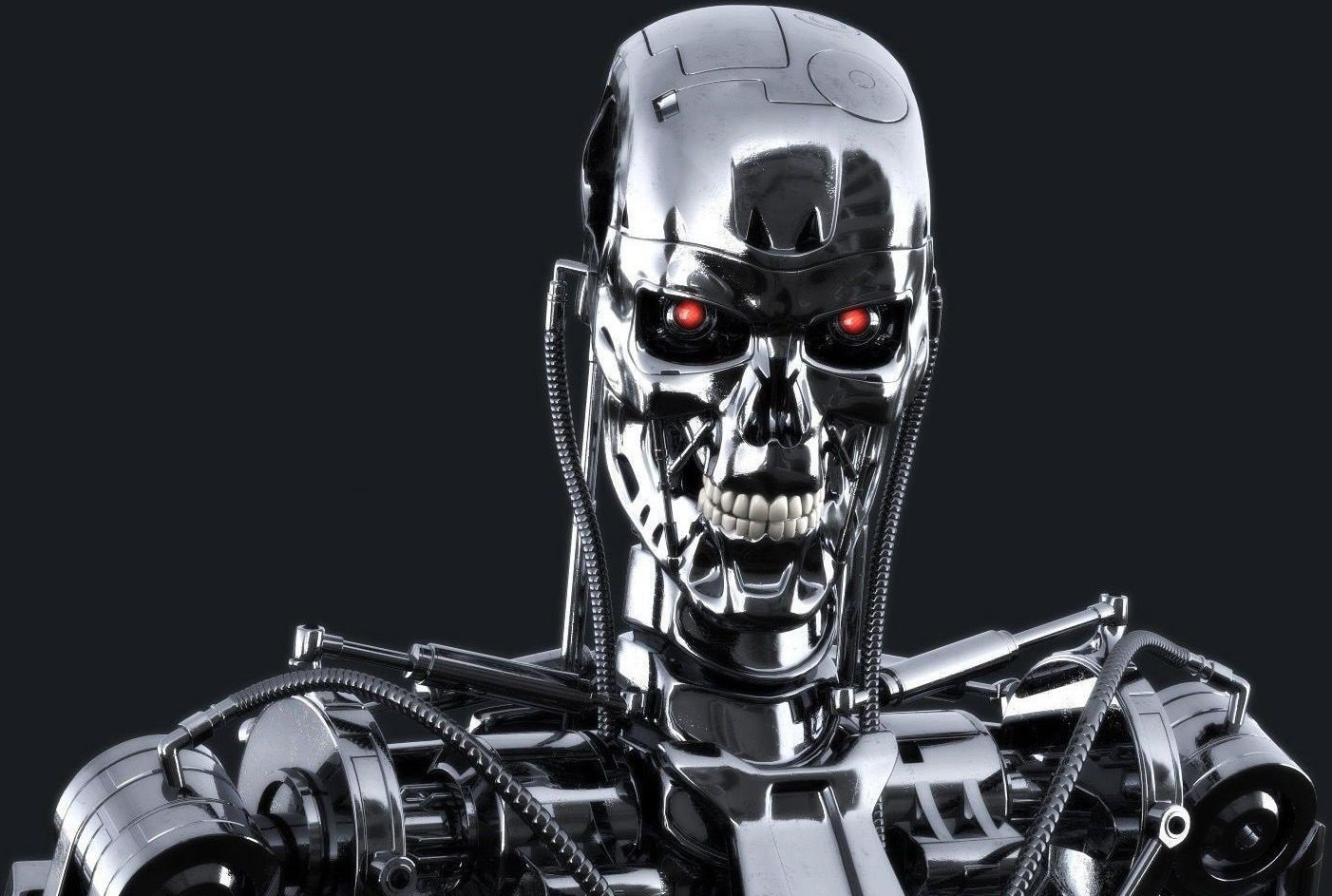
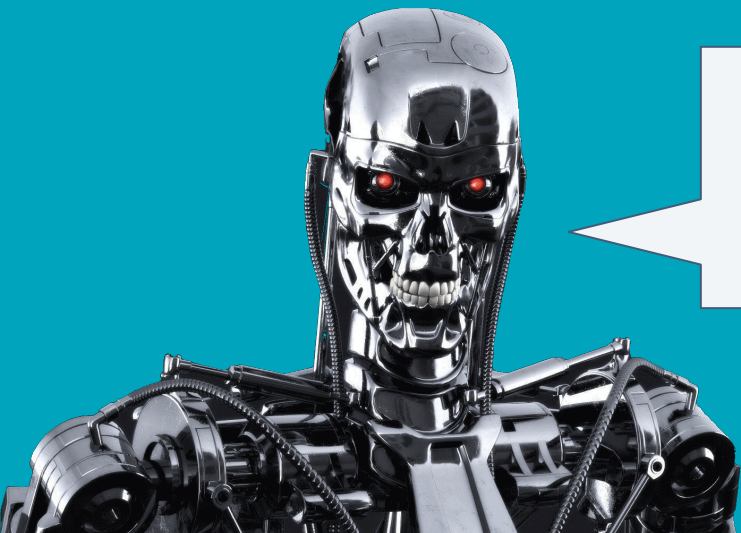


Prospect Like a Pro: How to Future-proof Your Sales Process

David Shepherd
ANZ Country Manager & Sales Director





Hi David, how can I help you today?



People have changed.

The Dawn of the Internet



Anyone with an idea could
earn attention for free.

Companies took full advantage.

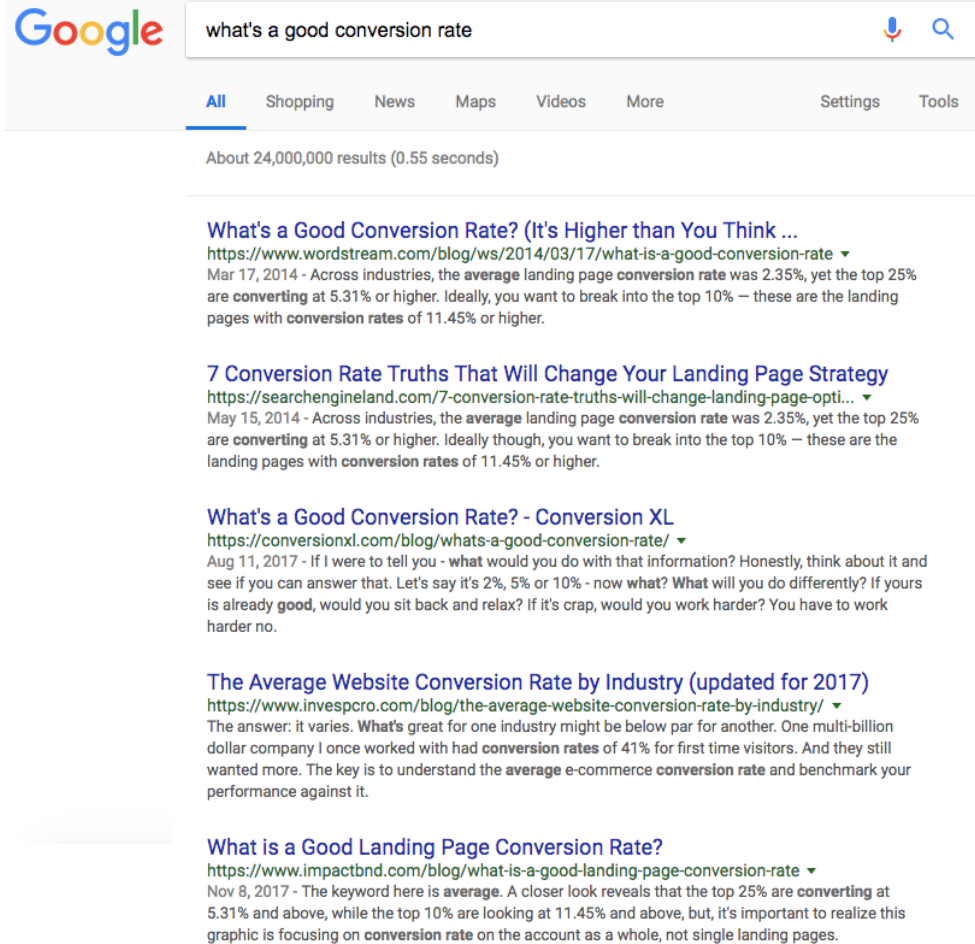
Information was everywhere.

Choices were limitless.



But then something
interesting happened.

People had access
to infinite content.



Google

what's a good conversion rate

All Shopping News Maps Videos More Settings Tools

About 24,000,000 results (0.55 seconds)

What's a Good Conversion Rate? (It's Higher than You Think ...
<https://www.wordstream.com/blog/ws/2014/03/17/what-is-a-good-conversion-rate> ▼
Mar 17, 2014 - Across industries, the **average** landing page **conversion rate** was 2.35%, yet the top 25% are **converting** at 5.31% or higher. Ideally, you want to break into the top 10% – these are the landing pages with **conversion rates** of 11.45% or higher.

7 Conversion Rate Truths That Will Change Your Landing Page Strategy
<https://searchengineland.com/7-conversion-rate-truths-will-change-landing-page-opti...> ▼
May 15, 2014 - Across industries, the **average** landing page **conversion rate** was 2.35%, yet the top 25% are **converting** at 5.31% or higher. Ideally though, you want to break into the top 10% – these are the landing pages with **conversion rates** of 11.45% or higher.

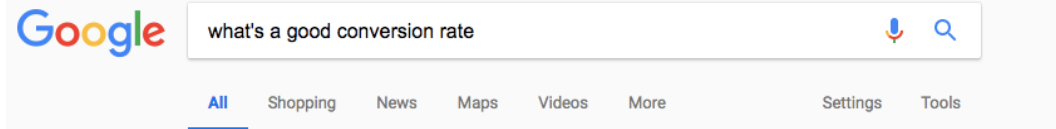
What's a Good Conversion Rate? - Conversion XL
<https://conversionxl.com/blog/whats-a-good-conversion-rate/> ▼
Aug 11, 2017 - If I were to tell you - **what** would you do with that information? Honestly, think about it and see if you can answer that. Let's say it's 2%, 5% or 10% - now **what?** **What** will you do differently? If yours is already **good**, would you sit back and relax? If it's crap, would you work harder? You have to work harder no.

The Average Website Conversion Rate by Industry (updated for 2017)
<https://www.invespcro.com/blog/the-average-website-conversion-rate-by-industry/> ▼
The answer: it varies. **What's** great for one industry might be below par for another. One multi-billion dollar company I once worked with had **conversion rates** of 41% for first time visitors. And they still wanted more. The key is to understand the **average** e-commerce **conversion rate** and benchmark your performance against it.

What is a Good Landing Page Conversion Rate?
<https://www.impactbnd.com/blog/what-is-a-good-landing-page-conversion-rate> ▼
Nov 8, 2017 - The keyword here is **average**. A closer look reveals that the top 25% are **converting** at 5.31% and above, while the top 10% are looking at 11.45% and above, but, it's important to realize this graphic is focusing on **conversion rate** on the account as a whole, not single landing pages.

People had access
to infinite content.

That became a hassle.



About 24,000,000 results (0.55 seconds)

What's a Good Conversion Rate? (It's Higher than You Think ...

<https://www.wordstream.com/blog/ws/2014/03/17/what-is-a-good-conversion-rate> ▾
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About 24,000,000 results (0.55 seconds)

...if you can answer that, let's say it's 10% now what? What will you do differently if yours is already **good**, would you sit back and relax? If it's crap, would you work harder? You have to work harder no.

The Average Website Conversion Rate by Industry (updated for 2017)

<https://www.invespro.com/blog/the-average-website-conversion-rate-by-industry/> ▾
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People had access to infinite content.

That became a hassle.

So technology streamlined that content.

The image shows a Google search interface. The search bar contains the text "what's a good conversion rate". Below the search bar, there are navigation tabs for "All", "Shopping", "News", "Maps", "Videos", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 24,000,000 results (0.55 seconds)".

The main search result is from WordStream. The snippet reads: "Across industries, the **average** landing page **conversion rate** was 2.35%, yet the top 25% are **converting** at 5.31% or higher. Ideally, you want to break into the top 10% – these are the landing pages with **conversion rates** of 11.45% or higher. Mar 17, 2014". To the right of the text is a bar chart titled "Search Conversion Rate Distribution" with a legend for "WordStream". The chart shows a distribution of conversion rates, with a red vertical line indicating a target rate. Below the chart is the URL "searchengineland.com".

Below the snippet is the title "What's a Good Conversion Rate? (It's Higher than You Think ...)" and the URL "https://www.wordstream.com/blog/ws/2014/03/17/what-is-a-good-conversion-rate". There are icons for "About this result" and "Feedback".

Below this result is a section titled "People also ask" with four questions, each with a dropdown arrow:

- What does conversion rate mean?
- How do you calculate a conversion rate?
- What is the average conversion rate on Amazon?
- What is the average conversion rate for Google AdWords?

At the bottom right of this section is a "Feedback" link.

Below the "People also ask" section is another search result, which is a duplicate of the one above, showing the title "What's a Good Conversion Rate? (It's Higher than You Think ...)" and the URL "https://www.wordstream.com/blog/ws/2014/03/17/what-is-a-good-conversion-rate".

People had access
to endless options.

amazon
prime

All ▾ paper towels

1-24 of over 40,000 results for "paper towels"



Sponsored ⓘ
Bounty Select-a-Size
Paper Towels, White,
Huge Roll, 8 Count
\$1863
(\$2.33/Count) ~~\$22.99~~
prime (3 days)
★★★★☆ · 710

Best Seller



Sponsored ⓘ
Bounty Select-a-Size
Paper Towels, White, 12
Huge Rolls
\$2794 (\$2.33/Count)
prime (3 days)
Save \$2.00 with coupon
★★★★☆ · 3,608



Sponsored ⓘ
Seventh Generation
Unbleached Paper Towels,
100% Recycled Paper, 6
Count (Pack of 4)
\$3998
(\$1.67/Count) ~~\$50.63~~
prime (3 days)
★★★★☆ · 179

Best Seller



Bounty Select-a-Size
Paper Towels, White, 12
Huge Rolls
\$2794 (\$2.33/Count)
prime (3 days)
Save \$2.00 with coupon
★★★★☆ · 3,608



Scott Choose-A-Sheet
Mega Roll Paper Towels, 6
Count (Pack of 4) White,
Quick Absorbing Ridges...
\$2332 (\$0.97/Count)
prime (3 days)
★★★★☆ · 517



Brawny® Paper Towels,
Full Sheet, 6 Large Rolls
\$669
(\$1.11/Count) ~~\$7.99~~
prime pantry
Save \$0.50 with coupon
★★★★☆ · 41



VIVA Choose-A-Sheet*
Paper Towels, White, Big
Plus Roll, 24 Rolls
\$2899 (\$1.21/Count)
prime (3 days)
★★★★☆ · 1,635



VIVA Choose-A-Sheet
Paper Towels White Big
Roll, 6 Rolls, Cloth-Like
Texture, Strong & Soft...
★★★★☆ · 775



Brawny Pick-a-Size Paper
Towels, White, XL Rolls,
pack of 16 count
\$2899 (\$1.81/Count)
prime (3 days)
Save \$2.00 with coupon
★★★★☆ · 329

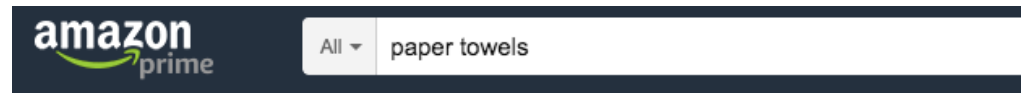


Amazon Brand - Presto!
Flex-a-Size Paper Towels,
Huge Roll, 12 count
\$2425 (\$2.02/Count)
prime (3 days)
★★★★☆ · 131

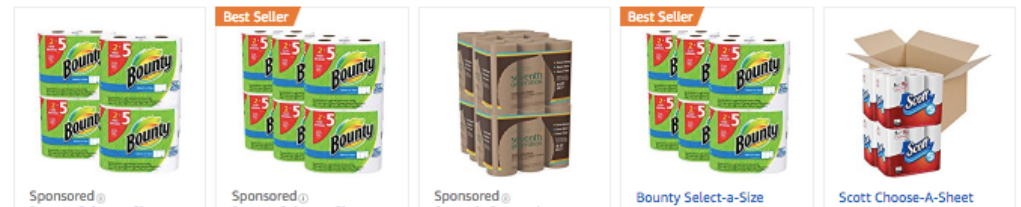
@HubSpot | #GrowANZ19

People had access
to endless options.

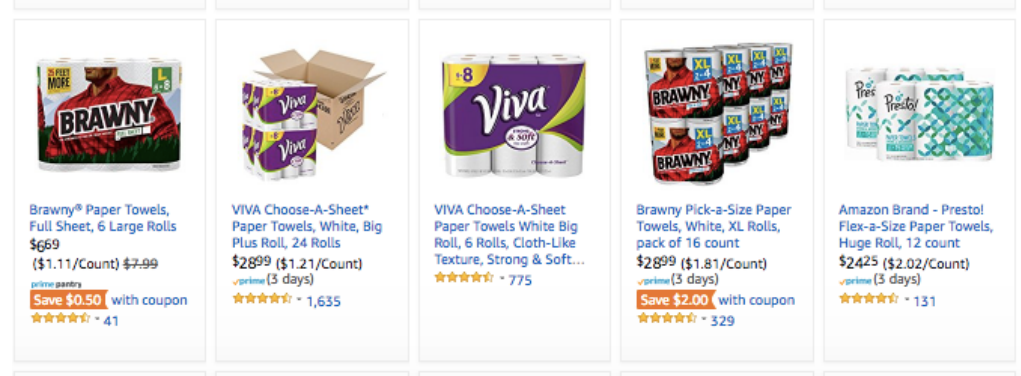
That became a hassle.



1-24 of over 40,000 results for "paper towels"



1-23 of over 40,000 results for "paper towels"



People had access
to endless options.

That became a hassle.

So technology
refined those options.

Amazon's Choice



"Amazon's Choice for
Paper towels is Presto
- 3 count for \$8.
Would you like to buy
it?"

People had access
to endless options.

That became a hassle.

So technology
refined those options.

Amazon's Choice



"Amazon's Choice for
Paper towels is Presto
- 3 count for \$8.
Would you like to buy
it?"

Then

Endless options

Homogenous experience

Today

Curated options

Personalised experience



It's not what you sell. It's how you sell it.

They share a few key traits...

Available 9-5

High upfront investment

Generic experience

Responsive

Available 24-7

Free and quick to start

Personalised experience

Predictive



Sales

From choice to convenience

Good



Helpful

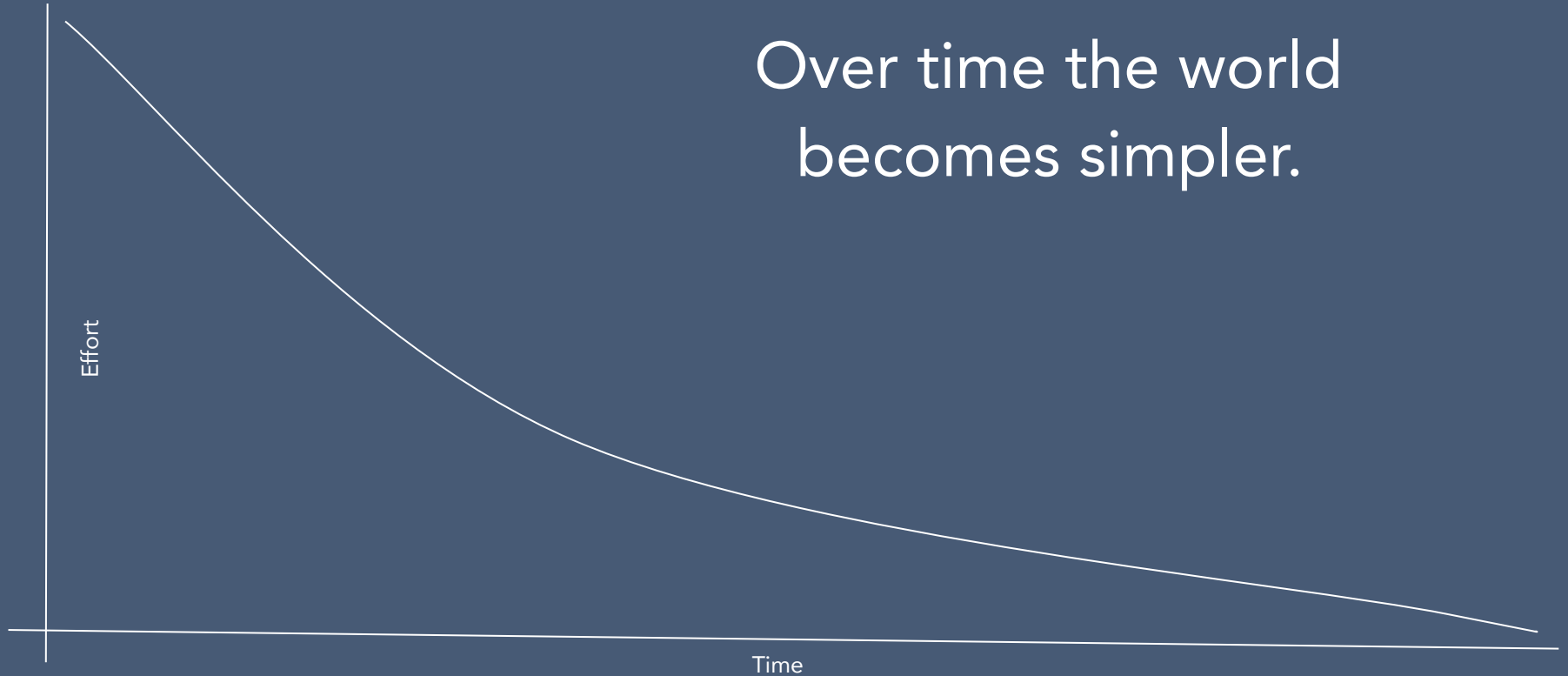
Better



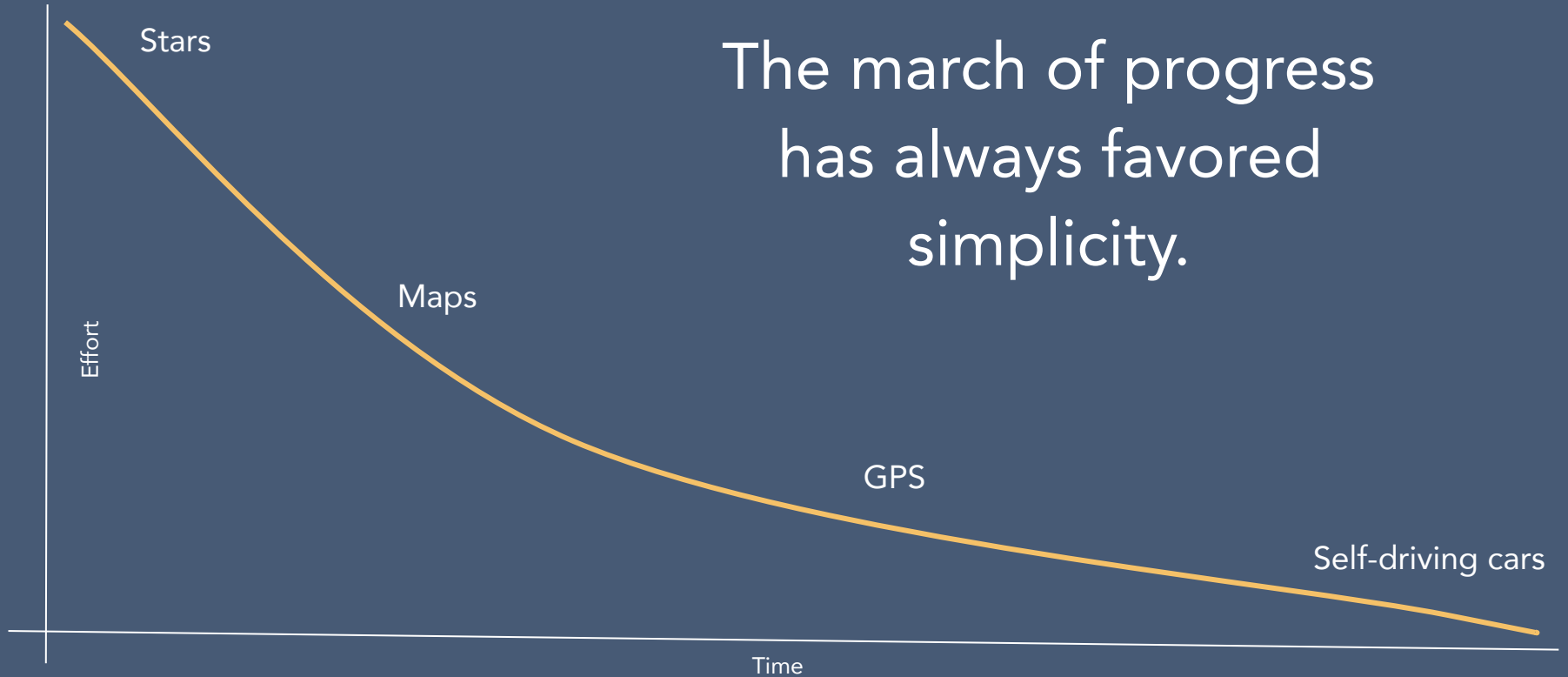
Easy

It's not so **easy to be easy.**

Over time the world
becomes simpler.

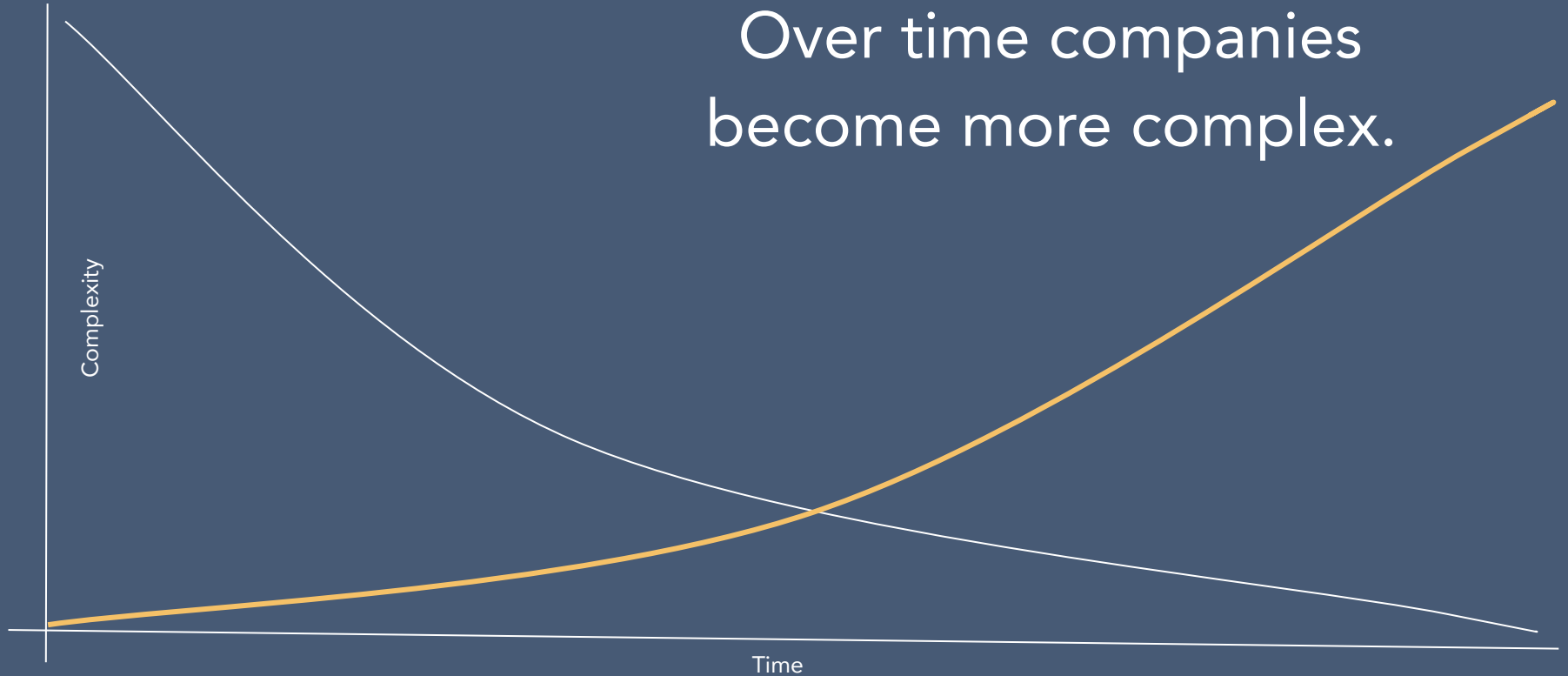



The march of progress
has always favored
simplicity.



Navigation Systems

Over time companies
become more complex.






I buy most
often from
companies
that make
it easy.

I create artificial
obstacles in the
buying process to
get extra info out
of people.

The background is a solid dark blue color. It features several decorative elements: a large, light blue arc on the left side; a small, solid light blue circle in the lower-left quadrant; a set of three concentric light blue circles in the upper-right quadrant; and a larger, solid light blue circle in the top-right corner.

This is a **new** era of business



This is a new era of business
and customers expect **better.**

This greatest risk to your business
is the way **you sell**



Make it easy

Marketing



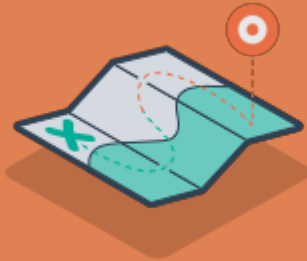
Storytelling

Sales



Personalisation

Marketing



Storytelling

Technology

Sales



Personalisation

Hard fact: busy sales reps don't personalise.

Marketing



Storytelling

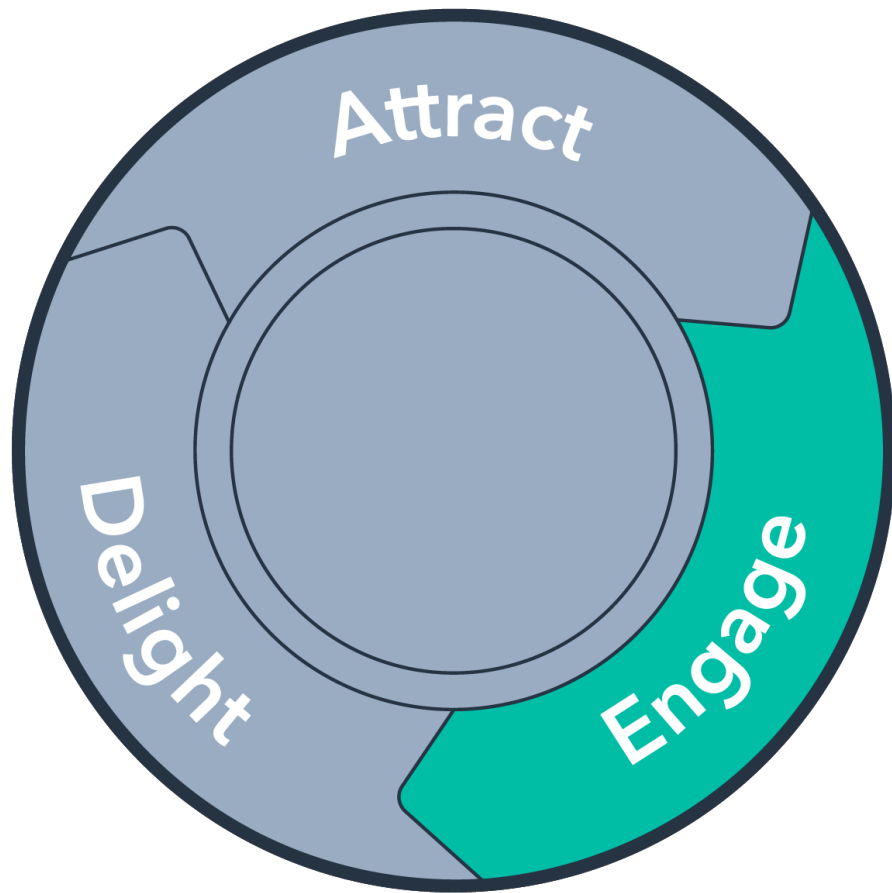
- Case studies
- Email templates
- Product guides
- Demo decks
- One-pagers
- Product videos

Technology



Empowers Sales

- Meeting scheduling
- Automated tasks
- Email tracking
- Smart email
- Shared templates
- Automated pipeline
- Bot assistance





Blank template

Start with a blank form and add your own fields.

Templates



Registration

Add a form to your website and allow visitors to register to your site, service, product, or program.



Contact us

Make it easy for visitors to get in touch with you by adding a contact form to your website.



Newsletter signup

Get new subscribers by adding a sign-up form for your newsletter and keep them up to date on the

Preview



Email*

First name

Last name

Message

Submit



▼ Analytics

> About You

> Sales Properties

 New Note

 Email

 Call

 Log Activity

 Create Task

 Schedule

Start typing to leave a note...

A  

2019

Filter timeline (6/29) ▼

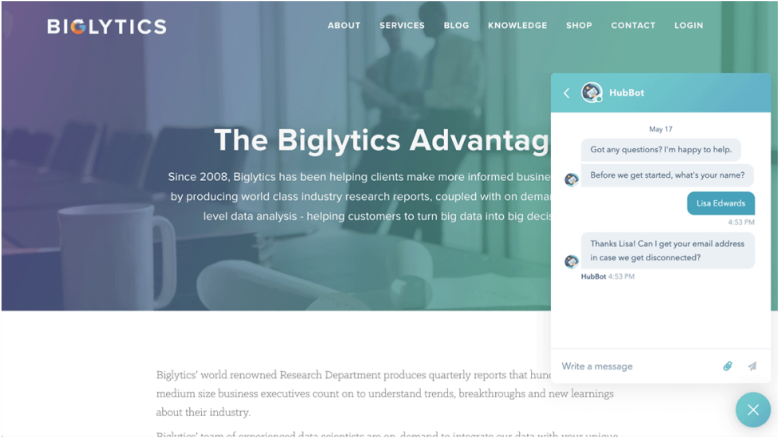


viewed page [Contact Record Experience](#)



was sent the marketing email [The Power of Your Contact Record](#)

Now you can have unlimited, personalized conversations ... at scale.

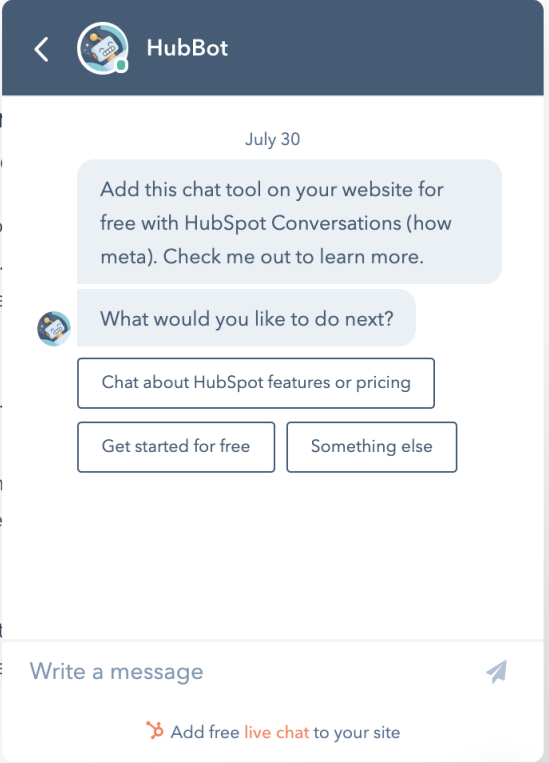


Scale live chat conversations on your website, and automate your pro

Today, your visitors, prospects, and customers connect with you in real time via live chat. For large companies, supporting one-to-one conversations at a large scale can be a challenge.

With HubSpot's chatbot tool, you can lighten the load on your team. Easily create bots that help you book meetings, provide answers to common support questions, and more – so your team can focus on the conversations that matter.

Configure your bot to hand the conversation to a human agent once qualified, create support tickets, manage email lists and workflows, and more.



Now you can have unli



Biglytics' world renowned Research Department produces quarterly reports that... medium size business executives count on to understand trends, breakthroughs... about their industry.

Biglytics' team of experienced data scientists can be deployed to integrate and ana...

This screenshot shows a chatbot interface for 'HubBot'. At the top, there is a dark blue header with a back arrow, the HubBot logo, and the name 'HubBot'. The chat area is white with a date separator 'July 30'. The bot's first message is: 'Add this chat tool on your website for free with HubSpot Conversations (how meta). Check me out to learn more.' The user's response is: 'What would you like to do next?'. The bot provides two buttons: 'Chat about HubSpot features or pricing' and 'Get started for free'. The user selects 'Get started for free'. At the bottom, there is a text input field with the placeholder 'Write a message' and a send arrow. Below the input field is a promotional banner: 'Add free live chat to your site' with a small icon.

at scale.

This screenshot shows a similar chatbot interface for 'HubBot'. The header is identical to the previous screenshot. The chat area shows the same initial bot message and user question. However, the user selects the 'Chat about HubSpot features or pricing' button. The bot then provides two buttons: 'Get started for free' and 'Something else'. The user selects 'Something else'. At the bottom, there is a text input field with the placeholder 'Write a message' and a send arrow. Below the input field is a promotional banner: 'Add free live chat to your site' with a small icon. A dark blue circular button with a white 'X' is visible in the bottom right corner of the chat area.



Chris Cain



Chris Cain was created from [Form Submission](#)



Gianna Balster logged a call with Chris Cain

Call outcome: Connected

Call type: First outreach

Need to follow up on Wednesday about next steps



Chris Cain opened email [Following up](#)

2x2



Graham Hawkins,
Sales Tribe

2 minutes of research
to find 2 things

Datanyze 

▼ Analytics

► About You

► Sales Properties

 New Note

 Email

 Call

 Log Activity

 Create Task

 Schedule

Start typing to leave a note...



Filter timeline (6/29) ▼

Linked in
SALES NAVIGATOR

 was sent the marketing email

Hi [first name],

Looks like you have been in the CRM space for a while now. I'm reaching out to you today because you've recently been showing interest in HubSpot - which makes me wonder if you're having challenges with Dynamics?

It would be interesting for us to sync up to chat about:

1. Your journey with Salesforce and Microsoft as a partner so far
2. Challenges you've seen with businesses implementing sales solutions
3. Plans on being partners with new and rising CRM companies?

What's your availability like over the next few weeks? [You can book a time directly in my calendar here.](#)

Talk soon,

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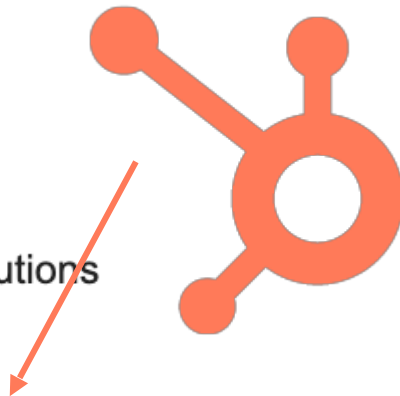
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What's your availability like over the next few weeks? [You can book a time directly in my calendar here.](#)

Talk soon,



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) *

TOTAL ENROLLED

67

OPEN RATE ⓘ

70%

CLICK RATE ⓘ

46%

REPLY RATE ⓘ

22%

MEETING RATE ⓘ

10%

UNSUBSCRIBE RATE

3%

BOUNCE RATE ⓘ

0%

EMAIL	TOTAL ENROLLED	OPEN RATE	CLICK RATE	REPLY RATE	MEETING RATE
Email 1	67	64%	40%	21%	10%
Email 2	48	58%	10%	8%	0%
Email 3	40	48%	5%	5%	0%
Email 4	31	45%	3%	0%	0%

TOTAL ENROLLED

67

OPEN RATE ⓘ

70%

CLICK RATE ⓘ

46%

REPLY RATE ⓘ

22%

MEETING RATE ⓘ

10%

UNSUBSCRIBE RATE

3%

BOUNCE RATE ⓘ

0%

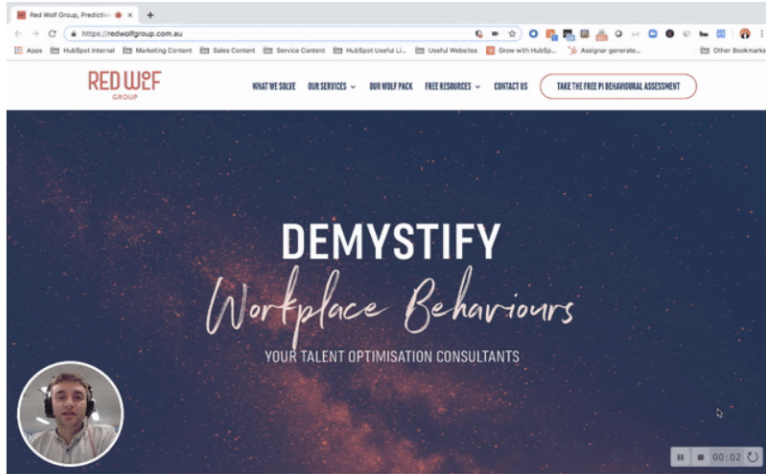
EMAIL	TOTAL ENROLLED	OPEN RATE	CLICK RATE	REPLY RATE	MEETING RATE
Email 1	67	67%	40%	21%	10%
Email 2	48	58%	10%	8%	0%
Email 3	40	48%	5%	5%	0%
Email 4	31	45%	3%	0%	0%

32%!!!

 vidyard + HubSpot

Hi [first name],

You probably get a thousand and one emails a day, I wanted to be different so I made this video for you.



[Watch the video here!](#)

Hoping to learn more about what sparked your interest.

Shall we arrange a quick chat together?

Let me know a few times that work or [book a meeting](#) straight in my calendar.


All the best,

Stephen




@HubSpot | #GrowANZ19

Automated Outreach and Tasks



New Customer Onboarding 

Total steps: 3 Total time to complete: 2 days Thread emails [Learn more](#)

Email: New Customer Welcome   




Subject: Welcome to [Company: Name](#)




Hi [Contact: First name](#) !

Welcome to the team! We're so glad to have you.

[See more](#)




+




Task   

Delay from last step  1  day 

Change lead status

+

Email: content offer   

Delay from last step  1  day 

This subject will match the first email since threading is enabled

Hi [Contact: First name](#) ,

Hi! We're HubSpot, and our Marketing and Sales software can help [Company: Name](#) grow

[See more](#)

+

 New note  Email  Call  Log activity  Create task  Schedule

Templates ▾ Sequences ▾ Documents Meetings ▾

To Mary McBurger (mary@hubbrowsers.com) ▾

Cc Bcc

From Ari Plaut (aplaut@hubspot.com)

Subject Checking in

Hi Mike --

Hope you're well! Any news on the purchase decision?

Cheers,

Ari Plaut



1 business day

2 business days

3 business days

4 business days

5 business days

Custom date

Send

Cancel

Create a task to follow up in 3 business days ▾



Marketing



Storytelling

Sales



Personalisation

Documents

New folder

Upload new document

View: All

Search

Home

	NAME	SHARES	VIEWS	CREATED BY	LAST UPDATED
<input type="checkbox"/>	 12 Month Tax Lien Report 20160924-20170924.xlsx	3	0	Jonathan Kanyok	a month ago
<input type="checkbox"/>	 1904labs.docx	3	0	Danielle Drapeau	a month ago
<input type="checkbox"/>	 2017 Small Biz Territories.pptx	1	0	Emma Greenman	7 days ago
<input type="checkbox"/>	 2017 Small Biz Territories.pptx	1	0	Emma Greenman	7 days ago
<input type="checkbox"/>	 About HubSpot	146	18	Travis Strickland	a month ago

Help

Mail ▾

COMPOSE

Inbox (7)

Starred

Sent Mail

Drafts (8)



Move to Inbox



More ▾



Taylor O'Neil



Biglytics.pdf viewed 1s ago

Biglytics.pdf viewed 3m ago

Following Up



Elise Beck <ebeck@hubspot.com>



4:21 PM (7 minutes ago) ☆



Add to circles



Show details

to Taylor ▾

Hi Taylor,

Here's a great overview that you can share with your team before our call next week.

[Biglytics.pdf](#)



Templates

Documents

Log In CRM



▾ Taylor O'Neil (gmail.com)

Hi Taylor,

I just wanted to follow up on our call earlier today

--

Elise Beck

Sans Serif ▾ | ↑T ▾ | **B** | *I* | U | A ▾ | [List icons] | [Quote icon] | [Link icon]

Send





Sales ▾

Dashboard

Contacts

Companies

Deals

Tasks

Sales Tools ▾

Settings

Search

[← Back to templates](#)

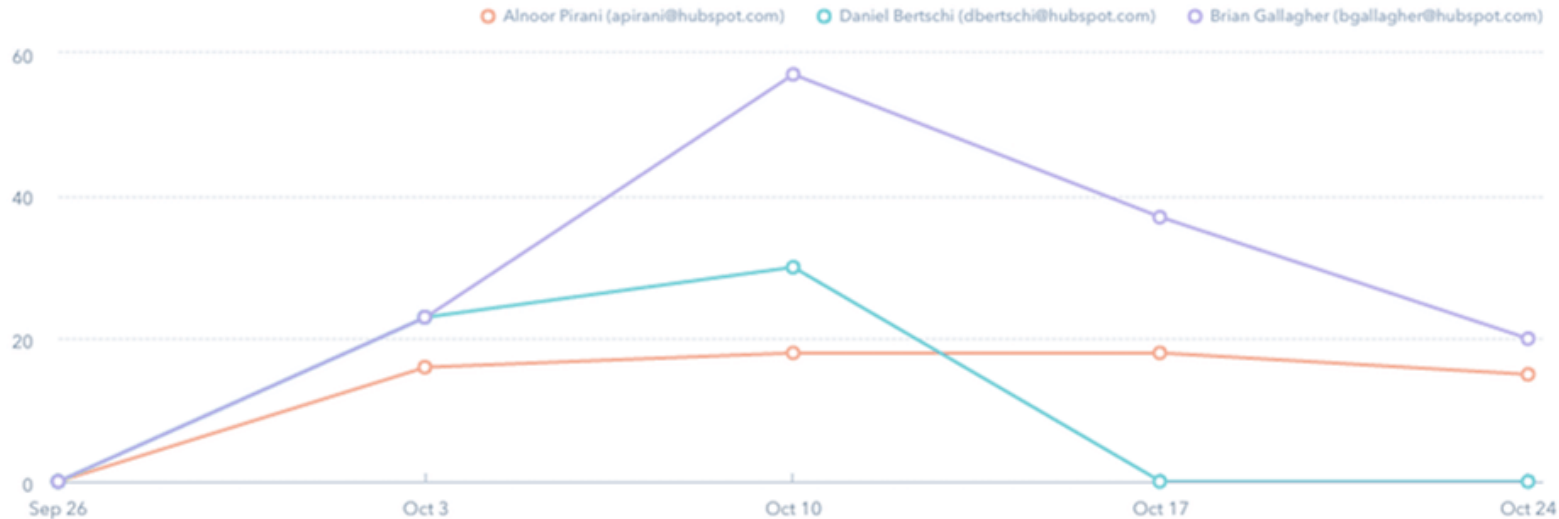
Template Reports

Search reports...



Templates

Users

 Emails logged to CRM Sends ▾ This month ▾ Week ▾



Better = Personalisation



People have changed.



It's not what you sell. It's how you sell it.

Thank you