

Kicking off HubSpot

Meet HubSpot

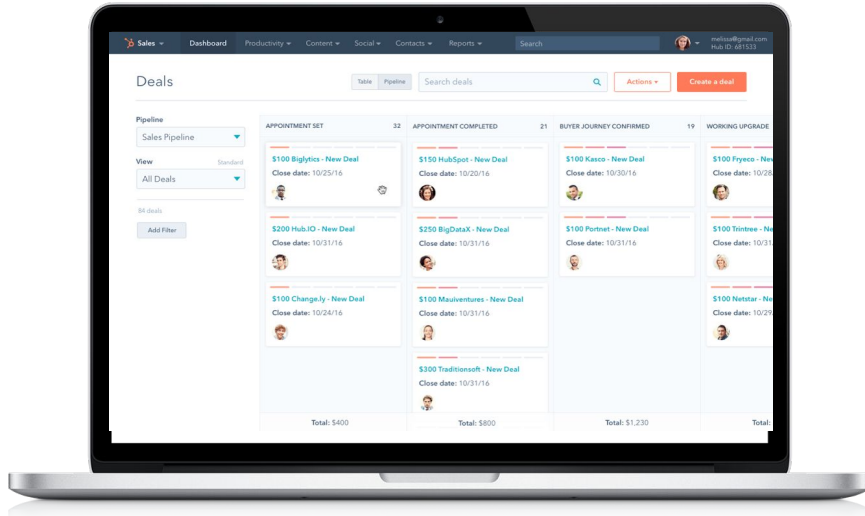
HubSpot makes it easy for us attract visitors, convert leads, and delight customers.

The image illustrates the HubSpot CRM interface across multiple devices. The central laptop screen shows the 'Deals' pipeline with the following data:

Pipeline	APPOINTMENT SET (32)	APPOINTMENT COMPLETED (21)	BUYER JOURNEY CONFIRMED (19)	WORKING UPGRADE
\$100 Biglytics - New Deal	\$150 HubSpot - New Deal	\$100 Kasco - New Deal	\$100 Fryeco - New Deal	
\$200 Hub.io - New Deal	\$250 BigDataX - New Deal	\$100 Portnet - New Deal	\$100 Trintree - New Deal	
\$100 Change.ly - New Deal	\$100 Mauventures - New Deal		\$100 Netstar - New Deal	
	\$300 Traditionsoft - New Deal			
Total: \$400	Total: \$800	Total: \$1,230	Total:	

Overlaid on the laptop screen is a user profile card for Morgan Holt, Marketing Manager at Weyerhaeuser. To the left, a tablet displays a 'CUSTOMERS' dashboard with a line graph showing 12,221 customers and a 0.71% increase. To the right, a smartphone shows a 'Contacts' list with names like Tim Merrill, Jason Wilson, and Alexander Perry. The HubSpot logo is in the bottom right corner.

HubSpot is how we



- Uncover new leads
- Connect with more leads
- Close deals faster
- Manage our pipeline





**It's an intuitive tool
that will skyrocket
your productivity**



Uncover more leads in less time

FEATURES THAT MAKE THIS POSSIBLE

Email Sequences [↗](#)

Automate Your Follow-Up Emails

Email Tracking [↗](#)

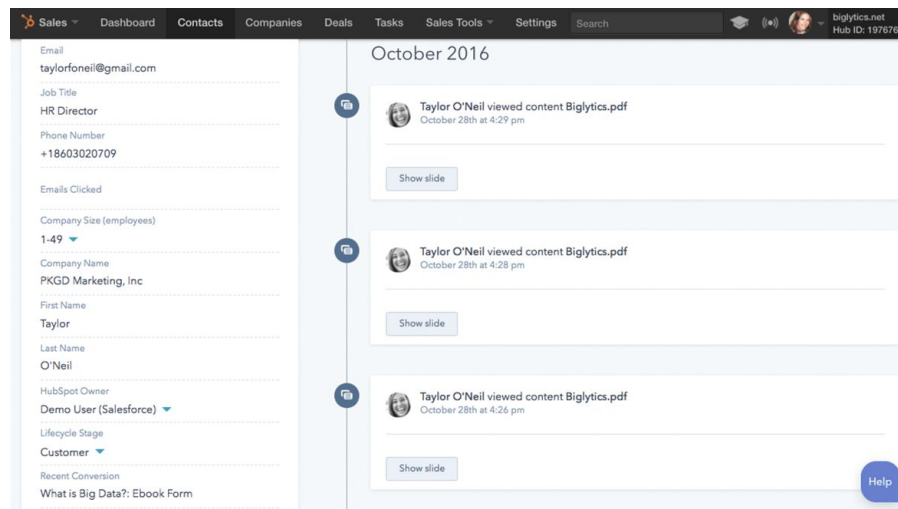
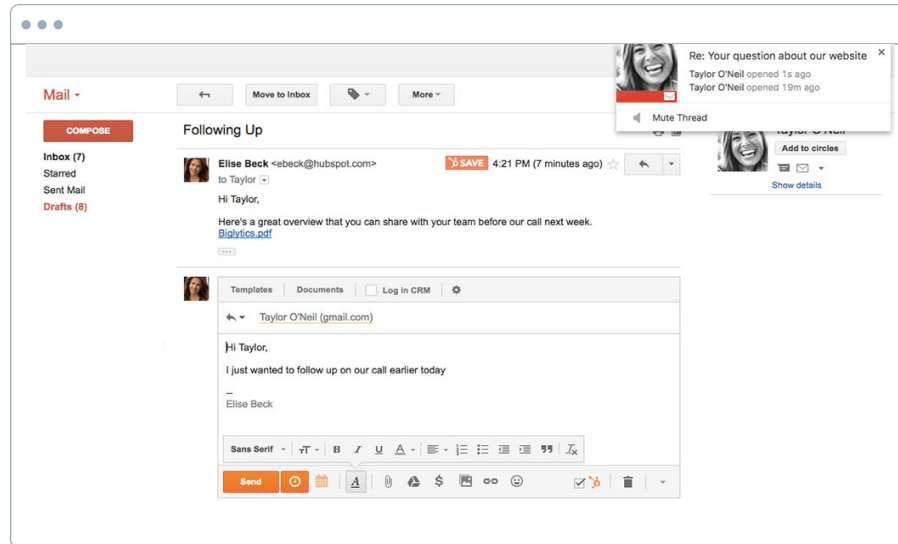
Know the second a lead opens an email

Inbox Profiles [↗](#)

Get powerful context about the people
you're emailing, right inside your inbox

Prospects [↗](#)

Track and identify the most engaged
prospects in real-time



Get your emails opened and calls answered

FEATURES THAT MAKE THIS POSSIBLE

Email Tracking [↗](#)

Know the second a lead opens an email

Email Templates [↗](#)

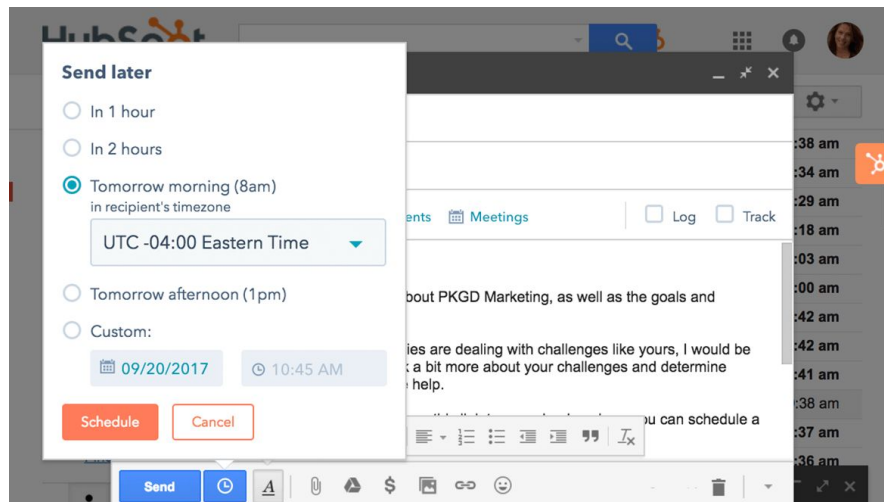
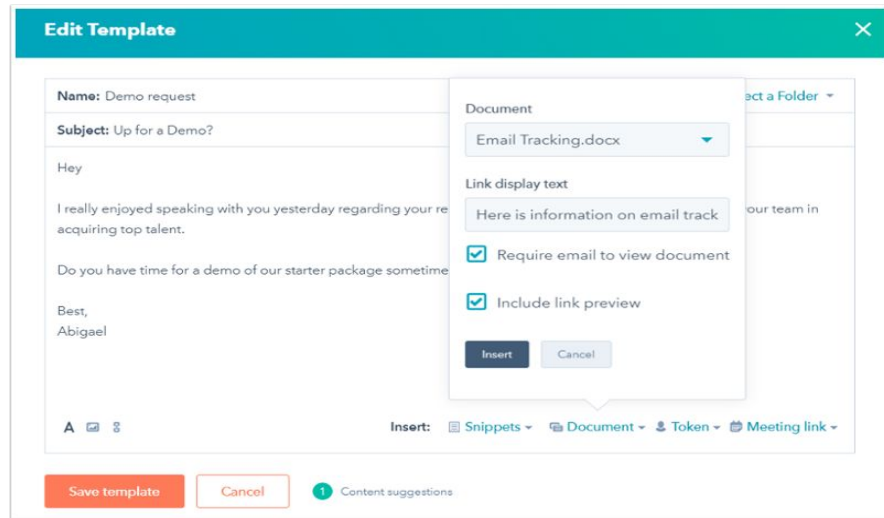
Turn your best and repetitive emails into templates you can personalize & optimize

Calling & Call Tracking [↗](#)

Make and record calls directly from your browser and log in your CRM

Email Scheduling [↗](#)

Schedule your emails. Nail your timing



Land more meetings and close more deals

FEATURES THAT MAKE THIS POSSIBLE

Meetings 

Schedule your appointments faster

Quotes 

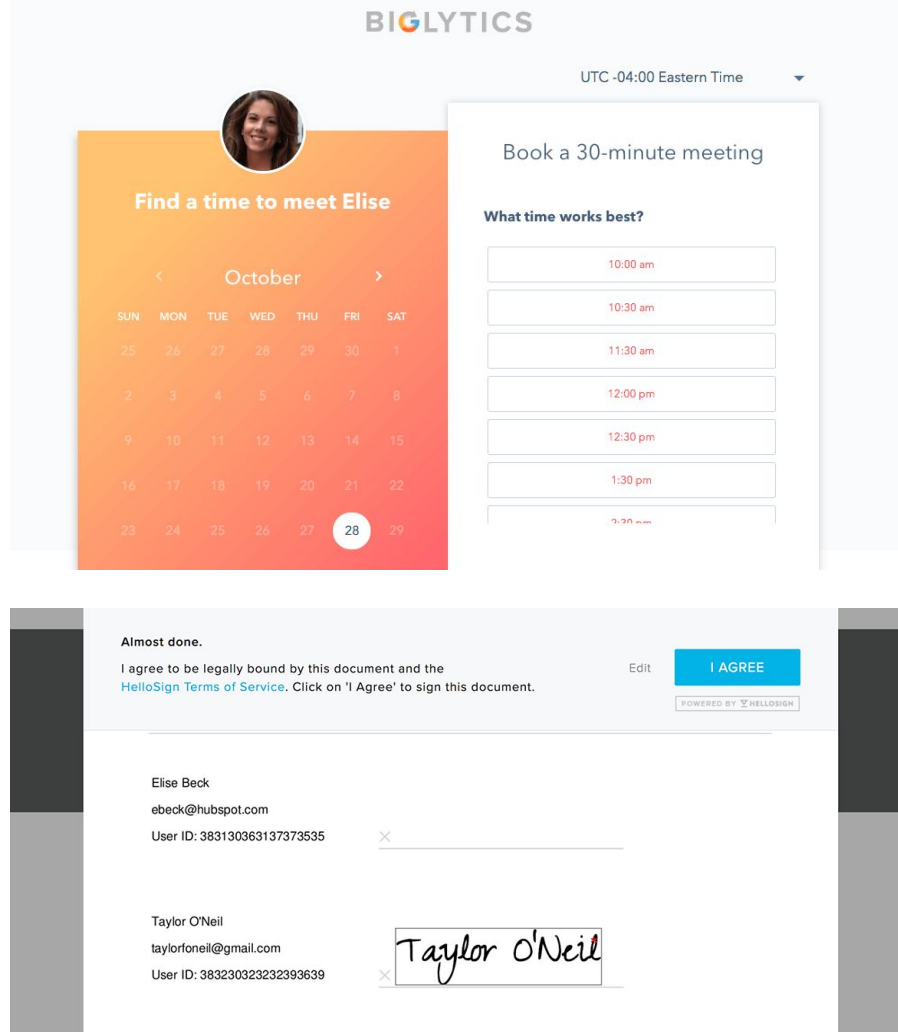
Create and send sales quotes, and even collect electronic signatures

Playbooks 

Pull up competitive battle cards, card scripts, and positioning guides

Conversations 

Personalize conversations at scale



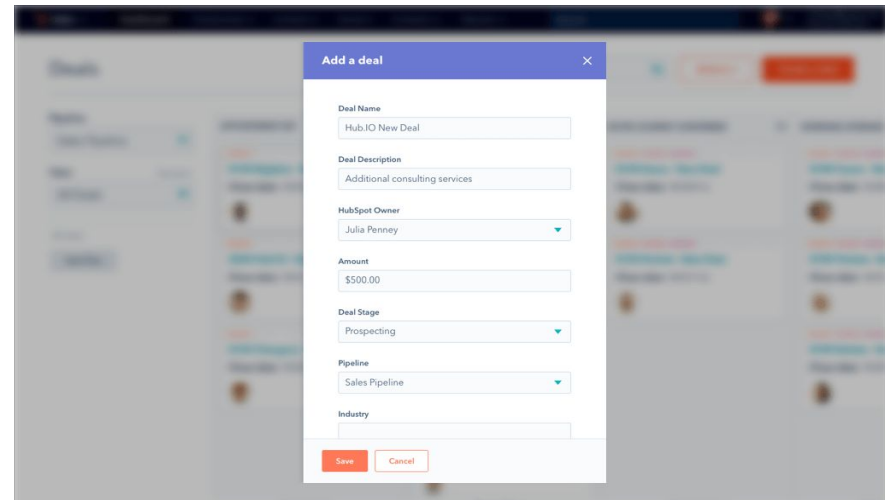
The screenshot displays the Biglytics interface for scheduling a meeting. At the top right, the logo "BIGLYTICS" is visible, along with the time zone "UTC -04:00 Eastern Time". A circular profile picture of a woman is shown above the main heading "Find a time to meet Elise". Below this is a calendar for the month of October, with the 28th highlighted. To the right of the calendar is a form titled "Book a 30-minute meeting" with the question "What time works best?". The form contains a list of time slots: 10:00 am, 10:30 am, 11:30 am, 12:00 pm, 12:30 pm, 1:30 pm, and 2:30 pm. Below the meeting booking form is a signature section. It starts with the text "Almost done." and "I agree to be legally bound by this document and the HelloSign Terms of Service. Click on 'I Agree' to sign this document." There is an "Edit" link and a blue "I AGREE" button. Below this, the text "POWERED BY HELLOSIGN" is visible. The signature section lists two individuals: Elise Beck (ebeck@hubspot.com, User ID: 383130363137373535) and Taylor O'Neil (tayloroneil@gmail.com, User ID: 383230323232393639). Taylor O'Neil's signature is shown in a box with a handwritten-style font.

Focus on the right deals and hit your sales quota

FEATURES THAT MAKE THIS POSSIBLE

Pipeline management [↗](#)

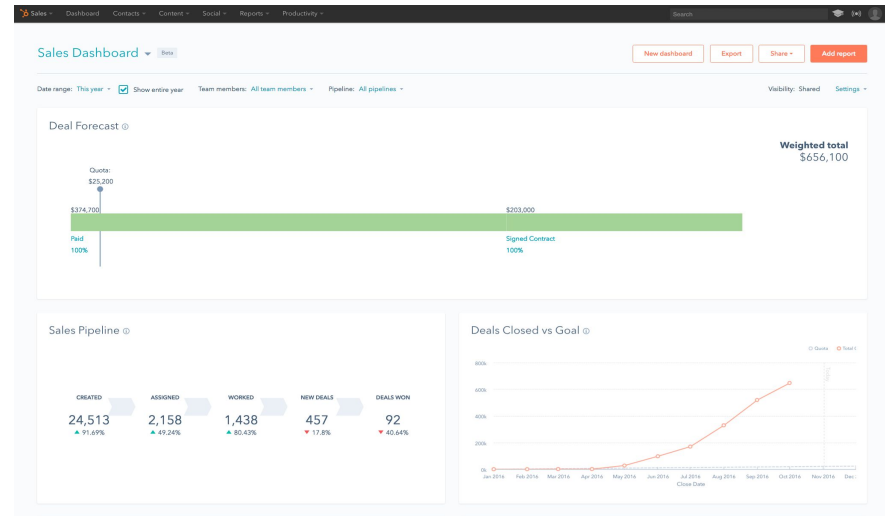
Never let a lucrative deal slip through the cracks again. Add deals with a single click, assign tasks, and track progress in your dashboards.



A screenshot of a CRM interface showing a modal window titled "Add a deal". The form contains the following fields:

- Deal Name: Hub IO New Deal
- Deal Description: Additional consulting services
- HubSpot Owner: Julia Penney (dropdown menu)
- Amount: \$500.00
- Deal Stage: Prospecting (dropdown menu)
- Pipeline: Sales Pipeline (dropdown menu)
- Industry: (empty field)

At the bottom of the form are two buttons: "Save" (orange) and "Cancel" (white with orange border).

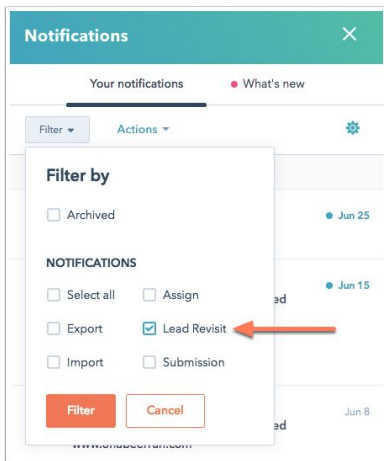
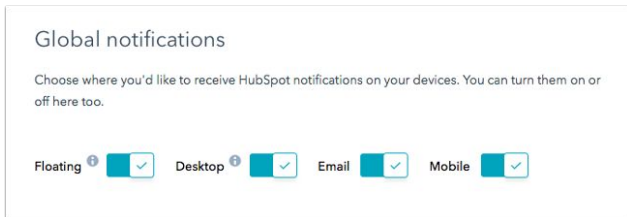


How we use HubSpot



Never miss a beat

Configure your notifications [↗](#)



- Contacts
- Lead revisits
- Deals
- Tasks
- Comments
- ... and more!















Maintain total visibility

Deals

Table Pipeline Search deals Actions ▾ Create a deal

Pipeline
Sales Pipeline ▾
View Standard
All Deals ▾
84 deals
Add Filter

APPOINTMENT SET 32	APPOINTMENT COMPLETED 21	BUYER JOURNEY CONFIRMED 19	WORKING UPGRADE
<p>\$100 Biglytics - New Deal Close date: 10/25/16 </p>	<p>\$150 HubSpot - New Deal Close date: 10/20/16 </p>	<p>\$100 Kasco - New Deal Close date: 10/30/16 </p>	<p>\$100 Fryeco - New Deal Close date: 10/28/16 </p>
<p>\$200 Hub.IO - New Deal Close date: 10/31/16 </p>	<p>\$250 BigDataX - New Deal Close date: 10/31/16 </p>	<p>\$100 Portnet - New Deal Close date: 10/31/16 </p>	<p>\$100 Trintree - New Deal Close date: 10/31/16 </p>
<p>\$100 Change.ly - New Deal Close date: 10/24/16 </p>	<p>\$100 Mauventures - New Deal Close date: 10/31/16 </p>		<p>\$100 Netstar - New Deal Close date: 10/29/16 </p>
	<p>\$300 Traditionsoft - New Deal Close date: 10/31/16 </p>		
Total: \$400	Total: \$800	Total: \$1,230	Total: \$1,000



How we will work together

Communication

**Creating an environment
where we can thrive**

- Leadership Meetings
- All Hands Meetings
- Email Updates
- Conversations

Collaboration

**Aligning
cross-functionally**

- Revenue goals
- Establishing an SLA

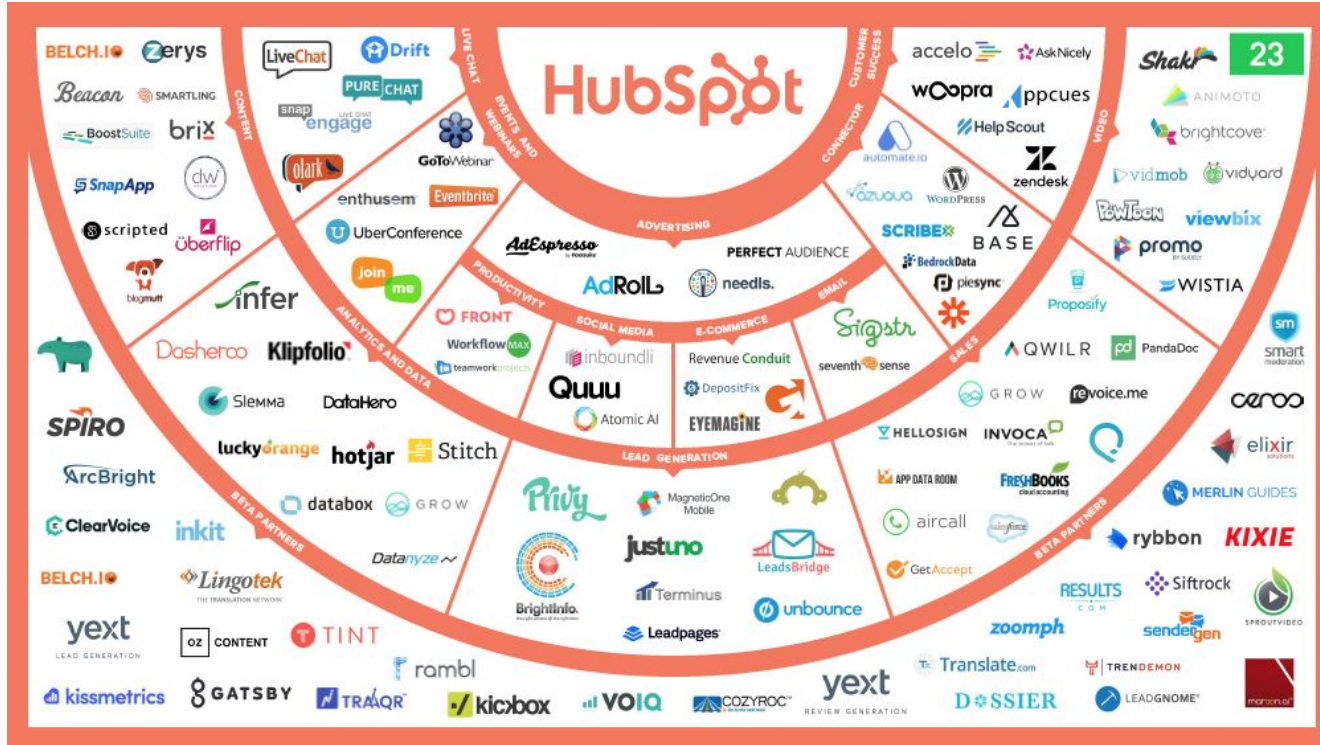
Creation

**The tools and mechanics
for us to succeed**

- HubSpot
- HubSpot integrations



HubSpot with other tools





Learn more about HubSpot



Start with Inbound Sales Fundamentals [↗](#)



If you need help

HubSpot Academy



Step by step guides, video tutorials

Knowledge Base



Articles about features and general use

HubSpot Support



Chat or talk to someone from HubSpot



The background is a solid orange color with a subtle gradient. There are several decorative elements: a large, semi-transparent orange circle in the top-left corner; a smaller, semi-transparent orange circle with a darker orange center in the top-left; a set of three concentric, semi-transparent orange circles in the top-center; and a large, semi-transparent orange arc in the bottom-right corner.

Thank you