

# HubSpot Sales Hub

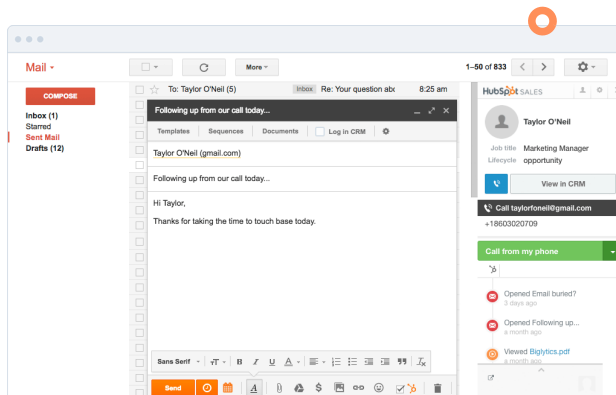
## for Marketing Leaders

### ABOUT HUBSPOT

HubSpot is a platform built for large businesses to manage marketing, growth, and sales from one place. The HubSpot Growth Platform provides the tools needed to empower sales and marketing teams along with world class support, education, and resources.

## HubSpot Sales

HubSpot Sales is an enterprise sales platform that will automate your sales process, surface valuable intel on prospects, and create a leads database automatically. HubSpot Sales lets your sales team do what they do best— connect with prospects— easily and without the hassle of complicated software.



## The HubSpot Sales Difference

As a marketing leader, your biggest challenge is likely growth. In fact, [38% of marketing leaders](#) identify growth as their number one goal for the year. As marketing organizations rely more and more on data and a strong connection between Sales and Marketing, a software that links the two teams is essential for growing faster than your competition.

HubSpot's built-in tools focus on making it simple to identify the people who are most likely to get value from and purchase your product, and routes them to the right sales rep, at the right time.

HubSpot Sales Hub even allows Marketers to take control of email communications on behalf of Sales so the content experts can ensure a consistent, compelling message goes to all of your prospects.

# Key Features

## to Help You Grow

### ✓ Lead Generation

- Identify high quality leads through marketing automation and pass to sales at the right time

### ✓ Sales automation

- Schedule individual emails or use Playbooks, Sequences, rotate leads, and score prospects based on their actions
- Enable Marketing to create and manage automated email communications from individual sales reps

### ✓ Eliminate manual entry

- Automatically log contact info, clicks, email opens, and sales activities in the contact record

### ✓ Reporting

- Out of the box and custom reports will give you the granularity you need as well as the big picture
- Bridge Sales and Marketing by identifying your top lead sources

### ✓ Integrations

- Two way connection with Salesforce
- 100s of 3rd party app integrations
- Integration with LinkedIn Sales Navigator
- Native integration with HubSpot CRM

### ✓ Connect with prospects

- Track email opens, website clicks, document opens, and notify salespeople at the right time
- Allow prospects to engage with you via live chat
- Custom meeting links eliminate scheduling back & forth

## How Our Customers Have Exceeded Their Goals



"By using HubSpot, we were able to increase our awareness, better nurture our prospects, and delight our customers. **We generated 50% more leads using HubSpot** and inbound marketing activities."

**Bitdefender**

**Andreea Zamfirescu**  
Inbound Marketing Manager



"Before HubSpot, sales and marketing operated separately. Now, with our CRM at the center, we can use marketing automation to its full potential, and **we really understand the customer journey**. With all the data HubSpot provides, we can easily adjust and scale our marketing activities."

**AUSTRALIAN  
INSTITUTE  
OF FITNESS**

**Jean Posthoorn**  
National Marketing Manager

Who is Using  
HubSpot?



**CASIO**



**VIESSMANN**

# The Value of HubSpot Sales

## for Your Marketing and Sales Team

### ✓ Sales and Marketing Alignment

HubSpot Sales creates a space for both teams to work side by side. One contact timeline shows how the lead was generated, activities they complete on your website, and sales activities like calls and emails. HubSpot automatically creates a detailed contact and activity record—no manual entry needed.

### ✓ Sales Enablement

Marketers can create and update email templates and sequences of emails for salespeople to follow up with prospects using the most up-to-date information on your company. Premade sequences and automatic lead scoring and rotating will create a faster sales cycle, targeting prospects exactly when they're ready to talk.

### ✓ Better Customer Experience

With real-time updates and collaboration using the HubSpot software, your customers and prospects will have a better experience with your company, without double-calling, calling at the wrong time in a prospect's lifecycle, and missing out on prospects ready and waiting to speak with a salesperson.

### ✓ Single Source of Truth

With HubSpot's all-in-one platform, your Marketing, Sales, and Services departments all operate smoothly under one roof making it much easier to streamline your processes, identify gaps in your strategy, and forecast revenue growth. With robust reporting, you can quickly identify problems so you can spend more time growing your business, and less time trying to manipulate data in Excel spreadsheets.



## LEARN MORE

To learn more about how HubSpot Sales can help your business achieve growth and align sales and marketing, book a personalized demo of our product today. We'd love to talk through your challenges and see how HubSpot can help you exceed your goals.

[Get a Free Demo](#)