Sales Hub Battlecard

POSITIONING

Sales Hub is the all-in-one platform that helps small to medium sales teams grow their revenue by creating a human-friendly experience for sales reps and the people they're selling to.

BENEFITS
- Connect with prospects in a more personal, human-friendly way.
- Organise and optimise your entire sales process.
- Streamline your outreach.
- Automate your most time-consuming tasks.
- Close more deals, faster.

QUALIFYING QUESTIONS
- Do you use Gmail or Office 365? What version of Outlook are you on?
- What CRM are you using?
- Where do your leads come from?
- How many sales reps are on your sales team?
- How much time do your reps spend on actual selling vs administrative tasks?

TIE DOWNS
- How do you prioritise your leads?
- How do you know who to call and when?
- How much time do you spend trying to book a meeting?
- Are you using live chat to convert your site visitors?
- Do you know who's opening your emails?
- Do you know how effective the emails you send are?
- Do you know how likely you are to connect with a lead?

PROJECT	RETAINER
• Setup Conversations, Calling, Workflows, Messages • CRM and reporting set up • Lead notification set up e.g. lead visiting pricing page • Persona development • Product and sales training • Sales process development • Goal setting	• CRM and reporting work • Ongoing lead notification work, optimisation and recommendations • Competitive intelligence collateral • Sales collateral, Templates and Sequences creation

RESOURCES
- Sales Hub Product Page:
  - https://www.hubspot.com/products/sales
- Sales Hub Pricing Page:
  - https://www.hubspot.com/pricing/sales