

Convergence, LLC is a HubSpot Platinum Partner working with Economic Developers

Overview

Many Economic Development Organizations could increase productivity and improve results by adopting a toolset, that has been carefully designed to drive your Projects forward. HubSpot, a developer and marketer of software products for [inbound marketing](#) and sales, provides a customer relationship management (CRM) tool.

Convergence has worked with HubSpot to optimize HubSpot CRM for economic developers.

The Technology

Our optimized Economic Development CRM manages Projects for new and existing industry. It also tracks your accounts, contacts, leads and prospects, enabling you to forecast revenue, measure sales team productivity, and report on revenue sources.

HubSpot helps you engage effectively with members/investors/community partners who help fund your mission. The reporting feature produces insightful, visual data for your board to communicate to them successes and progress.

Technology and Pricing Advantages

HubSpot licenses range from **Completely Free CRM licenses** to more advanced, paid licenses which add additional features and functionality. We mix the licenses so that your organization can deploy HubSpot CRM for the lowest possible cost. This system is priced well below other comparable solutions. Its best features include:

- Free smart phone application
- Integration with Gmail and Microsoft Office 365 email
- Option to add sales and marketing enhancements
- Ability to import and export data to Excel
- Intuitive and easy to use - your team will be up and running in days!
- A variety of training and onboarding options
- Compatibility with any device (including any android or ios device) web browser

HubSpot for Economic Development Teams

- Manage Projects, Companies and Contacts.
- Sites and Buildings database
- Handles Investors and Members
- Includes a full BRE toolset
- Marketing suites with a full website CMS is also available.
- Attach notes and documents to track the **Properties** and **Incentives** for each project.
- **Results** are entered after the Deal is Won, feeding your **Results Reports. Reports generate in real-time.**
- **Convergence's Economic Development CRM will work with your website and social/digital marketing strategy but also offers its own** marketing platform as well.
- Our template offers interfaces to **Survey Monkey, Event Brite, MailChimp, Zapier,** and more.

To Learn More...

To find out if our technology is right for you, we talk to learn more about your current situation, challenges, goals and vision for your organization. Then we'll deliver a personalized demonstration. Finally, we'll explain our **Steps to Success** program and pricing structure.

**There are certain parts of the system that are revealed only during the demonstration. There's a lot more magic that will be revealed when you see the system in action. *Capacity of new clients is set at 8 per month and open slots book up quickly.*

Contact us at: 423.309.7483 cell

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To see what HubSpot can do for you and to define your team's software requirements – visit this [link](#)