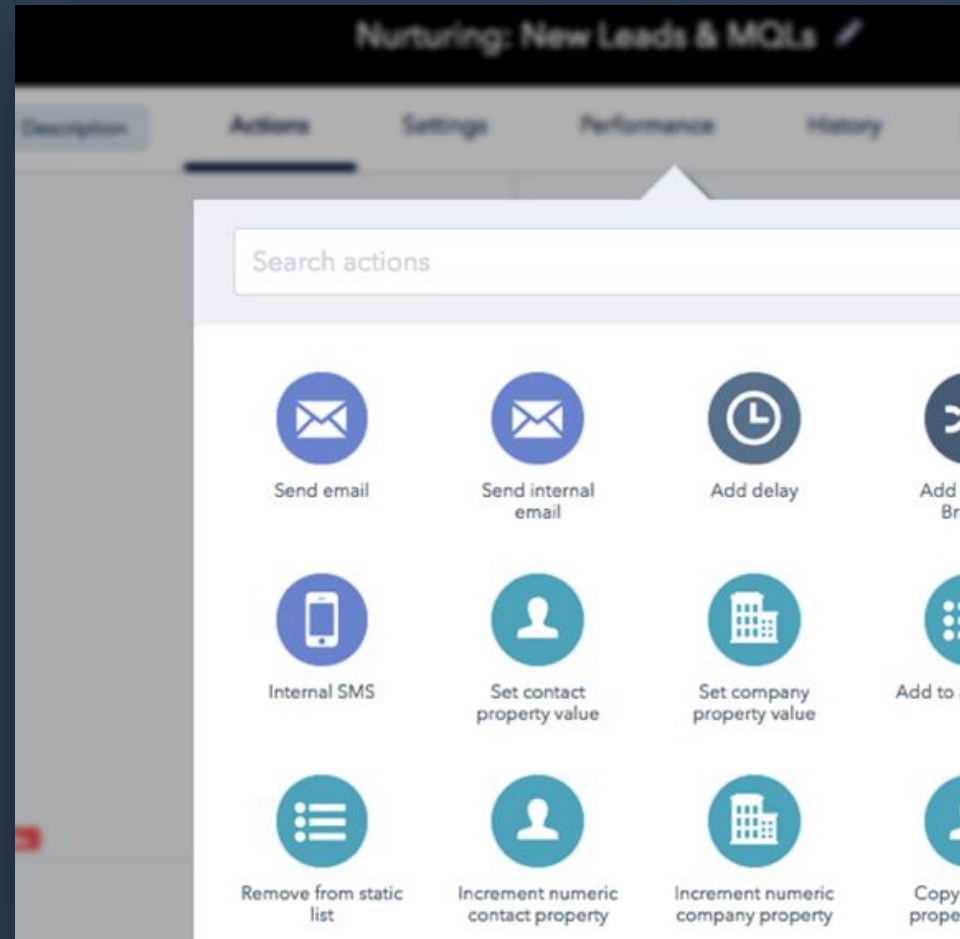
All deals	CHECKOUT ABANDONED 1,455	CHECKOUT PENDING 3	CHECKOUT COMPLETED
All saved filters >	Target - Nuevo negocio Amount: \$2,060.00 Close date: April 30, 2020 	Michelle Adams - New Deal Amount: \$7,000.00 Close date: April 30, 2020 	Example - 123456 Amount: \$178.99 Close date: June 30, 2020
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All deals + Add filter	alkfjlsldjif Close date: April 30, 2020 	TEST - 12345 Close date: April 30, 2020 	HubSpot - New Deal Amount: \$100.00 Close date: April 30, 2020
	THE COCA-COLA COMPANY - New Deal Amount: \$20.00 Close date: April 30, 2020 		HubSpot - New Deal Amount: \$121,200.00 Close date: April 30, 2020
	HubSpot - New Deal Close date: April 30, 2020 		Transmedia Payment Services, Actions - New Deal Amount: \$35.00 Close date: April 30, 2020
	Clifton Cruickshank Close date: April 30, 2020 		HubSpot - New Deal Amount: \$500.00 Close date: April 30, 2020
	Angus Morar - New Deal Amount: \$500.00 Close date: April 30, 2020		deal tes Amount: \$23,950.00
	Total: \$251,521,793.84	Total: \$7,000	Total: \$17,143,616.90

Explore the new table and board ▾



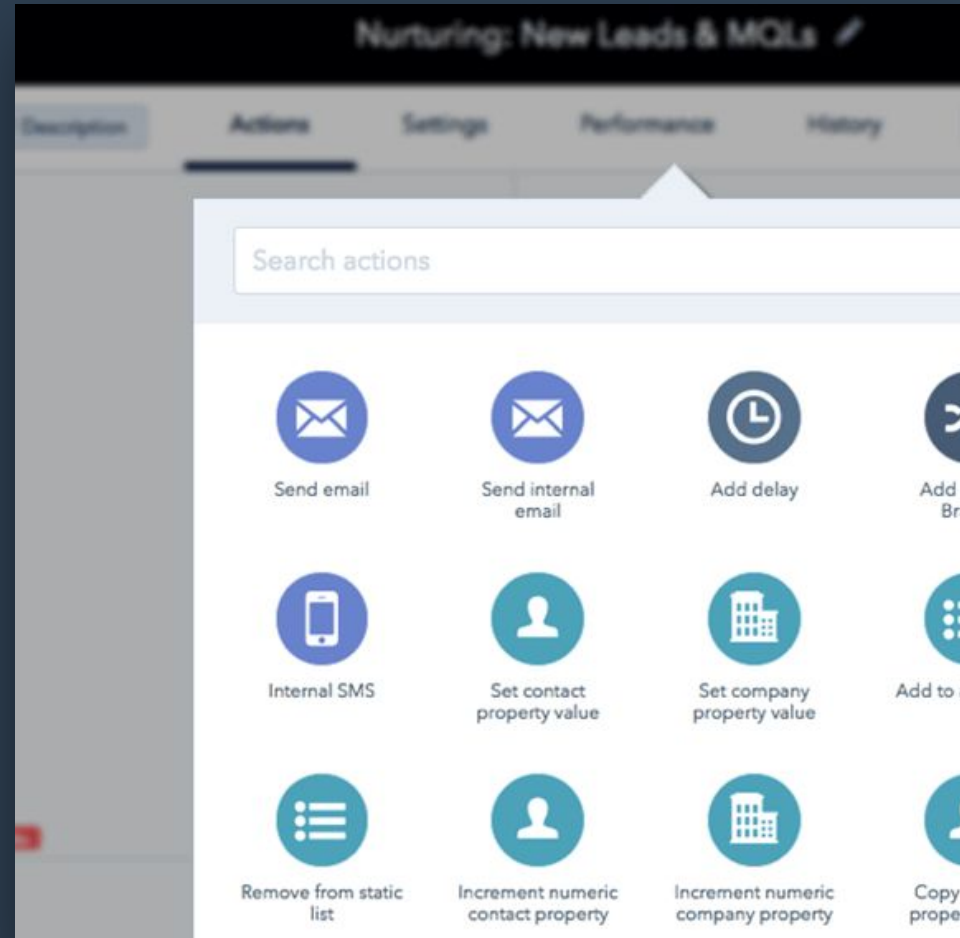
Automation

Automate common management tasks like assigning leads, alerting reps when contacts take specific actions, creating tasks, and more.

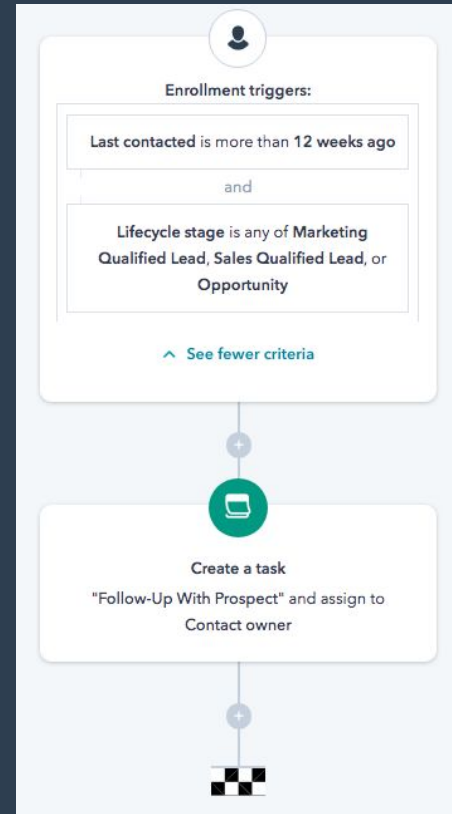
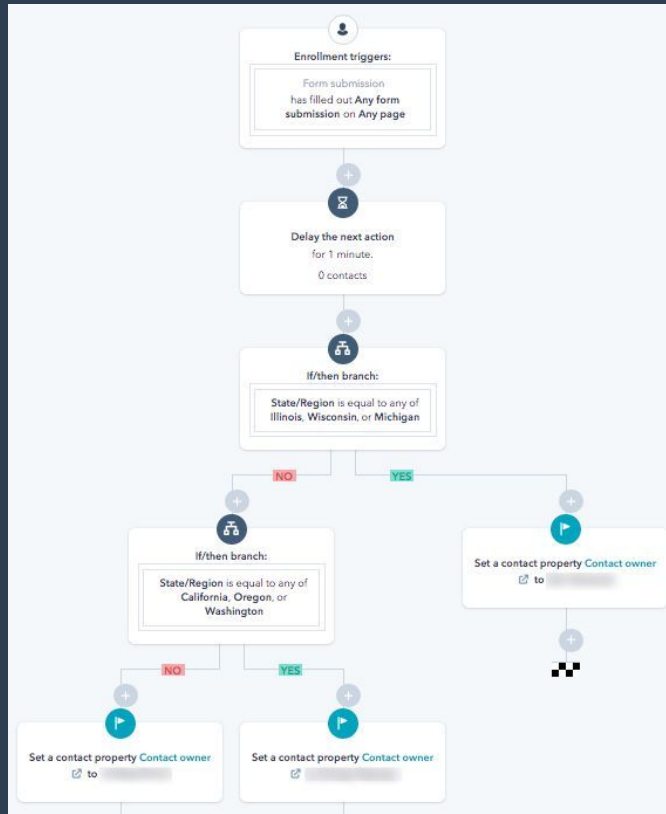
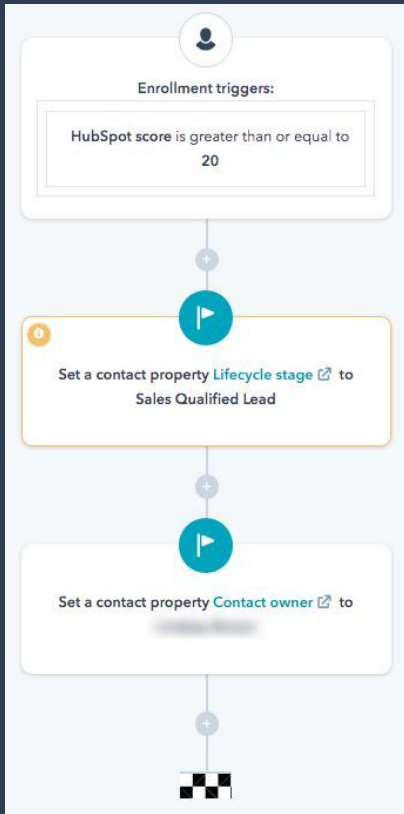


Best practices

- Get instantly notified when a contact has seen a key page or filled out a form on your website
- Automatically assign leads and create tasks
- Update lead status, lifecycle stage and more
- Automatically create or update deals
- Re-engage with leads



Here are some examples



Connected with your favorite tools

Right out of the box, Sales Hub is deeply connected to HubSpot CRM and you other favorite tools.

The screenshot displays a HubSpot CRM contact profile for Emily Keefe. At the top, there are navigation options: 'New note', 'Email', 'Call', and 'Log activity'. Below this is a header with a circular profile picture of Emily Keefe, her name 'Emily Keefe', and her affiliation 'Xavier University'. An 'Actions' button is visible below the profile information.

The main content area is divided into sections:

- About Emily Keefe**: Shows the event 'Became a Lead Date' on '12/06/2016 9:27 AM EST'. Below this are two buttons: 'View all properties' and 'View property history'.
- Emily's Company**: Features the Xavier University logo, the name 'Xavier University', and the website 'http://xavier.edu'. An 'Actions' button is located to the right. Below this, the name 'Xavier University' is listed with a location pin icon.

On the right side, there is an email composition window:

- Buttons: 'New note', 'Email', 'Call', '+ Log activity'.
- Dropdowns: 'Templates', 'Sequences', 'Documents', 'Meetings'.
- To: Emily Keefe (ekeefe@hubspot.com)
- From: Lauren Pacifico (lpacifico@hubspot.com)
- Subject: Add a subject
- Body: Type something brilliant...
- Rich text editor: Bold (B), Italic (I), Underline (U), Text color, Background color, Bulleted list, Numbered list, Quote, No font selected, Size, Link, Image.

Below the email editor is a calendar view for 'December' with a meeting notification:

- Meeting with Emily Keefe (indicated by a circular icon).
- Chat about Sales platform.
- View or join the call: <https://www.uberconference.com/>
- Dial-in number: 401-283-6228
- PIN: 52890
- Duration: 1 Hour

Key Takeaways



Key Takeaways

01

Make it personal

Personalization tokens and sales videos make it easy for you but go a long way

02

Be quick

Setup notifications and use the tools available to you for a prompt response

03

Streamline & Scale

With sequences & automation to generate and close more deals faster



Thank you



Q&A



Ressources: Uncover New Leads

1. [Track prospects](#)
2. [Prospects FAQ](#)
3. [The Ultimate Guide to Sales Prospecting](#)
4. [The Email Sequence That Earned Us \\$100,000 in 30 Days](#)
5. [25 sales email templates that convert](#)
6. [Automate Email Prospecting Without Losing Your Soul](#)
7. [How HubSpot and Vidyard Work Together](#)
8. [How the HubSpot Sales Team Used Video to Engage More Prospects](#)
9. [Add videos to your HubSpot content](#)
10. [Set up user notifications in HubSpot](#)
11. [View your sales notifications in the activity feed](#)
12. [Enable notifications from the HubSpot mobile app](#)



Ressources: Connect with more leads

1. [The Best Free HubSpot Tool You Aren't Using](#)
2. [How to Simplify Your Sales Communication Using Snippets](#)
3. [Create and use snippets](#)
4. [Create and send templates](#)
5. [12 CRM-Ready Sales Email Templates to Send Today](#)
6. [Getting Started With 1:1 Sales Nurturing Using Sequences](#)
7. [Register your phone number for calling](#)
8. [Make calls](#)



Ressources: Close deals faster

1. [How to Use Predictive Lead Scoring](#)
2. [Lead Scoring 101](#)
3. [Determine likelihood to close with predictive lead scoring](#)
4. [Set up the meetings tool](#)
5. [Create and share meetings links](#)
6. [Create a team meetings link](#)
7. [Embed the meeting widget on a page](#)
8. [Use HubSpot's integration with Zoom](#)
9. [Upload and share documents](#)
10. [Using Attachments vs Using Documents in Your Sales Process](#)
11. [Using HubSpot Playbooks to Increase Sales Efficiency](#)
12. [The Ultimate Guide to Creating and Using a Sales Playbook](#)
13. [Use products](#)
14. [Create and share quotes](#)
15. [Use e-signatures](#)



Ressources: Pipeline Management

1. [Pipeline Management Training 101](#)
2. [Sales Pipeline Stages: A Visual Guide](#)
3. [Sales Pipelines: A Comprehensive Guide for Sales Leaders and Reps](#)
4. [10 HubSpot Workflows Every Sales Team Needs](#)
5. [How to Use Automation to Keep a Tight Sales Pipeline](#)
6. [Sales Automation: The Ultimate Guide](#)
7. [How to Use Deal Automation to Remove Friction From the Sales Process](#)
8. [Automate tasks on deal stages](#)

