

HubSpot Sales Hub

for Sales 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 streamline your sales process, surface valuable intel on prospects and provide a single source of truth for your business. HubSpot Sales lets your sales team do what they do best— connect with prospects— easily and without the hassle of complicated software.



"Since signing up to HubSpot in July 2016, Casio UK has increased leads by 496% and revenue from calculators by 26%."

CASIO

Taka Takeuchi
Senior Digital
Marketing Manager

The HubSpot Sales Difference

The biggest challenges modern sales leaders face are lead quality and quantity, prospecting, and pipeline management. HubSpot's all-in-one sales automation software enables sales teams to work alongside marketing to grow exponentially.

HubSpot for Sales includes features like pipeline management, lead scoring, email templates and pre-scheduled sequences. It automatically tracks all activities in a single contact timeline, and notifies salespeople when it's time to take action. HubSpot enables and empowers you to work in collaboration with your marketing team to build an effective, automated pipeline, that also offers the best possible experience for your prospects.

Key Features

to Help You Grow

✓ Lead Generation

- Identify your most qualified leads or even leads that had gone cold and since reactivated, and get them to the right sales rep at the right time

✓ Pipeline Management

- Track pipeline progression from start to finish and identify causes of won and lost revenue
- Onboard and upskill your sales team efficiently with Playbooks and call transcripts, sharing best practice across the team
- Identify cross/up-sell opportunities and additional revenue sources with detailed reports

✓ 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

✓ Integrations

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

✓ Eliminate manual entry

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

✓ Detailed reporting

- Out of the box and custom reports will give you the granularity you need to coach your reps as well as the big picture data to grow the business
- Bridge Sales and Marketing by identifying your top lead sources, where you're losing opportunities and where your sales process may need streamlining
- Review lead sources, closed revenue by channel, deal forecasting, productivity, & more

How Our Customers Have Exceeded Their Goals



Randstad, the second largest recruitment company in the world, **increased leads by 4X using HubSpot to target prospects** using detailed buyer personas.



Stella, a home-wellness enterprise-level organization, used HubSpot to **reduce friction between Marketing, Sales, and Services and saw €10 million in revenue growth** after using HubSpot's software.



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. With better reporting and data on your prospects and marketing activities, you'll receive better quality leads and book more meetings with interested potential buyers.

✓ 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. Salespeople can track document opens in emails and website activities as well as set up custom alerts. Quickly arm your sales team with the information they need when they need it.

✓ 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](#)