



Simple Sales Enablement Services to Drive Client Results and Boost Agency Fees



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Manager, Partner Sales Enablement [@HubSpotAgencies](#)
[@davidweinhaus](#)

[#se4agencies](#)

This is part of the Path to More Profit series

Path to More Profit

- 1. Sales enablement**
- 2. Advanced inbound features**
- 3. HubSpot Connect**

<http://bit.ly/path2mp-resources>

How marketing agencies can take advantage of sales enablement services

SESSION ONE

The big picture
opportunity

How to be an
Agency Hero with
Sales Enablement
Solutions

SESSION TWO

Setting up the
client with the
right tools

How to Offer
HubSpot CRM &
Sidekick™

TODAY'S SESSION

Ongoing sales
enablement

Simple Sales
Enablement
Projects and
Campaigns



Our #hashtag



#se4agencies



Coming up afterwards (and briefly during)!



Rosalia (Lia) Cefalu
Product Marketing &
Sales Enablement
HubSpot
Cambridge, MA
[@RosaliaCef](#)



Daryn Smith
Co-founder
MPULL - Marketing Agency
Cape Town, South Africa
[@darynsmith](#)

“How I help sales teams sell better and faster!”

Don't change that channel! (It's on the same line)

The after-session will begin approximately 40-50 minutes past the hour and run for approximately 30 minutes. We will be recording for those who can't stay!



1

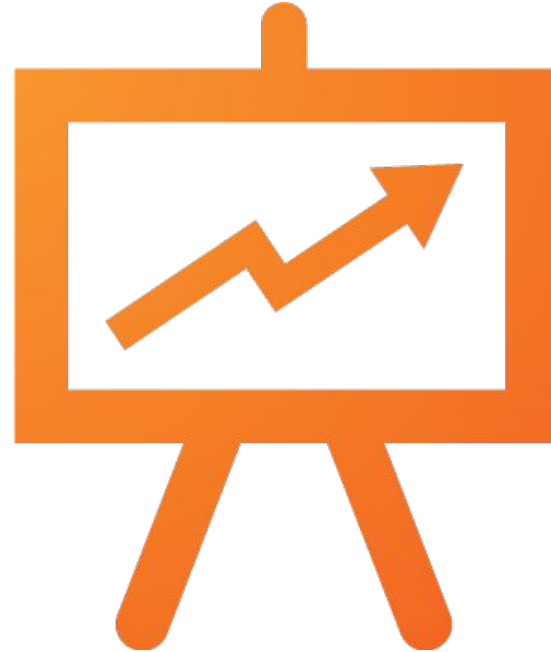
Why Simple Sales Sales Enablement Services



Reminder - here is our scenario

We've been helping our client generate a lot of leads -

however, the leads haven't been **turning into sales** like they could be



So we came upon sales enablement as a way to help

Sales enablement

/sāls en`a`ble`ment/


1. A systematic approach to increasing sales productivity, by supporting reps with the **content**, **training**, and **analytics** they need to have more successful sales conversations.

Being a **sales guru** was not required




As a start, we helped our client by setting up sales enablement technologies



 **HubSpot CRM**
Free for Everyone

Say goodbye to manual tasks and confusing features. Say hello to HubSpot CRM.

 **Sidekick**
Formerly Signals

Take back your inbox with tools that make email better for everyone.

 **Sidekick**
FOR BUSINESS
for HubSpot CRM & Salesforce

Stop guessing. Start growing.
Transform your sales process with Sidekick for Business.

BTW, the ideas we'll share today can be implemented with various combinations of this technology (or other technology too!)

By setting our clients up with sales enabling technologies we:



helped provide
visibility into
sales and
'closed the loop'



helped reps sell
better and faster



set the stage for future
services



And we got paid!

EXAMPLE

**\$3000 one time fee
for CRM/Sidekick
setup.**

**\$1000/month
for ongoing
optimization &
maintain**



*This brings us to **today***

We've gotten to
know the sales
department



and we see that they need
more help (plenty of it!)





It's time to start considering those additional services for which we've set the stage

Today's learning objectives/agenda

1. Provide a handful of real sales enablement projects and campaigns you can run for clients
2. Provide thoughts on packaging and pricing



2

Simple Sales Sales
Enablement Services
*to Drive Client Results and
Boost Agency Fees*



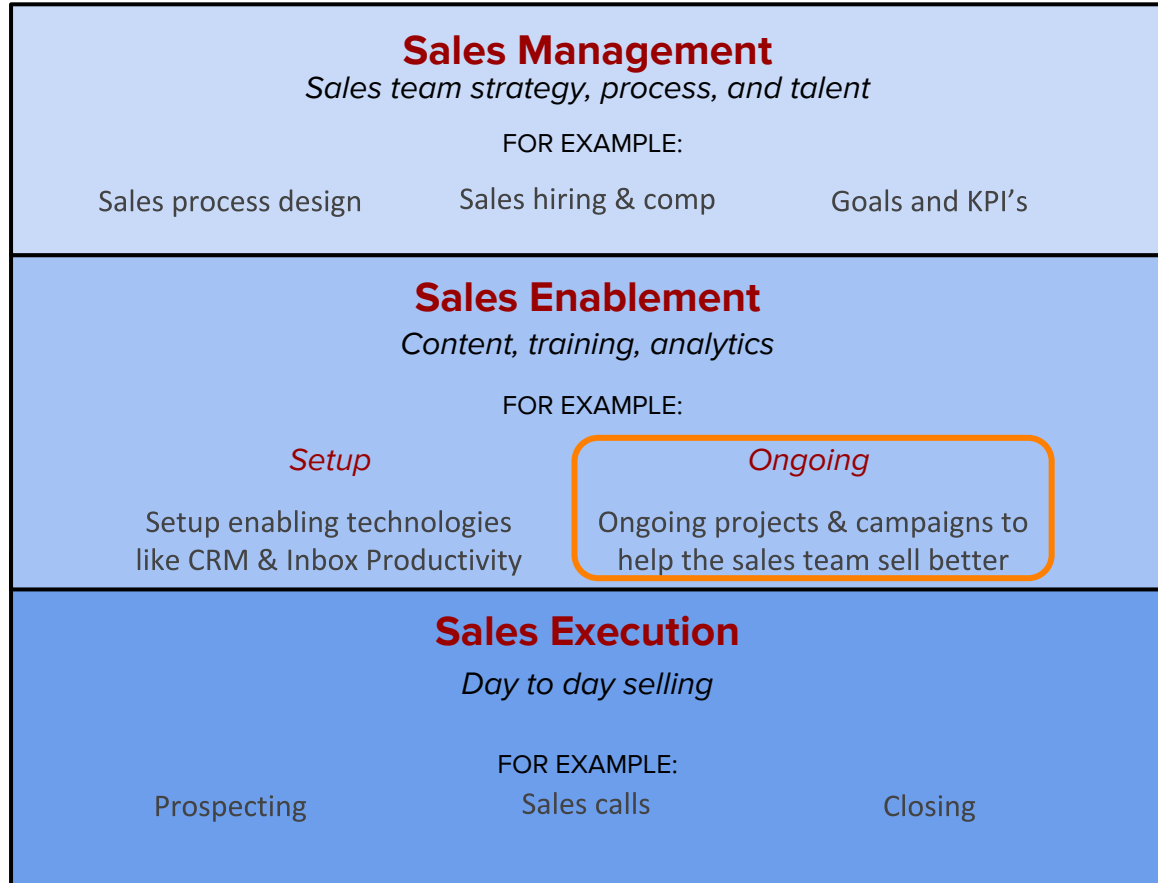
*Before we dive in, let's
consider where we'll **focus***



Sales Services Framework



Where we'll be focusing today!



*Okay, but how exactly are we going to **help the sales team?***

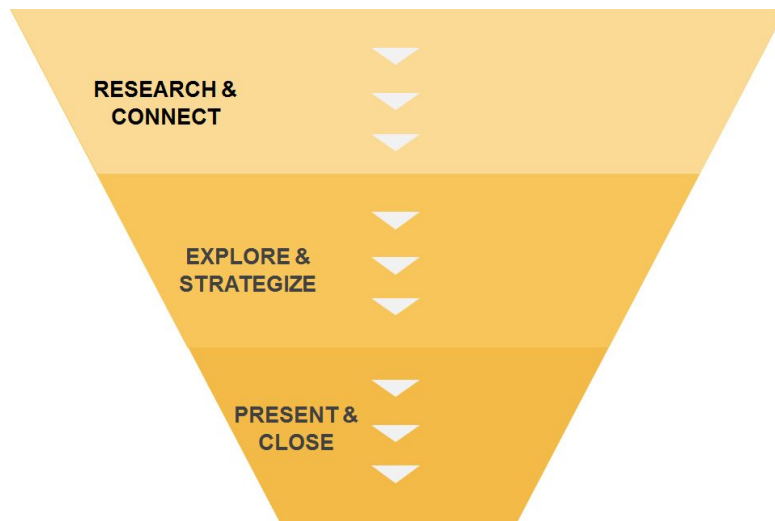


We typically only think of the inbound funnel

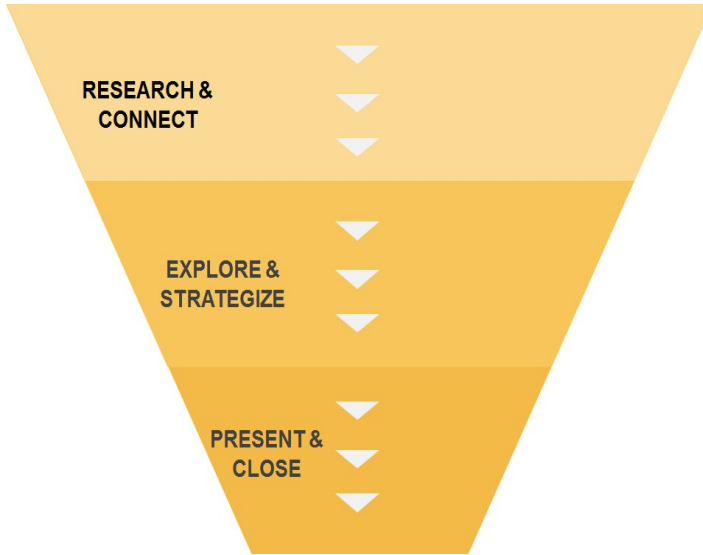
But sales has a funnel too



It falls within the Close part of the Inbound methodology



Leads move through the funnel and turn into customers



Sample Sales Funnel*

100 Leads



10 1st Meetings



3 Presentations



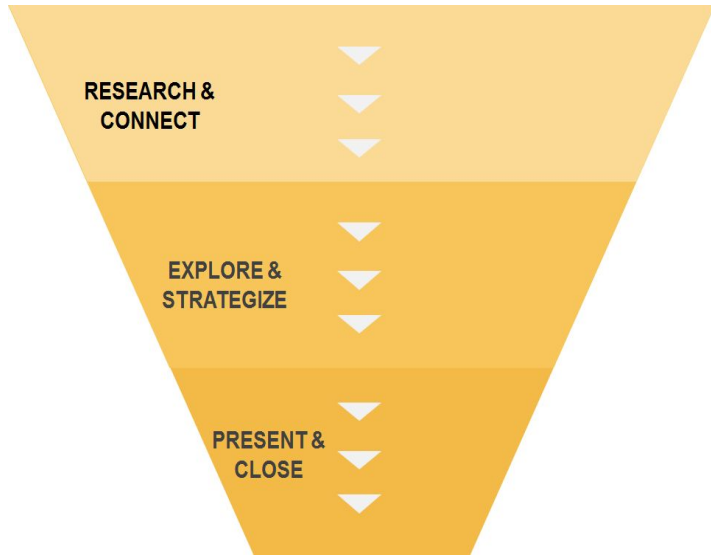
1 Customer

*Illustrative stages and figures

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Sales teams have challenges



Sales reps need:

More qualified leads

To follow up with leads more frequently and more intelligently

More collateral to advance deals

Marketing agencies can help

#se4agencies



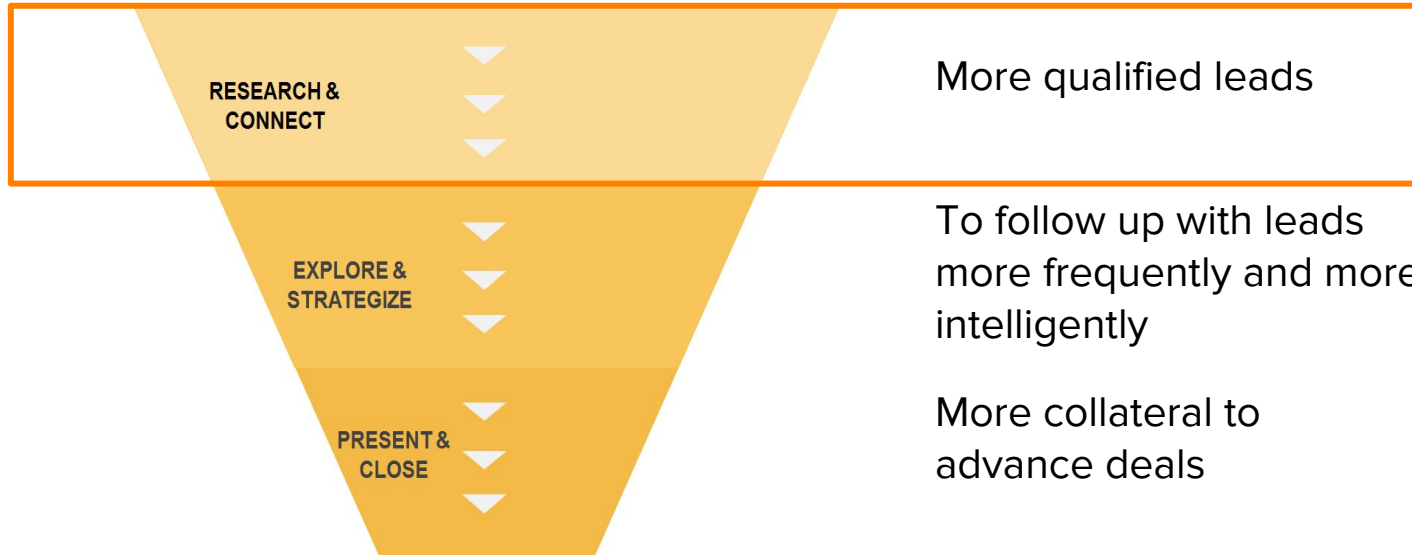
Let's explore each area

*and **real sales enablement services**
that address each one*



POLL QUESTION

Sales reps need:



A challenge for sales teams

Call-back rates
are < 1%

Source: TOPO

<24% Of sales
emails are
opened

Source: TOPO

Sales reps need to **stand out to connect.**
It is not easy

Kula Partners recognizes the importance of helping salespeople stand out




- Machine to machine communications provider
- Specialized and technical industry where it's helpful for salespeople to exhibit expertise and credibility.




Kula Partners helps sales reps break through the noise - and exhibit credibility and expertise





Call me today: **1-408-457-5109**

Interested in chatting about IoT / M2M connectivity for pressure & flow monitoring?



Chuck Askew
ACCOUNT EXECUTIVE -
PRESSURE & FLOW
MONITORING INDUSTRY
EXPERT

Let me tell you a bit about why I am reaching out

My name is Chuck - I spend time working with pressure and flow monitoring companies who are looking to connect their devices using machine-to-machine cellular technologies.

If you found this page, it's because I sent you an email about the webinar: [Connecting Pressure & Flow Monitoring Devices with M2M Cellular Networks](#).

Why do I think you should watch this recorded webinar?

I did some research on your company and it is clear to me that your products are well suited for machine-to-machine (M2M) connectivity. From what I can see, it appears as though you could be, and likely

Let's book some time to chat!

First Name

Last Name

Email

Phone Number

Kula develops sales rep specific landing pages

- Transparent
- Human
- Targeted
- Conversion focused



Kula develops campaigns taking advantage of the pages



aeris Call me today: 1-408-457-5109

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aeris Call us today: 1-888-GO-AERIS (U.S.) or +44 118 925 3202 (Europe)

Recorded Webinar: Connecting Pressure & Flow Monitoring Devices with M2M Cellular Networks

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Systems that measure the pressure and flow of water, gas, oil and other substances in tanks, cylinders, and pipes are undergoing a technology shift. Thanks to the Internet of Things, existing systems that previously relied on manual monitoring are now being connected to the cloud which enables real-time remote monitoring.

This recorded webinar details how machine-to-machine cellular technologies are transforming the pressure and flow monitoring industry. The discussion also highlights how companies are connecting their pressure and flow monitoring devices using Aeris's dedicated M2M cellular network.

By watching the webinar, you will learn:

- How machine-to-machine cellular connectivity can allow you to address new use cases for your technology, opening new business opportunities
- What's involved with integrating machine-to-machine cellular connectivity into your pressure & flow monitoring devices
- Key technology considerations you should be aware of including battery life, network coverage,

Watch the webinar now!

First name

Last name

Email address

Company Name

Business Category

- Targeted and promoted vertical offers
- The emails come from the rep!



A challenge for sales teams

44% of salespeople
give up after one
follow-up

Source: Scripted

It takes 8-12 attempts to
reach a decision-maker,
even when they are
interested in your products
or solutions

Source: Sirius Decisions

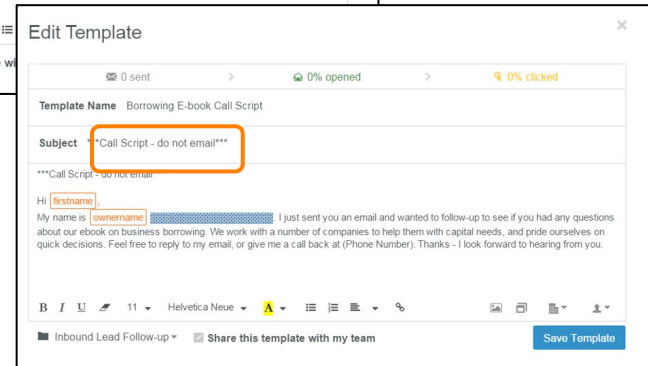
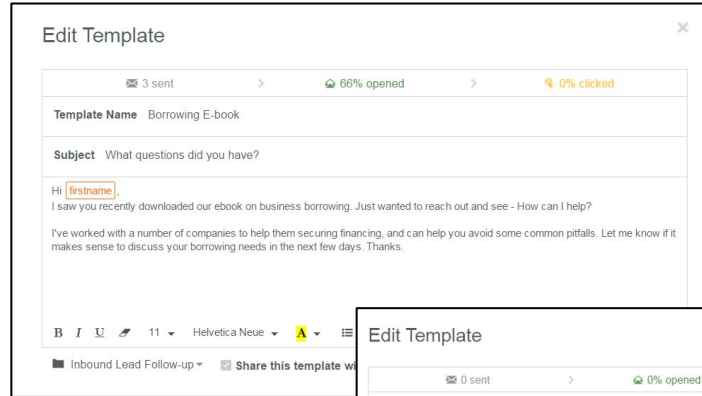
Sales reps love talking with prospects, but they **don't**
love diligently following up during prospecting



Jaxzen Marketing helps sales teams prospect more easily and with better follow up

Create prospecting templates for sales

- inbound and target prospecting
- event follow up
- call scripts



Caveat

Sidekick for Business offers email templates

*However, currently it **does not support partners switching between multiple portals.** This functionality will be coming shortly.*



A challenge for sales teams

73% of salespeople using social selling as part of their sales process outperform their sales peers and exceeded quota 23% more often.

Source:Aberdeen

Only one of every four sales professionals feel they know how to use social for selling.

Source: PeopleLinx

Sales teams often don't have the **knowledge** to do social selling nor the **focus** to learn.



Spot On helps sales teams learn how to use LinkedIn to find prospects and connect



**SOCIAL
SELLING WITH
LinkedIn.**
Profile Optimization
Prospecting



**LINKED IN
PROSPECTING
ESSENTIALS.**



“Most reps have unoptimized profiles and no idea how to search or connect. You literally have to sit down next to the reps to make them do it, but it pays off!”

- Susie Kelley, Spot On Agency

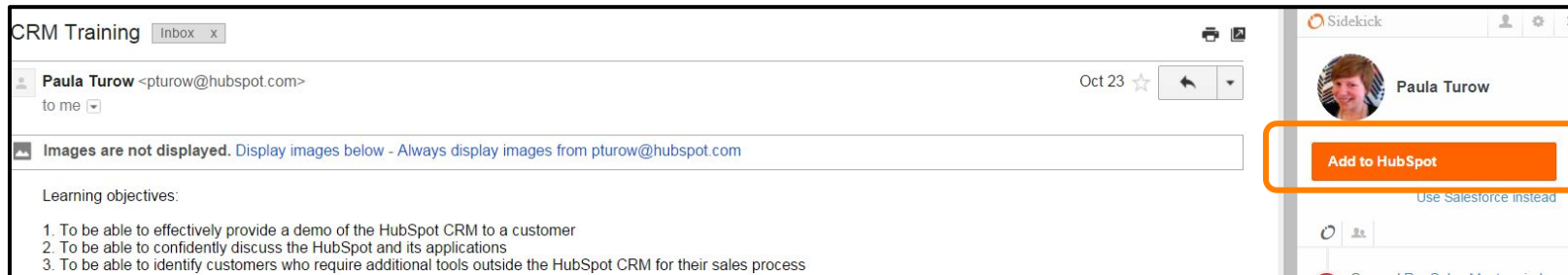
#se4agencies



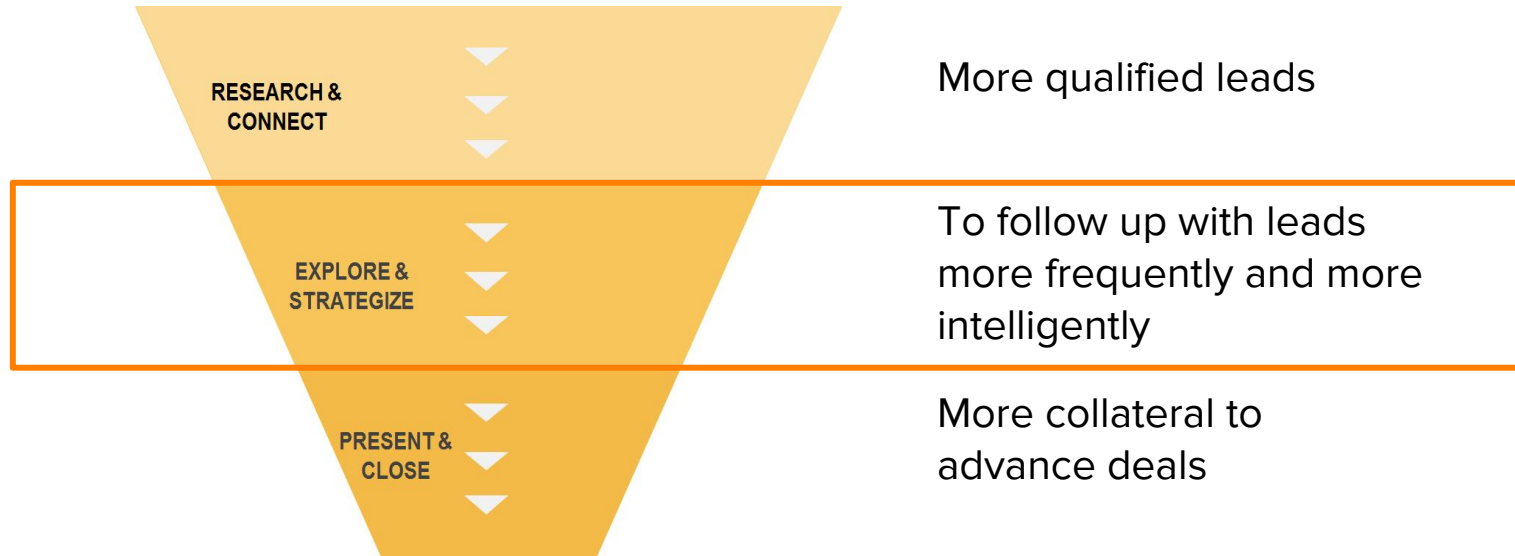
Speaking of training & sourcing leads...



“Don’t forget to train the reps on how to ‘Add to the CRM’ from Sidekick. This one is a no brainer and the reps love it”
- Chris Handy, ThinkHandy



Sales reps need:



A challenge for sales teams

At any given time, only 3% of your market is actively buying. 56% are not ready, 40% are poised to begin.

Source: Vorsight

Sales reps talk to a lot of prospects. Many of them are **not ready to purchase**.





MPull faced exactly this challenge with a business supplies client

Problem:

- Sales reps prospected all day
- Many prospects were qualified but not ready to talk
 - or they scheduled and no-showed
- Follow up by the reps was minimal and inconsistent

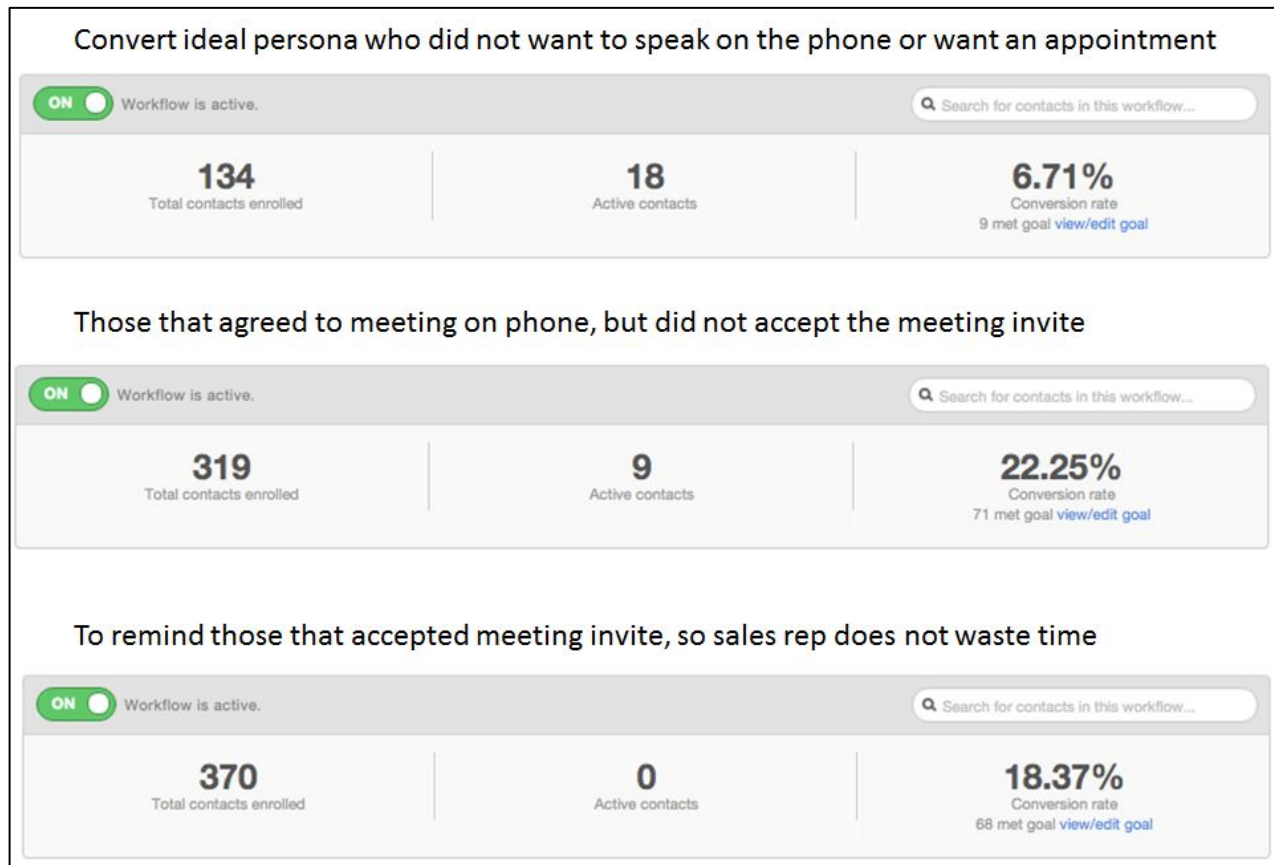
Opportunity:

- Reps made 50 calls per day for 2 appts on average.
- “If we could increase the conversation rate of appts, it would be huge”





Nurturing solutions significantly increase sales appointment conversions



A challenge for sales teams

Sales reps ignore
50% of marketing
leads

Source: The B2B Lead

Prospects show buying or consideration signals all the time. Salespeople **usually miss the signals.**



The HubSpot Sales Enablement Team helps sales reps see the signals - and react

New HOT LEAD Viewed the Pricing Page Inbox x

Sales Enablement and Lead Nurturing
to me ▾ Dec 4 (6 days ago) ☆

HOT LEAD NOTIFICATION

HubSpot GET EM WHILE THEY'RE HOT

Hey David Weinhaus,

Your lead **kat pom** just viewed the [Pricing Page](#), thought you might want to follow up with them! I've also included some resources below you can use for following up with your lead.

Pricing for HubSpot Marketing Software

BASIC	PRO	ENTERPRISE
\$200	\$800	\$2,400
100 Contacts	1,000 Contacts	10,000 Contacts
100 Marketing Hub	1,000 Marketing Hub	10,000 Marketing Hub

First name: kat
Last name: [REDACTED]
Company: [REDACTED]
Email: [REDACTED]
Phone: [REDACTED]
First Conversion Date: 1/23/15
View in SF: <https://hubspot.my.salesforce.com/>
View in HS: <https://app.hubspot.com/>

Here are the resources to follow up with

Public Content:

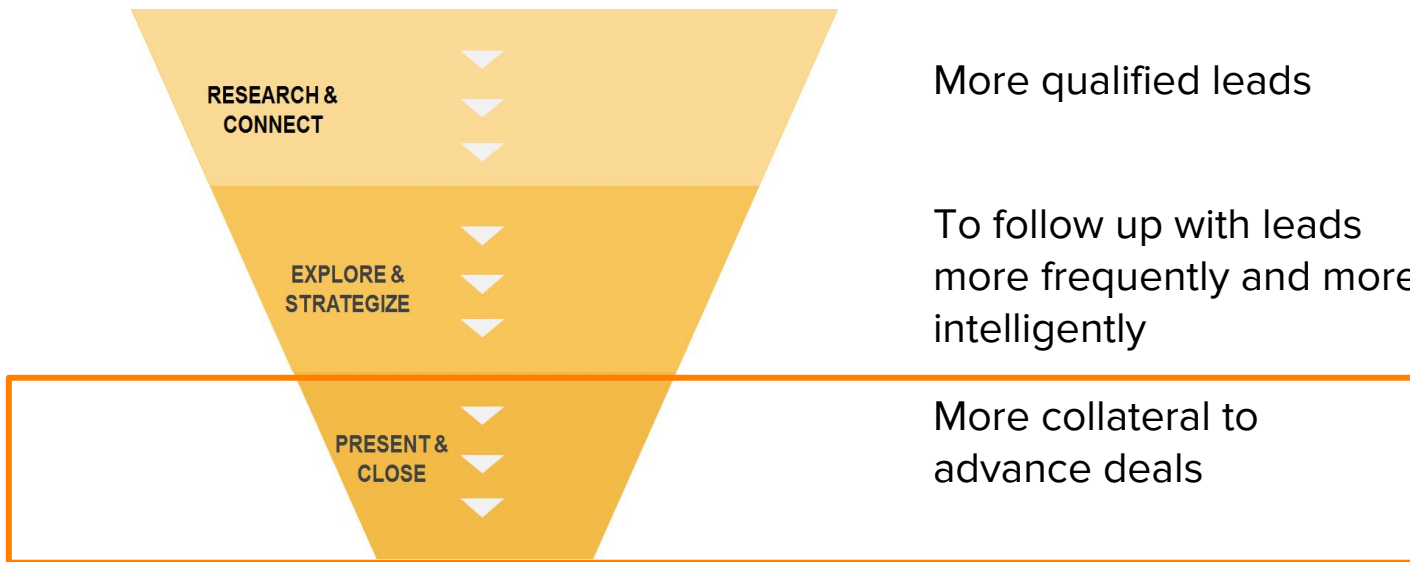
- [Product Reviews on G2 Crowd](#)
- [The VentureBeat Marketing Automation Index, Spring 2014](#)
- [Trust Radius reviews](#)

INTERNAL ONLY Content:

- [HubSpot Overview Deck \(updated Feb 2015\)](#)
- [HubSpot Plans by Feature \(updated Sept 2014\)](#)

Any questions? Shoot us a note!





Sales reps need:

More qualified leads

To follow up with leads more frequently and more intelligently

More collateral to advance deals

A challenge for sales teams

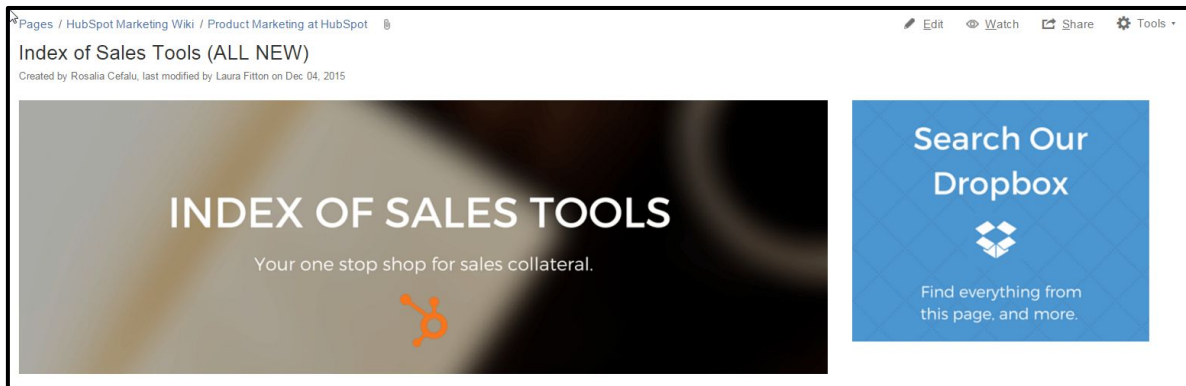
30 hours a month: The amount of time the average salesperson spends searching for and creating content

Source: American Marketing Association

Sales reps **need content** - lots of it - and they usually don't have it



The HubSpot Sales Enablement Team puts the information sales reps need at their fingertips



Sales reps gets what they need when they need it



Some favorite enablement tools of the HubSpot sales team

An agency can create these for clients too!

SOFTWARE ABOUT CASE STUDIES PARTNERS PRICING BLOGS

DISCOVER COMPANIES LIKE YOURS WHO HAVE FOUND SUCCESS WITH HUBSPOT

VIDEO: A man speaking in a video player.

TAGS: Technology, Lead Marketing, Marketing Automation, Lead Generation, Video, B2B, Software, CCS, Germany, International

HubSpot Customer Spotlight: Libcast

HubSpot Partner Spotlight: Penguin Strategies

Case studies

HubSpot

HubSpot & _____

Presentation Deck

www.hubspot.com/resources/hubspot-market-comparison

HOW ARE HUBSPOT AND MARKETO DIFFERENT?

Marketo and HubSpot are very different. Here's a summary of their differences.

HubSpot	Marketo
RANKED #1 by marketers	RANKED #4 by marketers

Competitive comparisons

With HubSpot's marketing and sales platform, more than 11,500 customers have been able to grow their businesses by delivering inbound experiences that attract, engage, and delight customers. Since 2006, our mission has been to help businesses see explosive growth by transforming how they market and sell to match how people shop, buy, and share experiences online. HubSpot makes it simple to get started with inbound, so that businesses can attract buyers instead of interrupt them, help instead of harass, and grow more quickly than they ever thought possible.

11,500+ CUSTOMERS IN 70+ COUNTRIES

AWARD-WINNING IN CUSTOMER SATISFACTION

HIGHEST RATED MARKETING AUTOMATION by TrustRadius 2014

HubSpot ranked #1 in Customer Satisfaction for Marketing Automation by TrustRadius

MARKETING AUTOMATION LEADER by G2Crowd 2014

HubSpot ranked #1 in G2Crowd's Marketing Automation Report 2014

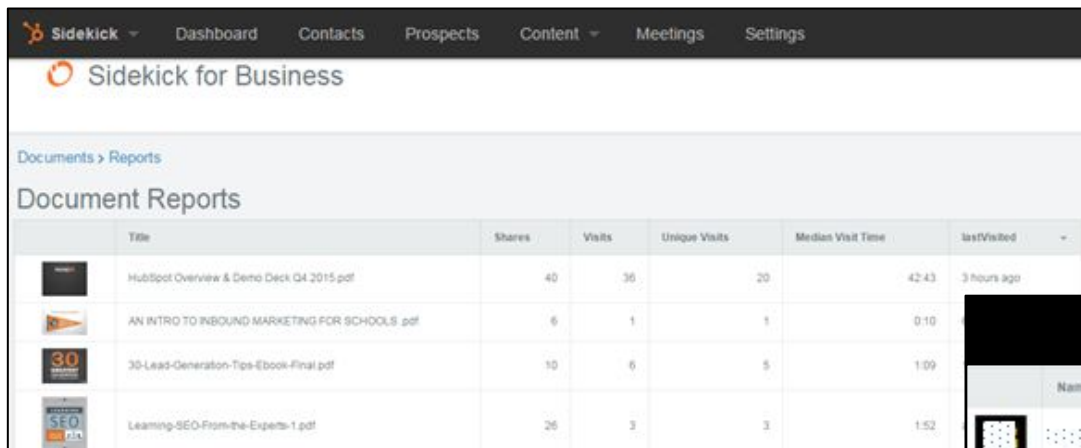
VentureBeat MARKETING AUTOMATION by VentureBeat 2014

HubSpot ranked #1 in VentureBeat's Marketing Automation Index 2014

"2-pager"



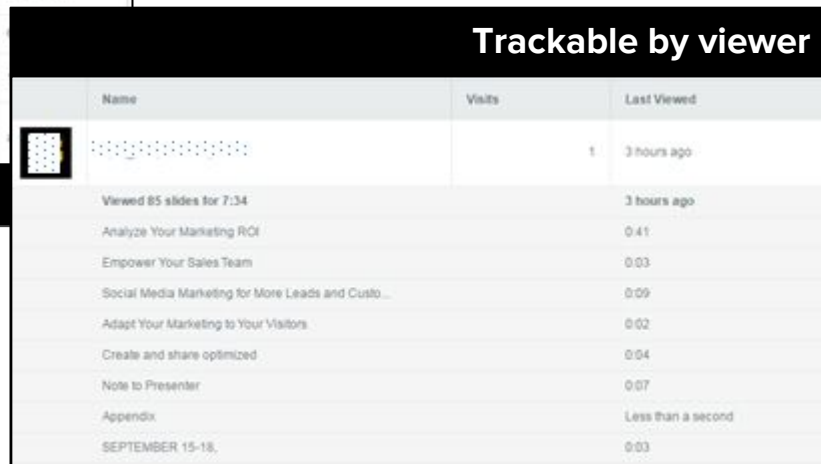
Use the Sidekick For Business feature 'Documents' to make collateral shareable and trackable



The screenshot shows the Sidekick for Business interface. At the top, there is a navigation bar with links for Dashboard, Contacts, Prospects, Content, Meetings, and Settings. Below this, the page title is "Sidekick for Business". The main content area is titled "Documents > Reports" and "Document Reports". A table displays the following data:

	Title	Shares	Visits	Unique Visits	Median Visit Time	Last Visited
	HubSpot Overview & Demo Deck Q4 2015.pdf	40	36	20	42:43	3 hours ago
	AN INTRO TO INBOUND MARKETING FOR SCHOOLS.pdf	6	1	1	0:10	
	30 Lead-Generation-Tips-Ebook-Final.pdf	10	6	5	1:09	
	Learning-SEO-From-the-Experts-1.pdf	26	3	3	1:52	

Trackable by content



The screenshot shows a detailed view of a document's tracking data. The title "Trackable by viewer" is displayed at the top. The table below shows the following data:

Name	Visits	Last Viewed
	1	3 hours ago
Viewed 85 slides for 7:34		3 hours ago
Analyze Your Marketing ROI		0:41
Empower Your Sales Team		0:03
Social Media Marketing for More Leads and Custo...		0:09
Adapt Your Marketing to Your Visitors		0:02
Create and share optimized		0:04
Note to Presenter		0:07
Appendix		Less than a second
SEPTEMBER 15-18,		0:03

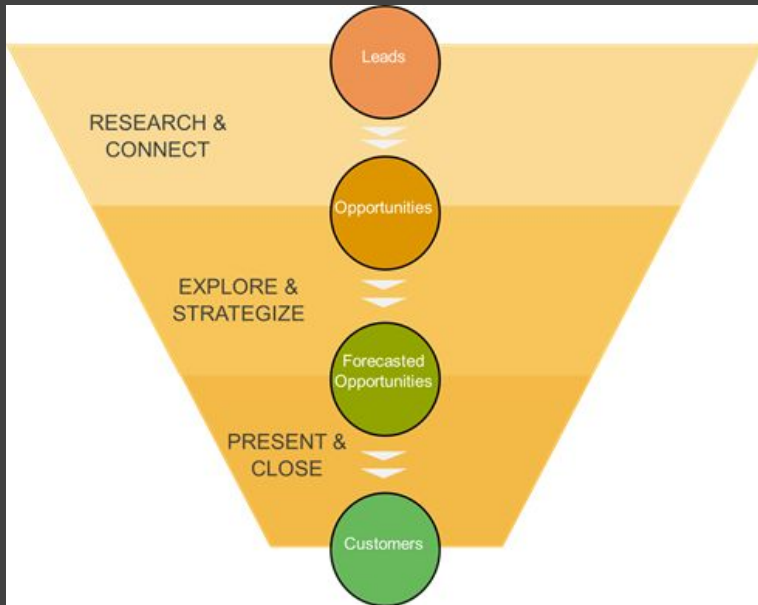
Note: Partners cannot currently administer multiple client portals with Sidekick for Business. It is coming soon.



*How we **doin**?*

We just covered an awful lot. Let's
recap.

Which **SALES ENABLEMENT IDEA** is most exciting to you?



- Personalized sales rep landing pages
- Email prospecting templates
- Training on LinkedIn/other social selling tools

- Sales related nurturing workflows
- Hot lead notifications for reps

- Collateral to help reps advance deals
 - case studies, presentations, competitive comparisons, 2-pagers, and more

- or something else?



3

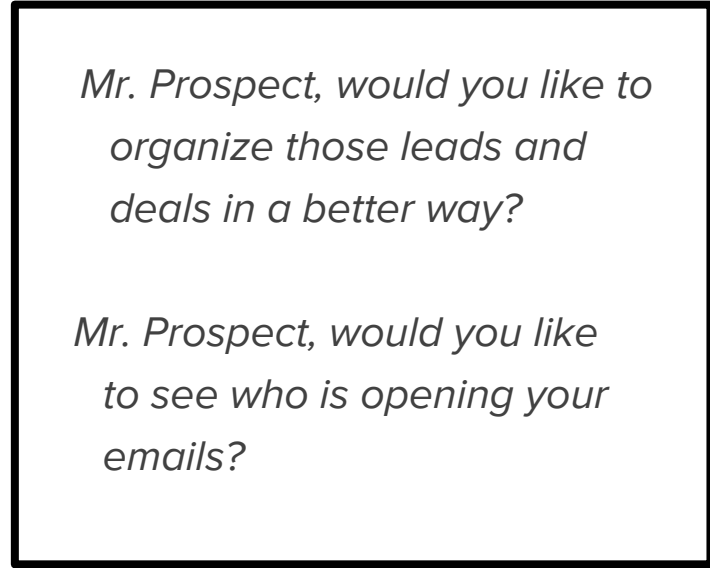
A Word on Pricing and Packaging



Reminder - selling sales enablement is usually different than how we sell marketing



Sales people usually like to do it how they like to do it.



Selling into quick wins often produces better results



“Projects”

is not a 4 letter word

- *sales enablement projects are especially good as a foot in the door or as a complement to our marketing retainer*



Pricing Options

Option

Notes

By project

Simplest and most common approach. Aligns well with discrete deliverables. Look to get paid for value versus hours.

On Retainer

Fixed amount per month for series of projects, activities, or campaigns. Sales enablement retainers are not as mature nor as defined as marketing retainers.



Retainer Example



SALES ENABLEMENT SERVICES	
STEP 1 - HubSpot CRM / Sidekick Configure & Set Up	
Add Members	✓
Set Default Filters	✓
Determine Deal Stages for your Sales Process	✓
Configure Deal Stages and Sales Probability %	✓
IMPORT LEAD DATA INTO CRM	
Collect contacts and Add to CRM	✓
CRM Training	
Prioritizing Contacts	✓
How to Prospect	✓
How to use Deals	✓
Set Up Companies	✓
SideKick Training	✓
STEP 2 - Launch Sales Enablement Program	
Meet with each Sales Rep to add deals	✓
Meet with each Sales Rep to discuss Pipeline	✓
Goal Setting	✓
Sales Enablement Implementation Costs	\$2,500

STEP 3 - Optimize and Maintain	
Weekly Sales Team Review for first month	✓
Bi-Weekly Sales Team Review second month	✓
Attend Monthly Sales Meetings 4 months	✓
Configure Deal Stages and Sales Probability %	✓
Sales Specific Content	
Create Landing Page for each sales person	✓
Create Sales Play Book	✓
Map Communication Timing	✓
Create follow up emails into SideKick	✓
Create e-books, presentations, etc. specific for sales	✓
Linked In Training	✓
Sales Reporting	
Define Lead Scoring	✓
Sales Ratio by Sales Team	✓
Sales Maintenance Monthly Retainer	\$2,500



*How we **doin**?*

Thoughts / questions on pricing?

3

Recap and Additional Resources



Today's learning objectives/agenda

1. Provide a handful of real sales enablement projects and campaigns you can run for clients
2. Provide thoughts on packaging and pricing

NEXT STEPS/ADDITIONAL RESOURCES

- Check out the previous webinars in the series - <http://bit.ly/p2mp-resources>
- Look for opportunities to help - have more conversations with the sales team
- Be using HubSpot CRM and Sidekick if you aren't already
- Stay tuned for the after-session



THANK YOU





**Simple Sales Enablement Services to Drive
Client Results and Boost Agency Fees**

Sales Enablement Spotlight

#se4agencies

Our Guests



Rosalia (Lia) Cefalu
Product Marketing &
Sales Enablement
HubSpot
Cambridge, MA
[@RosaliaCef](#)



Daryn Smith
Co-founder
MPULL - Marketing Agency
Cape Town, South Africa
[@darynsmith](#)

...and moderator



David Weinhaus
Partner Sales Enablement
HubSpot
Cambridge MA
Southpaw Softball Pitcher
[@davidweinhaus](#)



QUESTIONS?



THANK YOU

