Turning the Growth Stack into Green Stacks

How to Land Larger Retainers by Offering Sales Services

AGENDA

1. Why Sell Services for the Sales Hub
2. How to build Sales Hub Services
3. Organize, Optimize and Align in the Product
4. Putting it into Action
5. Q+A

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Sales Hub @ HubSpot

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Chief Operating Officer,
MINDSCAPE

#PARTNERDAY18

The MINDSCAPE Story

TRAFFIC +
CONVERSIONS

RESULTS

The MINDSCAPE Story

The MINDSCAPE Story

The MINDSCAPE Story

MINDSCAPE

BABBITT'S ONLINE

The Sales Services Kickstarter

4-week sessions starting early June. Partner Application Deadline - May 22nd

Objective: Help partners define, package, and price Sales Services & sell their next Sales Services deal(s).

For more information & to apply:
http://bit.ly/sskinfo

A Project Lion Bootcamp
with David Weinhaus & Dan Tyre

Please Note: Space is limited and acceptance is not assured

The MINDSCAPE Story

MINDSCAPE

A Growth Agency

Since our inception in 2001, MINDSCAPE has always been an agency **focused on results**. We want to ensure that you are earning a **return on your investment** when you trust us with your business. To that end, we offer both **marketing services** and **sales services** that, when combined, help to create a high-impact **end-to-end experience** for your customers.

...ge where change is the only constant, it's vitally important that sales and marketing
...d **around your customer**, rather than forcing your customer to be aligned around
...**growth-focused** team employs **sales** and **marketing services** to provide
...nc. with our brand promise: more **leads**; more **sales**; more **profits**. We look
...you grow!

...lines our recommendations for Butterball Farms, Inc. as well as our overall
...**es services** and **marketing services**. We work differently in each area but we're
...your **growth**. We view ourselves as **integral members** of the Butterball Farms,
...vins are our wins. We **celebrate your victories** and we are motivated to turn your
...**nities**. The following pages detail out the work we'd like to do for you to help you
.... If you care to read more about our approach to these services, continue on to the
...roach and the Marketing Services Approach sections.

The services we are recommending in each phase have **check boxes** placed next to them. Services we offer but are not currently recommending have no check boxes. Those services might be recommended at **some point** and are included here for your education of the process and to provide clarity on what we are not recommending.

MINDSCAPE

Get ready for more.

Increasing the performance and profitability of your digital marketing.

Prepared for
Client

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Why Sell Services for the Sales Hub

Misconceptions

What are some of the common misconceptions agencies have about selling Sales Services?

Common misconceptions about Sales Services

Common misconceptions about Sales Services

Common misconceptions about Sales Services

it's
Complicated

Common misconceptions about Sales Services

Common misconceptions about Sales Services

Common misconceptions about Sales Services

Common misconceptions about Sales Services

Reality Check

What's the reality of introducing Sales Services into your offering mix?

The reality of Sales Services

The reality of Sales Services

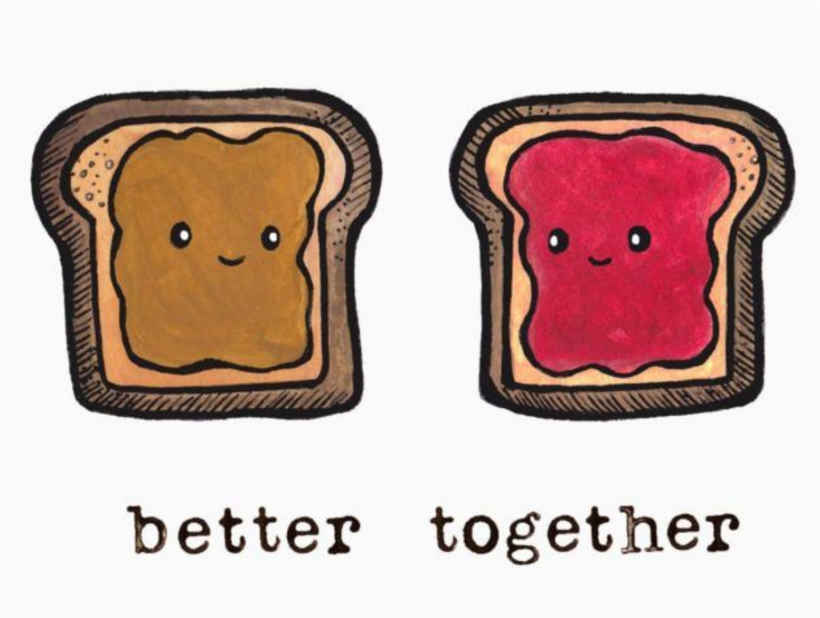
The reality of Sales Services

The reality of Sales Services

The reality of Sales Services

The reality of Sales Services

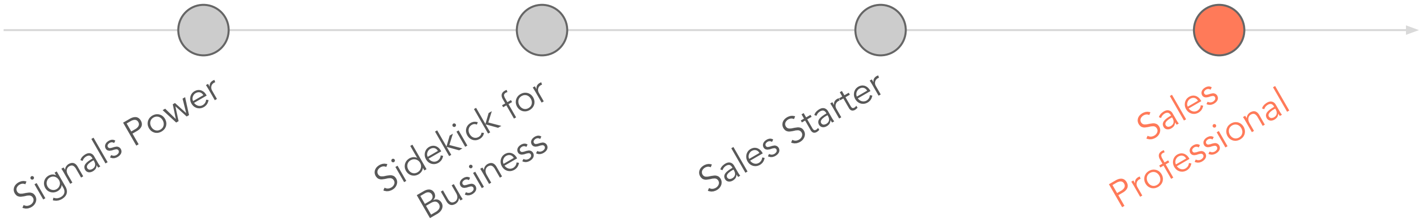
The reality of Sales Services



Leveraging You

The importance of partners to the Sales Hub

The Importance of Partners to the Sales Hub



The Importance of Partners to the Sales Hub

As the Sales Hub has matured, we've:

- Built for more sophisticated businesses
- Grown the size and scope of the product
- Focused more on the manager
- Invested in cross-selling Sales Hub to Marketing Hub customers

The Importance of Partners to the Sales Hub

The product and partners are aligned in a way they've never been before. Now is the time.

How to build Sales Hub Services

Use the Sales Hub for your own business

Be your own best customer with the Sales Hub by implementing it for your own business.

- Chrome Extension
- Connect Inbox
- Create a Contact
- Standard/Custom Views
- Set up Deal Stages
- Set up Meetings tool
- Create templates & sequences
- Prospects tool
- Lead revisit notifications
- Messages

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Blockers

Some of our biggest blockers to getting started

The Biggest Blocker to Getting Started

The Biggest Blocker to Getting Started

NEED IDENTIFICATION

Sales Service Structure

The new structure for Sales Services

The New Structure for Sales Services

The New Structure for Sales Services

The New Structure for Sales Services

ALIGN SALES & MARKETING

The New Structure for Sales Services

TRANSFORM

Assessing Fit

Who’s a good fit for Sales Services?

Who is a good fit for Sales Services

Your current Marketing Hub clients represent the biggest opportunity for selling Sales Services.

- They have a sales team
- Value selling better and faster
- They have enough leads
- No CRM currently or poor use of current CRM
- No deeply-embedded CRM (ERP/Enterprise system)
- No crazy integrations required
- Values automation and optimization of sales process
- Uses no sales acceleration tools or uses a hodgepodge and is unhappy with the results and effort required to make it all work

Working it in

How and when to approach the conversation with clients

Approaching the conversation with Clients

Now you have all the Services that you offer. And you know your existing Marketing customers are your best opportunity. How do you approach the conversation with clients?

- New prospects in the story/pitch > Growth Agency
- All clients in onboarding > KPI Meeting with Sales Manager
- Existing clients in reporting > High Five

Organize, Optimize and Align in the Product

Let’s use an example company

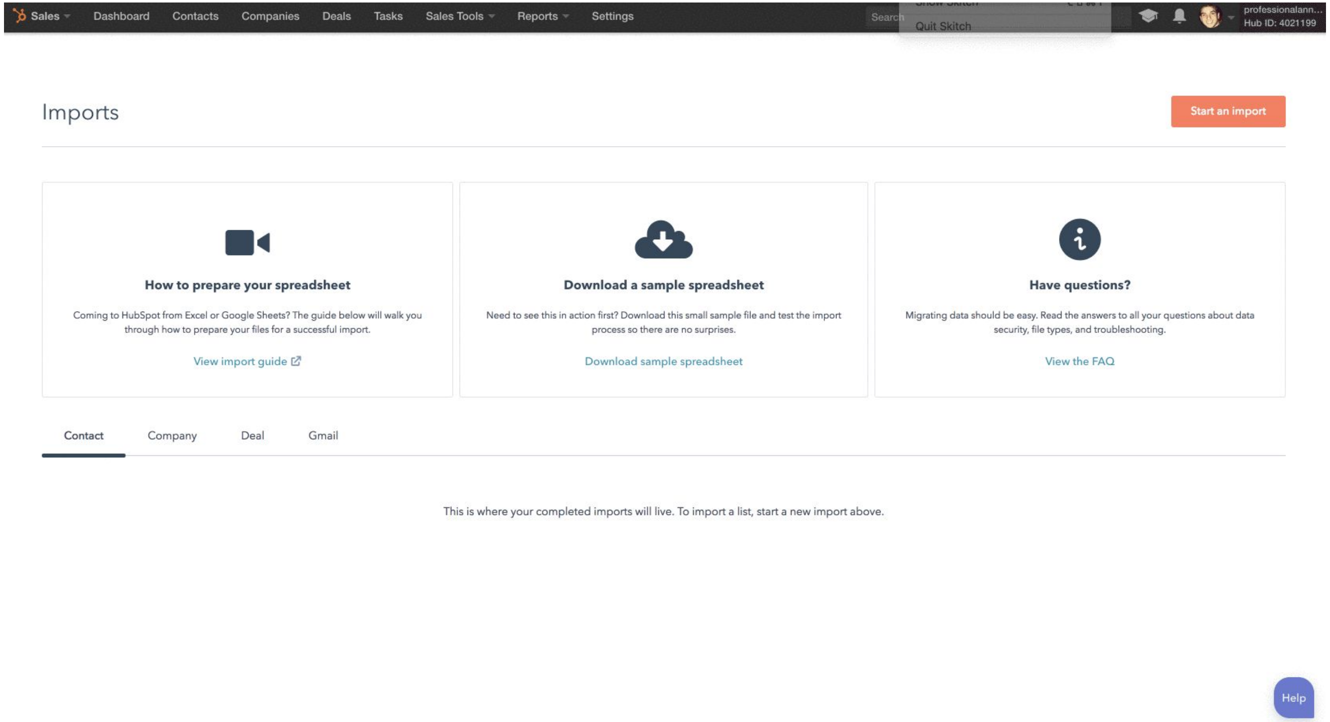
Biglytics

- 25 employees, 8 salespeople, 2 marketers, and a small leadership team.
- Has a legacy CRM, the sales team doesn’t use it much.
- The marketers and salespeople don’t work well together, aren’t in the same system.
- Already have a $5K marketing retainer with you.

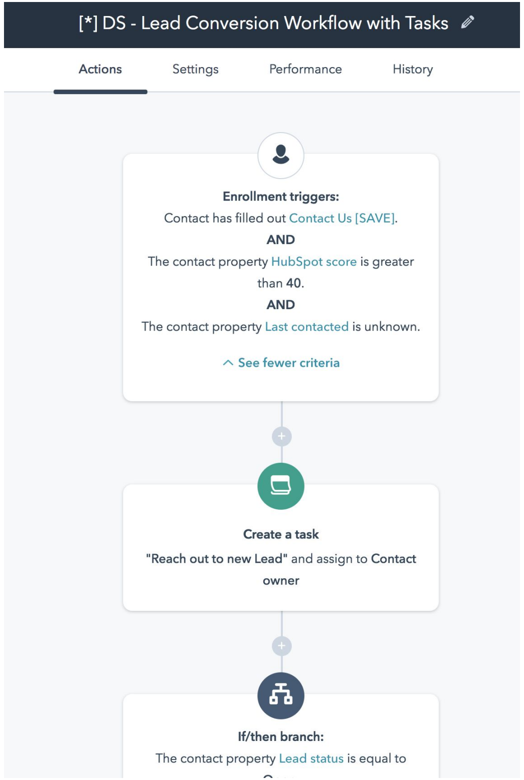
Organize

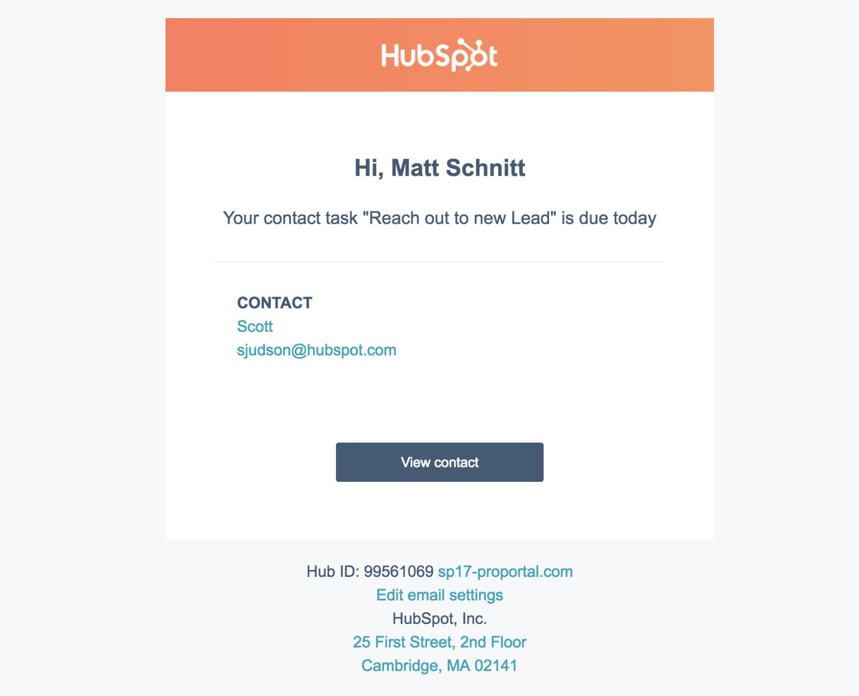
Moving Biglytics' sales team to HubSpot CRM by making it their system of record.

Importing CRM data into HubSpot

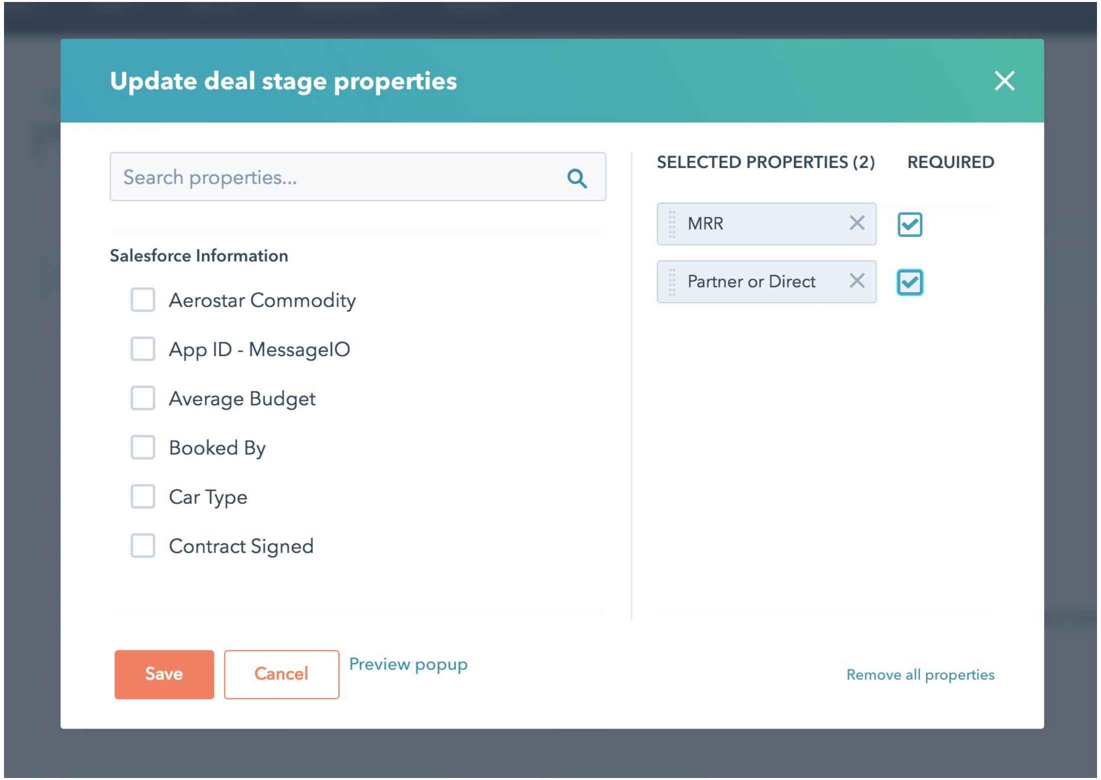


Prioritizing contact outreach with tasks

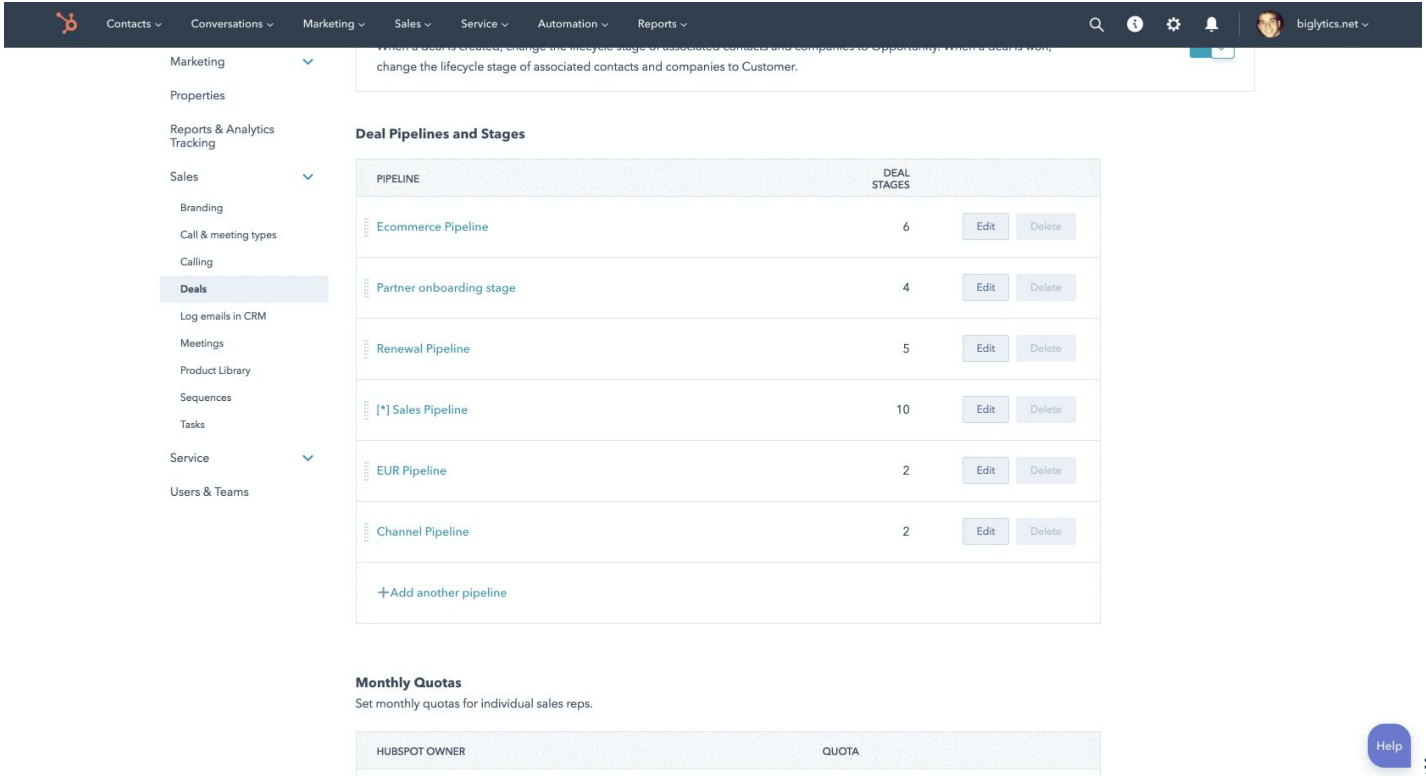




Organizing and managing the pipeline



Organizing and managing the pipeline



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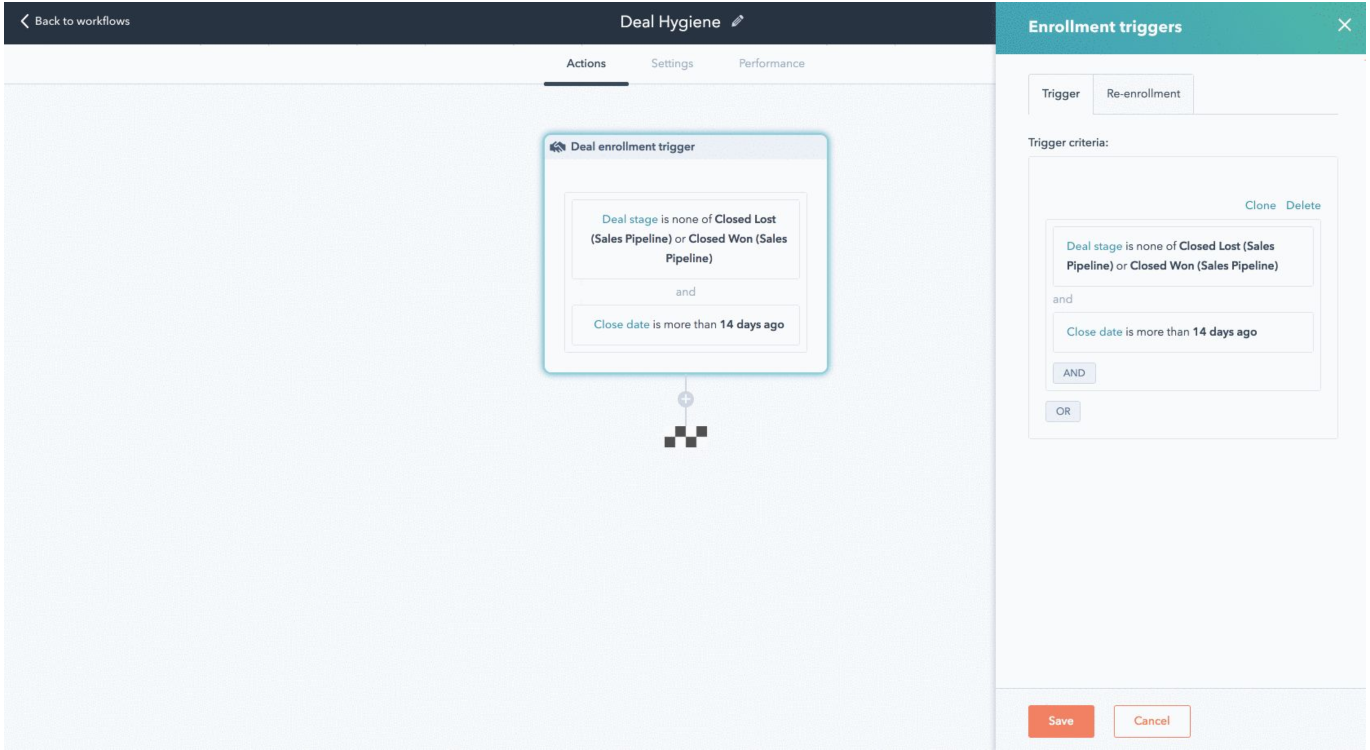
Organizing and managing the pipeline



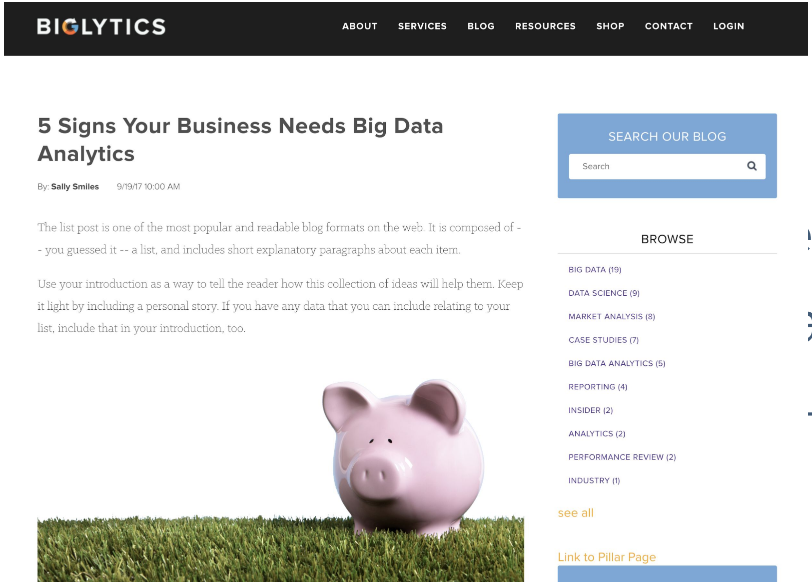
Biglytics Scenario

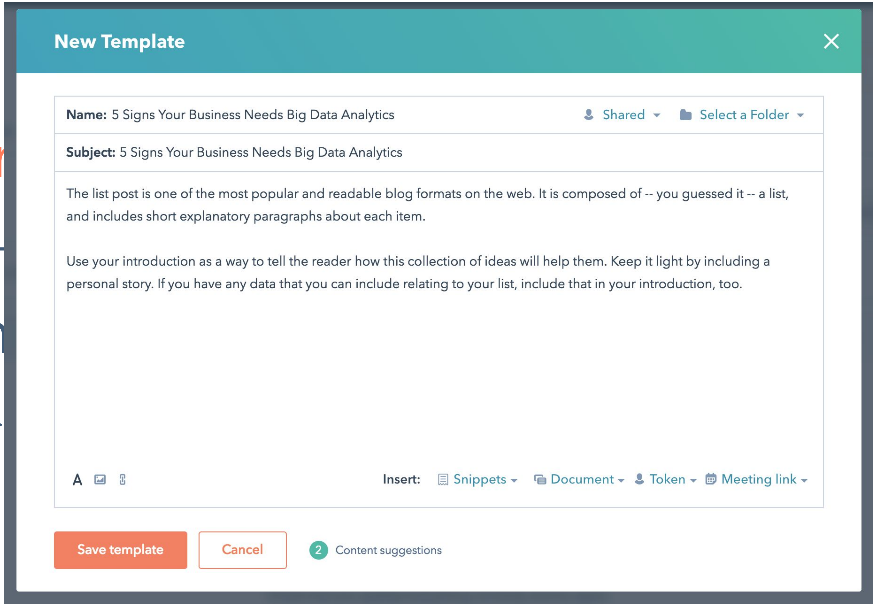
- Biglytics reps are starting to use a new CRM that's deeply integrated with their marketing product.
- Sales processes are more systematized than ever before.
- Pipelines are up to date and accurate.

Optimize

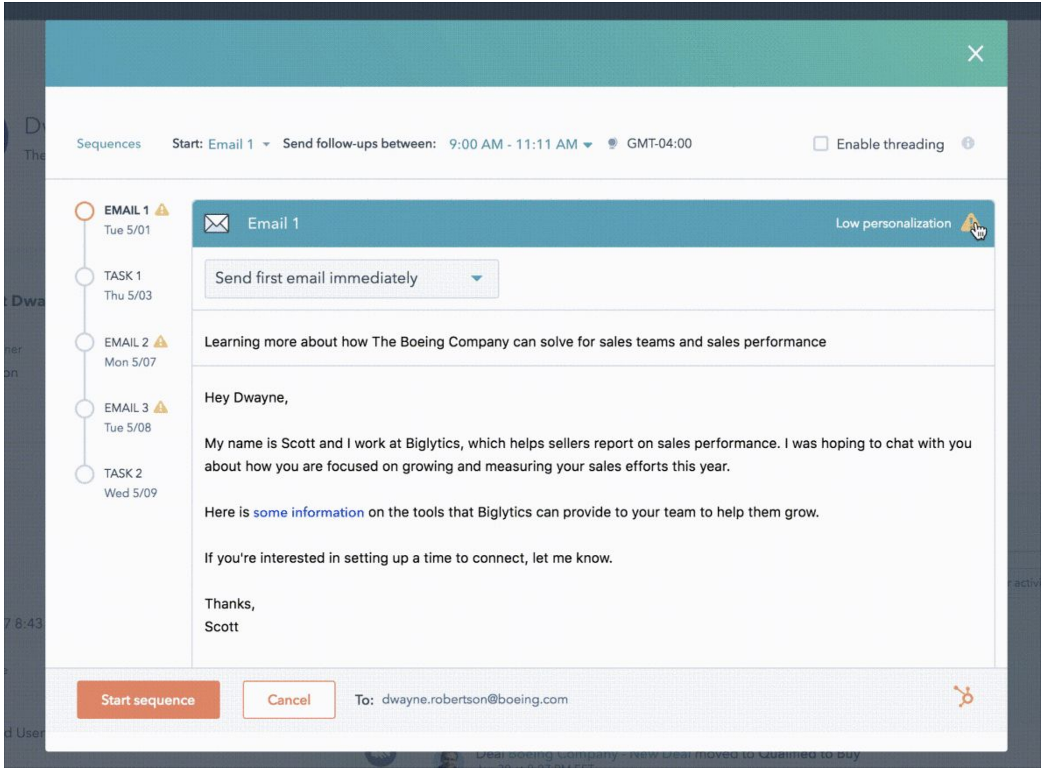
Enabling Biglytics' sales team to close more deals because they use the Sales Hub.

Getting more out of the leads you’ve generated





Getting more out of the leads you've generated



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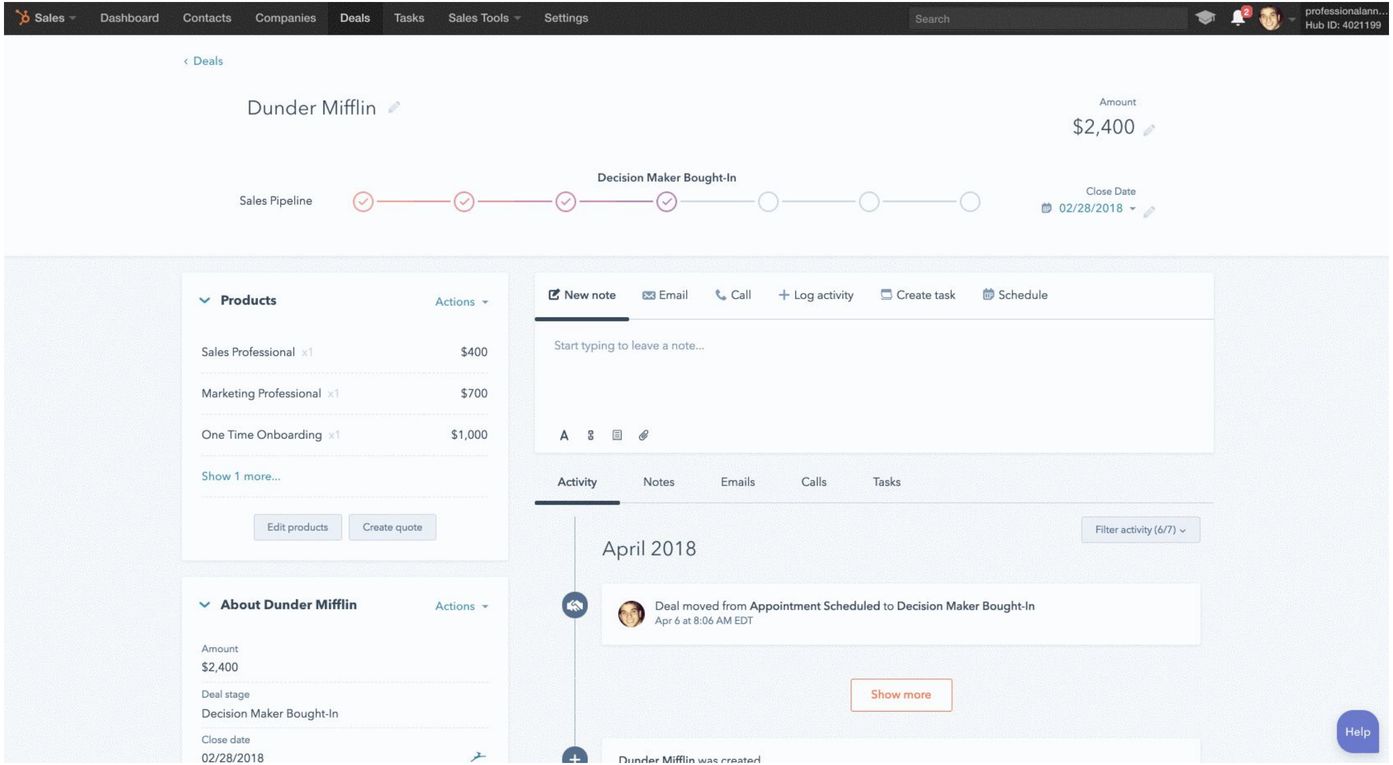
Getting to Revenue with Quotes



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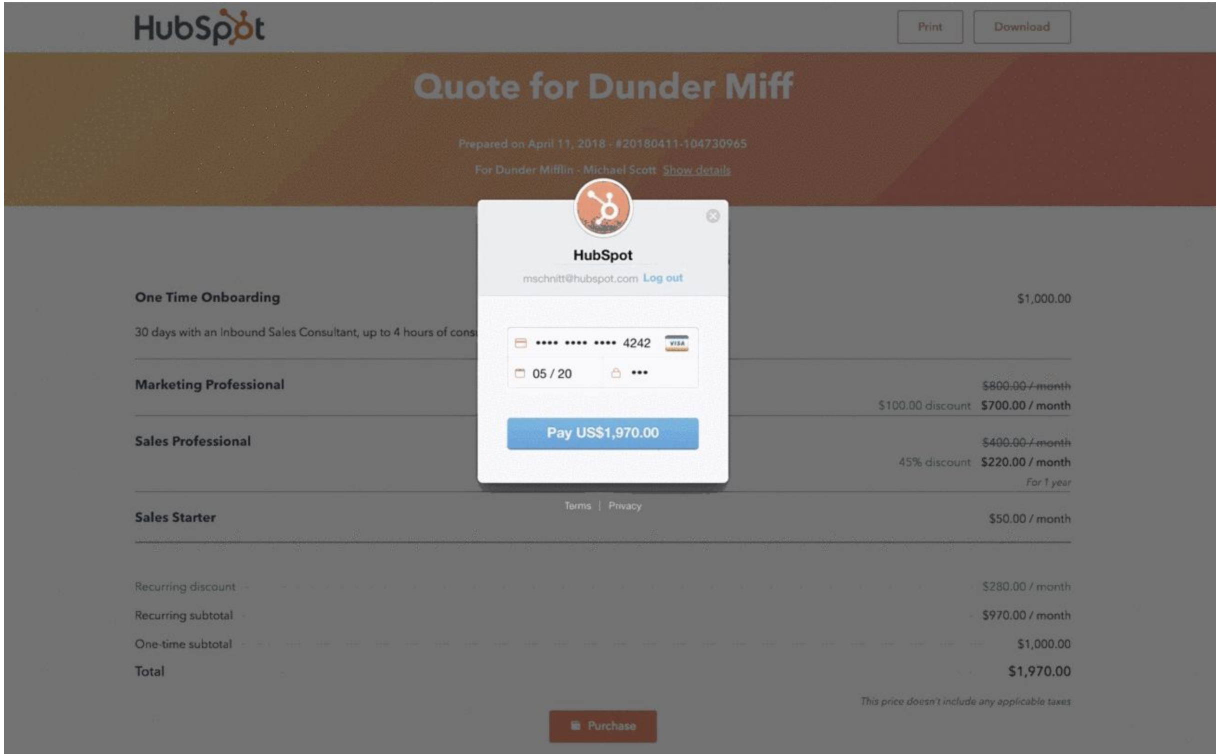
Getting to Revenue with Quotes



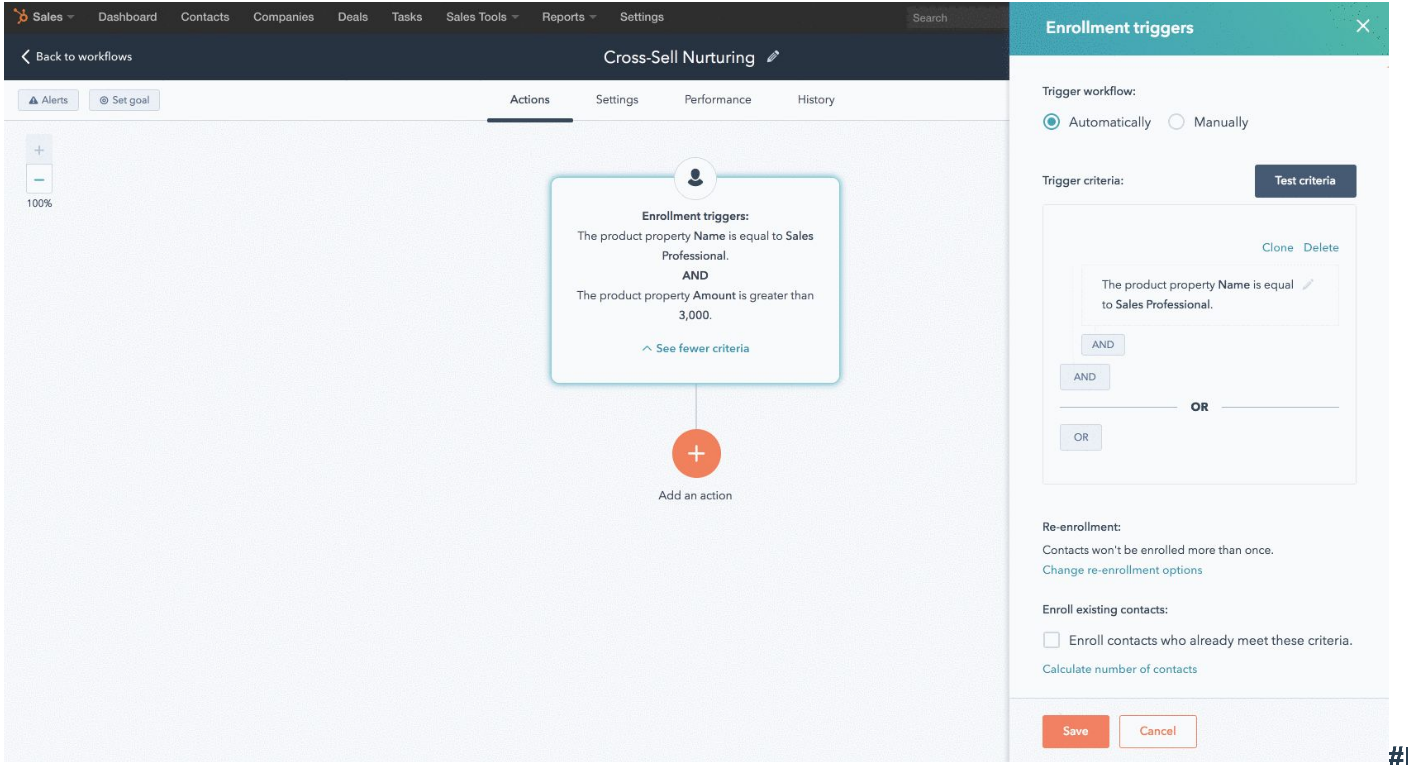
Biglytics Scenario

- Reps are making the most out of the leads you are generating with an array of well-produced, personalized content that get them meetings.
- Reps are more effective at turning meetings into revenue.

Align

Becoming indispensable to Biglytics by connecting their marketing and sales teams.

Using product data for marketing automation



Book meetings on behalf of the sales team

Hi there,

The longer you spend on your own company website, the harder it can be to step back and understand objectively what might be causing people to drop off.

Why not take the guesswork away and use HubSpot's Website Grader.

Simply enter your website url and Website Grader will calculate your company's score (between 1-100), and include personalised recommendations based on lead generation, mobile optimisation, SEO and security .

Click here to get your website report for your company

If you want to chat through your results and your strategy for 2018, let's set up time to chat-- **book time with me here**.

Best,
Sofia Rose (+1 857 829 5060)
Inbound Growth Specialist, HubSpot

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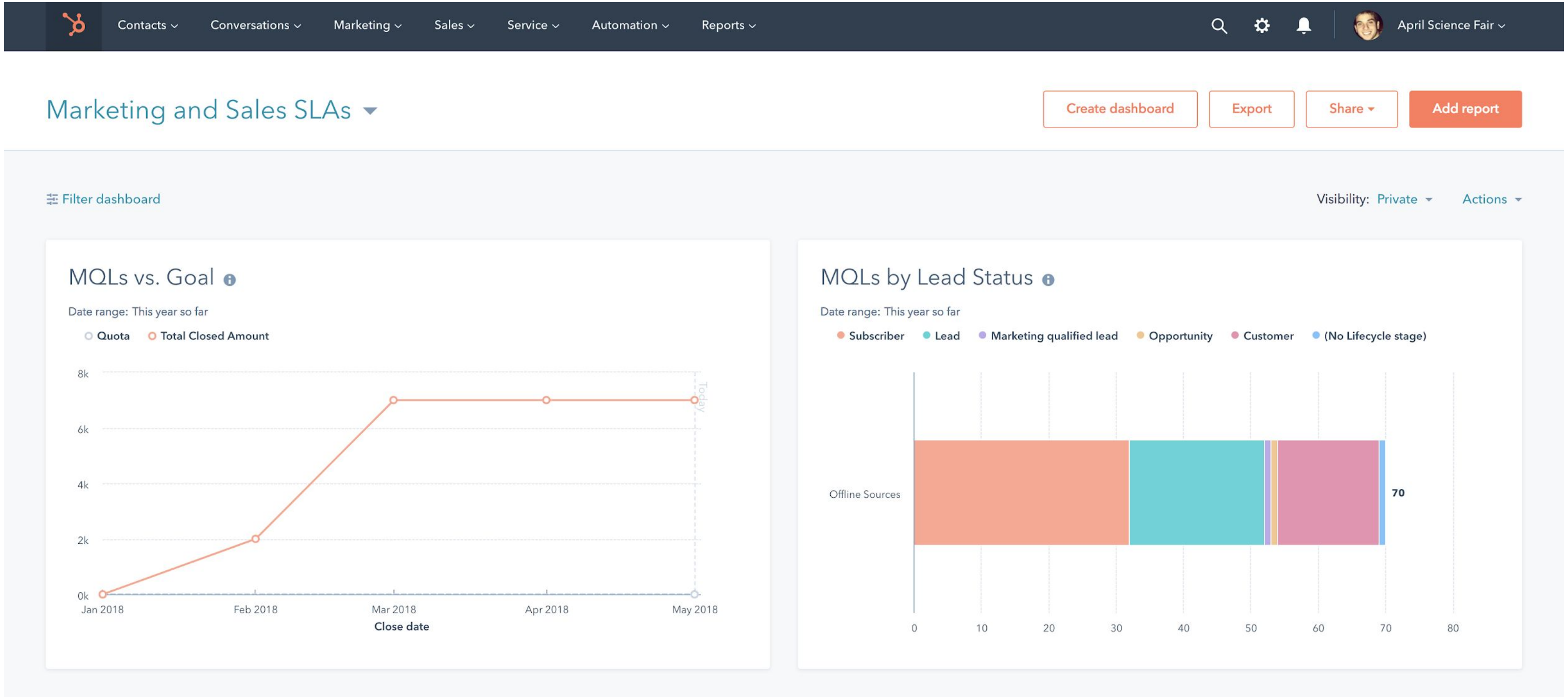
manage your email preferences unsubscribe

Create a transparent SLA between the teams



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Biglytics Scenario

- Sales and marketing have are in one system, working with the same dataset.
- The two organizations are seamlessly passing leads, meetings and opportunities back and forth.
- Both organizations trust the other more due to increased transparency.

Putting it into Action

Babbitt’s Powersports

- CRM Implementation
    - Only successful CRM implementation in over 20 years for them
    - Rolled out over 6 weeks
- Pipeline Creation & Management
    - Optional & required fields per stage has reduced errors and double entry for finance
- Templates, Sequences and Workflows for rep efficiency
- Replaced several tools with Marketing Hub & Sales Hub
- Link between eCommerce and in-store customers finally for cross-sell
- Managing over $4.5MM in deals and an average of 80 deals/mo/rep
- Last retainer increased by 43%.

Babbitt's Powersports

"This is so much easier than our old system!" - Rep

"More information is readily available - quickly." - Rep

"I never thought it would be possible to love a CRM but this is pretty impressive." - Rep

"The entire team loves the follow up systems in place - emails and tasks. It makes them a lot more efficient." - Manager

Takeaways + CTAs

Takeaway	CTA
The best way to increase your retainer is by selling the Sales Hub	Familiarize yourself with the Sales Hub through Academy courses, bit.ly/GoSalesHub and use in your own business.
Organize, Optimize, Align are the three key services you can build today	Think of these as core service offerings you now have and attend the Sales Services Kickstarter bootcamp.
Your existing clients are your best opportunities	Approach your good-fit clients with at least one of these services.

Q+A