CLIENT SALES ENABLEMENT SERVICES

Example from HubSpot Diamond Agency Partner: Huify

Service Category	Service Description
Sales Process Revision and Management	● Ongoing revision and improvement of the documented sales process ● Monitoring goals and KPIs
Technology Integrations	● Assisting with integrations ● Implementing sales tools ● Updating CTAs, Landing Pages, and other online assets

Ongoing Sales Process Audit and Training	● One full day of in-person training up to once per quarter
	   ○ Includes agendas, materials, support, etc.
	   ○ Travel expenses paid by client
	● In-person review of documented sales process, alongside updating existing sales process
	● Weekly virtual meetings
	● Daily Slack support and check-ins

Sales Content Creation	● Up to four (4) lead nurturing workflows or sequences (3-5 emails each) per month ● Includes segmented list setup
Landing Pages for Lead Generation (x3)	● Copywriting and form creation ● Development and UX design ● CTAs ● Each landing page will be developed with a corresponding "thank you page" and follow up email ● Examples include: "Contact Sales", "Request a Demo"
Social Media Audit and Sales Strategy	● Social tool setup ● Performance audit ● Social strategy development for sales team members (re: lead gen)
Analytics and Reporting	● Four (4) weekly reports, One (1) monthly report, One (1) quarterly report ● All reports include recommendations and prescriptions for improvement
Technology and Services Costs	
Technology Costs	Varies depending on what it already in place
12-month engagement	$60,000
Monthly Services Cost	$5,000

For guidance on which Sales Services to offer and associated time / effort estimates, click here.