

A Note From HubSpot's Legal Team

November 1st brings an increase in Sales Professional pricing, up to \$400/month, with 5 users included. The plan right now is also to roll out a handful of additional features to add value to the product and provide additional functionality to our customers.

With all the excitement around this that we expect INBOUND will generate, now's a key time for a reminder on why we don't sell into future functionality (that means, promising a customer if they buy now they'll get features that don't exist yet.). We also want to share some info on how we're handling this change.

First, a reminder about the reasons why we don't sell into future functionality...

- What if we don't deliver (because plans change, or we run into unforeseen issues) = *Unhappy Customer + Risk on HubSpot.*
- It conflicts with our TOS. Section E.8(h) it says: "Our obligations are not contingent on the delivery of any future functionality or features of the Subscription Service or dependent on any oral or written public comments made by us regarding future functionality or features of the Subscription Service."
- If we promise to make this functionality available, it creates a Side Letter (a promise outside the agreement.)
- It messes with the revenue associated with the deal. When we have an outstanding item we need to deliver on, we lose one of the key criteria that allows us to recognize revenue, that "delivery has occurred."

So how do we message this?

Lean into the pricing change, and not specific features.

Here's a talk track for customers who bring up what they heard about at INBOUND:

- So glad to hear you enjoyed hearing our Product team's latest ideas. We're really excited about the direction of the Sales Professional product and hope that customers will continue to see move value as we develop the product over time.
- In terms of our plans for the features discussed,
 - While we endeavor to continually develop our software, we do so in an agile way.
 - We strive to be customer driven. This means that even our best-laid plans get adjusted and impacted by the feedback we receive by customers along the development lifecycle - including deciding not to move forward with planned features, or pivoting to a new direction.
 - So, we could decide to change what we plan to make available. We don't make product roadmaps available or promises around future functionality.
 - We hope you'll buy the product for where it's at today and continue to see value over time. But, you should not decide to buy based on a feature being made available in the future.

What about demos?

You can demo the new features. Just make sure that part of your demo presentation includes the talk track below:

- We're really excited about the direction of the Sales Professional product and hope that customers will continue to see move value as we develop the product over time. I'm happy to show you some of the features we are working on, but I want to make sure you know that while we endeavor to continually develop our software, we do so in an agile way.
- We strive to be customer driven. This means that even our best-laid plans get adjusted and impacted by the feedback we receive by customers along the development lifecycle - including deciding not to move forward with planned features, or pivoting to a new direction.
- So, we hope you'll buy the product for where it's at today and continue to see value over time. But, you should not decide to buy based on a feature being made available in the future.