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HUBSPOT
**PARTNER
DAY**

HubSpot

EMEA PARTNER DAY

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Proving Inbound: How One of HubSpot's Largest Partners Uses LeadIn to Sell More Inbound

Nicholas Holland, Product Lead, LeadIn
Eric Murphy, BabelQuest

8 Real-world Scenarios from HubSpot Partners



1 - The Inbound Skeptic

Partner: Alessandro Frison, Mayking

Client scenario: They don't 'get it'.

Solution: Install Leadin and help them see results quickly and for free.



2 - The WordPress-holdout

Partner: Dan Kraus, LeadingResults.com

Client scenario: They are WordPress fans.

Solution: Install Leadin to introduce inbound into the WordPress ecosystem, and gradually move them over to HubSpot over time.



3 – Nudge against competitors

Partner: Angela Arnold – Goldstein Group Communications

Scenario: The client is ‘evaluating’ multiple platforms.

Solution: Use Leadin to give them experience of the ease of use and quick time to value.



4 – Stop gap during full HubSpot implementation

Partner: Cherene Etemadi– Eyemagine

Scenario: You've got a long run-in before HubSpot goes live.

Solution: Give them something to see and track results with now.



5 – Startups

Partner: Remington Begg - Impulse

Scenario: You want to get in on the ground floor, with exciting prospects who can't afford you - yet.

Solution: Use Leadin with a simple CMS like WordPress. Low effort and high impact to help them get to their first shoots of growth.



6 – Non-profits

Partner: Angela Arnold – Goldstein Group Communications

Scenario: You donate your time and services to non-profits.

Solution: Install this free software and encourage them to use the platform – simple and easy.



7 – No-risk prospecting

Partner: Jessie-Lee Nichols, Quintain Marketing

Scenario: Your prospect wants hard results that inbound marketing and your agency get results

Solution: Ask the client to install Leadin at your first sales meeting – go beyond selling and prove your value.



8 – Investors / Mentors

Partner: Eric Murphy, BabelQuest

Scenario: Your ideal buyer is CEO of a startup or high growth business, they work 100+ hours a week and you can't get at them.

Solution: Get their investors, mentors or advisors on-board with a free inbound set up – Leadin + CRM + HubSpot Sales

