

Agency Account Management Essentials

A HUBSPOT CLASSROOM TRAINING

Best for:

Account Managers at HubSpot Agency Partners who are looking to create a repeatable client delivery process.

Duration

Day 1: 9:00am - 4:30pm

Day 2: 9:00am - 4:30pm

Requirements

- 6 Months of Agency Experience
- Currently Managing a HubSpot Client

Customer Journey Mapping

Develop a scalable system to deliver exceptional customer experiences at any stage of the journey from the first impression to extended value.

HubSpot Partnership

Explore and gain a deeper understanding of the resources and assets available to Agency Partners.

Develop a Client Delivery Plan

Create and document SMART goals that align with client needs and foster a collaborative long term relationship.

Quick Wins Approach

Explore strategies for delivering results to your client faster without sacrificing foundational work.

Influencing Client Marketing & Sales Alignment

Learn how to align your agency's marketing team with your client's sales team to start tracking customer and ROI right away.

Portal Review Best Practices

Develop a process-driven approach to client portal reviews to identify wins and ensure client's intended value.

Grow Better by Gathering Feedback

Learn methods to gather client feedback to continuously improve your client delivery process.

Identifying Opportunities for Growth

Explore when and how to approach service expansion and what it means for your agency, your clients, and your growth.