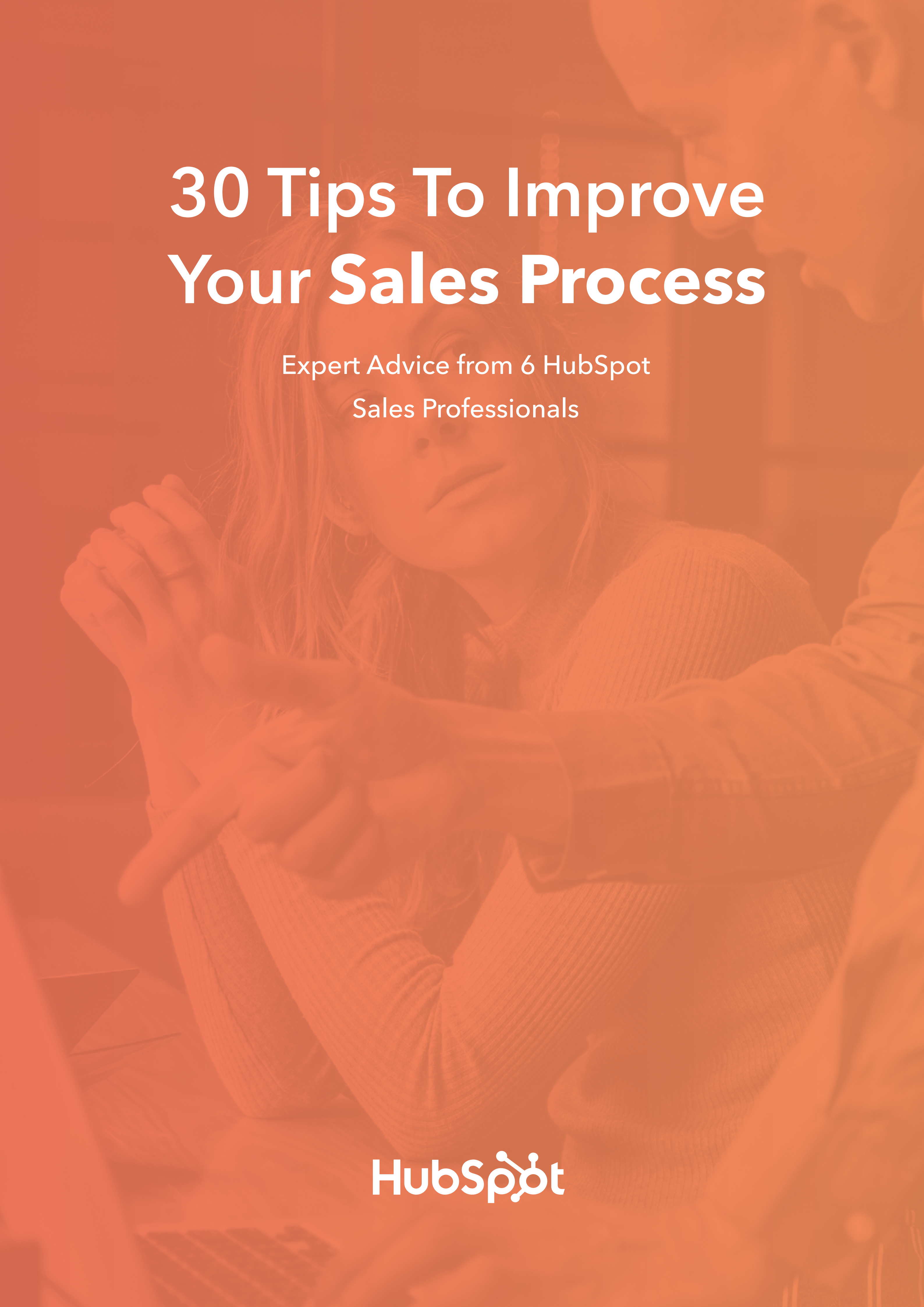

30 Tips To Improve Your **Sales Process**

Expert Advice from 6 HubSpot
Sales Professionals

HubSpot

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Introduction

When it comes to creating an effective sales process, everyone does things a little differently. Great salespeople are a unique combination of tips and tricks that they have picked up from others and have developed on their own throughout their career.

There is no one-size-fits-all salesperson. People who work in sales come from a variety of backgrounds and experiences that have shaped the way they approach sales. That's why we've turned to the experts to share 30 tips from six of HubSpot's sales professionals.

Inside this ebook, you'll learn from Julianne Lyne, a Senior Account Executive, how to succeed in a new sales position. Darragh O'Sullivan, a Principal Account Manager, will teach you how to run an effective demo and share the tips he's learned along his journey at HubSpot. Plus, many other sales professionals share how they've succeeded in sales and how you can too.

Ready to grow your career in sales? Keep reading to learn HubSpot's tips to transforming your sales process.

Julianne Lyne

Senior Account Executive

in

How to get started in a new sales role

Not all salespeople are alike. And getting started in a new sales role can be intimidating. No one knows this better than HubSpot's very own Julianne Lyne.

Before Julianne joined HubSpot as a Senior Account Executive, she travelled the world as a Jameson Whiskey Brand Ambassador. Fresh out of University, she packed her bags and travelled all the way to Brazil, putting her language skills to use by sharing the Jameson brand with the community.

Once she found her way back to Ireland, however, she struggled to identify in which field to continue her career. After reflecting on the skillset that she'd developed abroad and identifying her motivators, she found the perfect career for her in Sales.

Julianne found herself a career she loved at HubSpot. However, it took a lot of growing, self-reflecting, and motivation to be successful.

Now, three years later, Julianne in an expert at getting started in sales. Here are her five key tips to consider when joining a sales organisation:

1. Be motivated to succeed

The number-one quality needed to succeed in a sales position is motivation. Working in sales can be both challenging and rewarding in equal measure. If you're a natural self-starter, or want to become one, you'll find work as a salesperson rewarding.

2. Absorb as much information as possible

When you join a new team, position, or company, being successful in sales is depended on how much knowledge you can absorb. Work hard to understand the company and products, and lean on management and your team members to learn from their successes and failures.

3. Know when to ask questions

Salespeople are busy. When you join your first sales position, you will need to optimise your time in order to succeed in your role. While you should rely on your team to learn as much as possible, also be aware of when to ask questions. Self-serve when you can, but don't be afraid to ask for help when you need it.

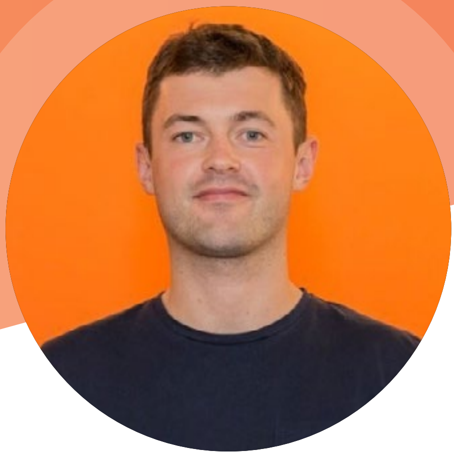
4. Be self-aware

Personal growth comes from acknowledging your weaknesses and taking steps to further develop your missing skills. Consider practising calls with your colleagues, recording your own calls with prospects, and use this insight to identify your weak spots and improve them.

5. Be fearless

Taking calls as a new salesperson can be daunting. The best way to overcome this? Jump right into the deep end and start talking to prospects. Not every call will be perfect, especially at the start. But over time, you'll rapidly improve your performance by learning from your own mistakes and will become comfortable in your new role.

Becoming a great salesperson all comes down to your drive and motivation to be remarkable. Reflect on your progress, work to develop new skills, and in no time at all, you will find your footing within your sales organisation and grow a career that you're passionate about.



Marcus Phelan

Inbound Growth Specialist

in

How to create an opportunity from cold outreach

Even at the most inbound of companies, outbound prospecting plays a role in the typical sales process. Crafting a great outreach strategy that actually prompts a reply is a challenge salespeople face on a daily basis.

This is certainly true for Marcus Phelan, an Inbound Growth Specialist here at HubSpot.

Before joining the team in Dublin, Marcus trained to become a solicitor. However, upon entering the field, he saw the opportunity to take his skill set and apply it to the exciting world of Sales in the tech industry.

He was motivated to join the team at HubSpot after reading an inspiring article on LinkedIn written by one of HubSpot's sales team managers. Shortly after reading, he applied to an open BDR role. Now, Marcus has been with the company for almost 4 years and is a Team Lead.

Marcus understands the power of social media first-hand. Today, he uses LinkedIn as a key part of his sales process. Here are his top tips for nailing your cold outreach:

1. Go straight to LinkedIn

Salespeople can often feel frustrated when using email and phone calls to reach out to cold prospects. However, LinkedIn is the most effective way to identify and connect with potential opportunities. Use LinkedIn as your go-to-platform for cold outreach.

2. Build your network up with potential opportunities

Diversify your LinkedIn network by connecting with potential and existing opportunities. It's a great way to get you and your brand in front of people who may want to buy from you. Search for connections that make sense for your industry, region, and segment. Also, be sure to connect with your inbound opportunities to grow your network further.

3. Do your research

When preparing your direct message for cold outreach on LinkedIn, do your research on the company to spark a meaningful conversation. Understand the company's challenges and opportunities, and connect this back to how what you're selling can help them improve.

4. Provide value

Throughout your message, be sure to add value to the prospect by giving them resources and information that will be helpful to them. Send them a link to a blog post, ebook, or other pieces of content that will help them understand your business and what you can do for them.

5. Be direct

Use your research to craft a direct message that gets to the point. You don't want to write an overcomplicated and drawn-out message because it is unlikely that you'll receive a response. Tell them directly who you are, what your business can do for them, and why they should care. Always end with an open-ended question that encourages your prospect to reply.

By following these tips, you'll see your outbound sales efforts improve significantly. You'll have better conversations with these prospects that ultimately lead to sales for your business.

Darragh O'Sullivan

Principal Account Manager

How to run a great product demo

Sometimes, seeing truly is believing. Demos are one of the most effective ways to show your prospect what your product can do and teach them how it will enhance their professional or personal life. Running a great product demo, however, can be more difficult than it appears.

Meet Darragh O'Sullivan, a Principal Account Manager for HubSpot's midsize business in the United Kingdom and Ireland. Before joining the team, Darragh worked for five years in recruitment where he learned valuable skills that have helped him excel in his current position. As a recruiter, he learned how to empathise with his prospects and successfully read situations.

However, once he joined HubSpot, he quickly learned that while related, working in recruiting and working in sales at a software company were two very different challenges. He found himself well suited for identifying promising leads and having great conversations with his prospects. However, once it came time to deliver a product demo, Darragh was outside of his comfort zone and his demo to close ratio was not where he would have liked it.

With some time, patience, and training, however, Darragh has become one of HubSpot's top-performing reps and has cracked the code to delivering effective demos. Here are his top five tips:

1. Provide a summary at the start of the demo

By providing the value of your demo upfront at the beginning of the conversation, you will ensure that your prospect is on board and understands what will and won't be included in the demo. This way, you can ensure that your demo runs smoothly and stays on track.

2. Personalise each demo

Each demo you give should be unique to the prospect your delivering it to. Based on previous conversations and what you know about your prospect, feature the products and tools that will help them be most successful.

3. Speak your prospect's language

Do some research and understand exactly who it is that you're talking to. Are you speaking to someone who will have their hands in the product on a daily basis? Or are you delivering a demo to a high-level business leader who is more focused on how a product will improve their bottom line? Be sure to change your language accordingly.

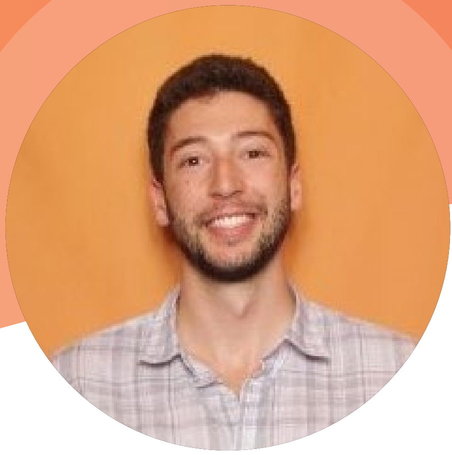
4. Understand your prospect's questions

Questions can throw you off course when giving a product demo. Rather than immediately getting into a different feature at the prospect's request, take a moment to understand what exactly it is that they're asking. Ask your prospect additional questions to better understand where they are coming from and use this information to adjust your demo accordingly.

5. Ask about the next steps in the prospect's internal process

Finally, end the demo by understanding what the next steps look like. In other words, figure out what may be holding them back from buying. Are they evaluating other products? Is this product simply not a fit? Is it cost-related? Knowing this information will help you determine the proper next steps in the conversation.

Giving a great product demo takes time to perfect. But with these tips, you'll be prepared to provide the product's value upfront, speak your prospect's language, and close more deals as a result.



Ben Kassiff

Inbound Marketing Specialist

in

How to handle objections and negotiate a better deal

Objections are a natural part of every sales process. From exploring product features to negotiating price, navigating objections can be tricky.

It certainly was for Ben Kassiff, HubSpot's Inbound Marketing Specialist for the Isreal market. Prior to joining HubSpot, Ben studied psychology and always knew what he wanted to work with people.

Ultimately, this led Ben to a career in sales. He's worked in a number of different markets for a variety of companies. However, all of his experiences share one common theme: handling objections and negotiation is a crucial part of every sales process.

Ben has picked up many tips and tricks along the way that has helped him to become one of HubSpot's most successful salespeople. Here's how he does it:

1. Isolate and address objections

It can be a common reaction to skim over a prospect's objection. These are tough conversations to have and it can be easier to simply move on from them. Don't fall for this trap. Make sure to isolate the root cause of you're prospect's objections and address it head-on.

2. Objections are often a coverup for a different problem

Many prospects will use objections such as price restraints or timing issues to mask the true reason they don't want to buy what you are selling. Don't simply accept these surface-level objections and mark the opportunity as lost. Instead, ask for specific feedback regarding your prospect's experience. This will help you improve your sales process going forward.

3. Sometimes, it simply isn't the right time to buy

Not all objections can be turned around into a sale at that moment. Some objections will be completely valid and a strong salesperson will be able to identify these moments and keep track of these prospects for future opportunities. Set reminders for yourself using a CRM or in your calendar to follow up with the prospect months in the future when they might be ready to buy.

4. Always ask why

Objections and requests for discounts always have a reason behind them. If your prospect is looking for a better deal than you're offering, ask why they need this discount in the first place. Use this intel to craft a strong business case to combat whatever may be holding them back from purchasing.

5. You have to give in order to get

Once you have determined that your product is the right fit for your prospect, you and your prospect are on the same side of the table. You both want the deal to go through, so work together to make that happen. Find a middle ground that will be mutually beneficial for both parties. For example, give the prospect the discount they want if they're able to agree to a longer contract.

These conversations are difficult to have. However, by identifying the root cause of your prospect's objections, objections and discounts will become easier to navigate as you grow your career as a salesperson.

Luke Curry

Team Lead

in

How to set your new customer up for success

As a salesperson, it can be easy to worry only about the deal until it closes and forget to set the foundation for a strong relationship with your business throughout their onboarding process.

This is a challenge that Luke Curry, Team Lead for HubSpot's Nordic regions, has experienced himself.

Before joining HubSpot, Luke worked in investment banking. In this industry, he spent his days finding good-fit opportunities to connect with their portfolio management team. Much of his time was spent conducting outbound activities, and once he successfully scheduled an exploratory meeting, he was on to the next call.

Once he joined HubSpot, however, he had to rethink his sales process strategy. The technology industry demands a detailed onboarding experience after a sale is made. Setting his new customers up for success was a new challenge for Luke.

But now, he is an expert at continuing a great sales experience even after the deal is made. Here are his top tips for setting new customers up for success:

1. Manage expectations

Throughout the sales process, don't oversell what your business can deliver. Be sure to manage their expectations throughout the sales process. This will ensure that your new customer has realistic expectations and has the greatest chance of having a positive experience going forward.

2. Communicate next steps clearly

Once a deal has been closed, it is important that you clearly communicate what they can expect as the next steps. Explain to them who they will be in contact with, how they will be contacted, onboarding timelines, and any other information that will help them get started with their new product.

3. Know who will be impacted

The person that you sell to and the people who will be impacted by a purchase won't always be one-in-the-same. By understanding the organisational structure of your new customer's business, you'll have the knowledge to identify who will need to be included in the onboarding process.

4. Understand and influence the onboarding process

Know your onboarding process inside and out. This will not only help you communicate next steps to your new customer, but it will help you to understand when to be involved and send a check in to make sure everything is going smoothly. The success of the customer's onboarding reflects on your ability to find a good-fit company, so influence how the onboarding process functions and get involved when needed.

5. Provide resources to the onboarding team

Lastly, keep detailed notes throughout the sales process that your onboarding and customer success teams will find valuable. This is your opportunity to pull together everything that you have done throughout the process and hand over this information to the next team. By empowering the team with org structures, reasons the new customer is a good-fit opportunity, and previous conversations, you'll ensure that the other teams in your company have everything they need to successfully care for your new customer.

The sales process doesn't stop with a sale. Continue to maintain the relationship with your new customer as needed to guarantee their success.

Robert Jones

Inbound Growth Specialist

in

How to share knowledge among your team

While sales can be a very competitive field, sales organisations should be aligned around helping each other learn, grow, and succeed.

Learning from others and growing as a sales professional is something that has been pivotal to Robert Jones' success as an Inbound Growth Specialist here at HubSpot.

Before joining the team, Robert worked in a number of roles for a variety of companies in countries all over the world. From recruiting to business development to sales, Robert has done a lot in his career thus far.

Throughout his work experiences, Robert realised early on that learning from others has been pivotal to his success.

Robert has never stopped learning. In his career at HubSpot, he has contributed greatly to building a collaborative and supportive environment rooted in knowledge sharing. Here are his tips on how to share knowledge among your team:

1. Start a film club

This isn't your typical movie marathon. This is an opportunity for your team to come together and share their successes and failures. Team members come prepared with a short segment of a previous call they recorded, and the rest of the team will watch and provide feedback. This is a great way to learn from other team member's processes, receive feedback on your own, and establish an open and collaborative environment.

2. Write about your successes… and failures

You won't be able to record every call you have. When you have something that you want to share, good or bad, write about it. Detail what happened, what went right, what went wrong, and learnings you have from this experience. Share it with your team to receive their thoughts and feedback, and give them the opportunity to learn from what you have done.

3. Engage with your team one-on-one

Sometimes, learning can happen in passive conversations with your team too. Make an effort to connect one-on-one with members of your team, and other salespeople in your organisation, to learn, develop, and grow.

4. Ask to listen in on calls

Being proactive in your learning and development is another great opportunity to share knowledge. Hop on a call with one of your coworkers or invite a new salesperson to listen in on yours.

5. Establish psychological safety

Psychological safety is defined as the shared belief held by members of a team that the team is safe for interpersonal risk-taking. Sharing successes and failures require team members to feel comfortable doing so. Managers should educate their team on psychological safety to allow salespeople to put themselves forward for critique and use feedback to grow.

Being successful in a competitive sales environment is a huge feat. Empowering other members of your team to perform their best is even more rewarding. With these tips, individual members and teams will perform better, enhance their skills, and grow their careers together.

Conclusion

The world of sales is competitive by nature. This these 30 tips, you'll be equipped to improve your current sales process and close more deals as a result.

Give cold outreach on LinkedIn a shot. Go the extra mile to ensure your new customer is set up for success. Whatever strategies you choose to use, test them out, adapt them to become your own, and share what you've learned with other members of your team.

Want to learn more about HubSpot's sales products? HubSpot offers time-saving tools that you can start using today for free. Automate your outreach, create and share email templates, track your entire pipeline, and more with HubSpot.

Get started with HubSpot's free sales tool today.