

HOW TO TURN LEADS INTO CUSTOMERS



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#GrowWithHubSpot

FALSE

**All Sales Reps
are A**holes.**



TRUE



**Sales is
motivated
by more
than money.**

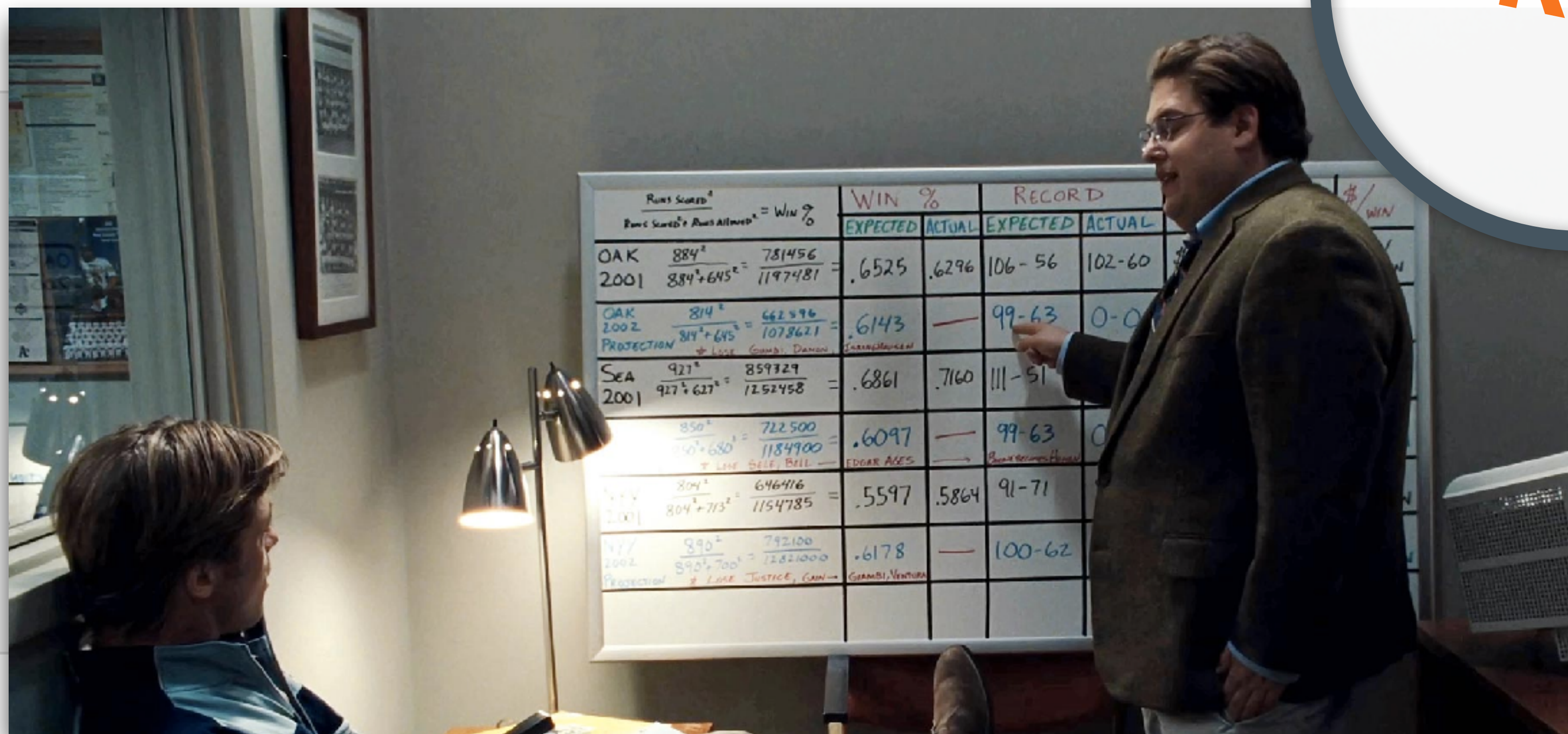
FALSE

Marketers
sit around all
day doing arts
and crafts.



TRUE

Marketers are
all about data.



MIS COMMUNICATION

SALES REP SCOTT

We don't have
enough leads...

...and even
the ones we have
aren't good.



MARKETING MARY

We give sales
plenty of leads.

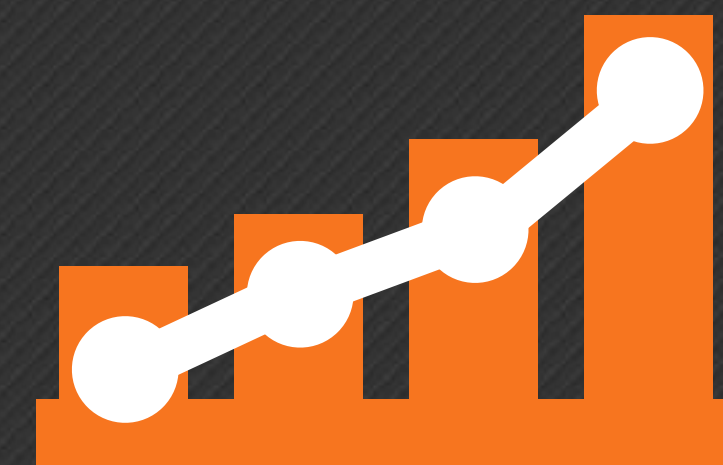
They don't put in
enough effort to
close deals.





Companies with strong sales and marketing alignment achieve

20% annual growth rate

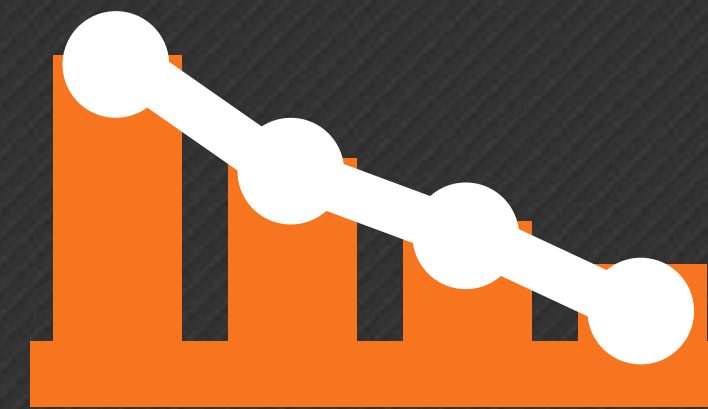




Compared to a

4%

decline
in annual
revenue



for companies with poor alignment







So, how do we
COLLABORATE?

SALES + MARKETING =
SMART MARKETING

SMARTETING

STEPS TO SUCCESS

1.

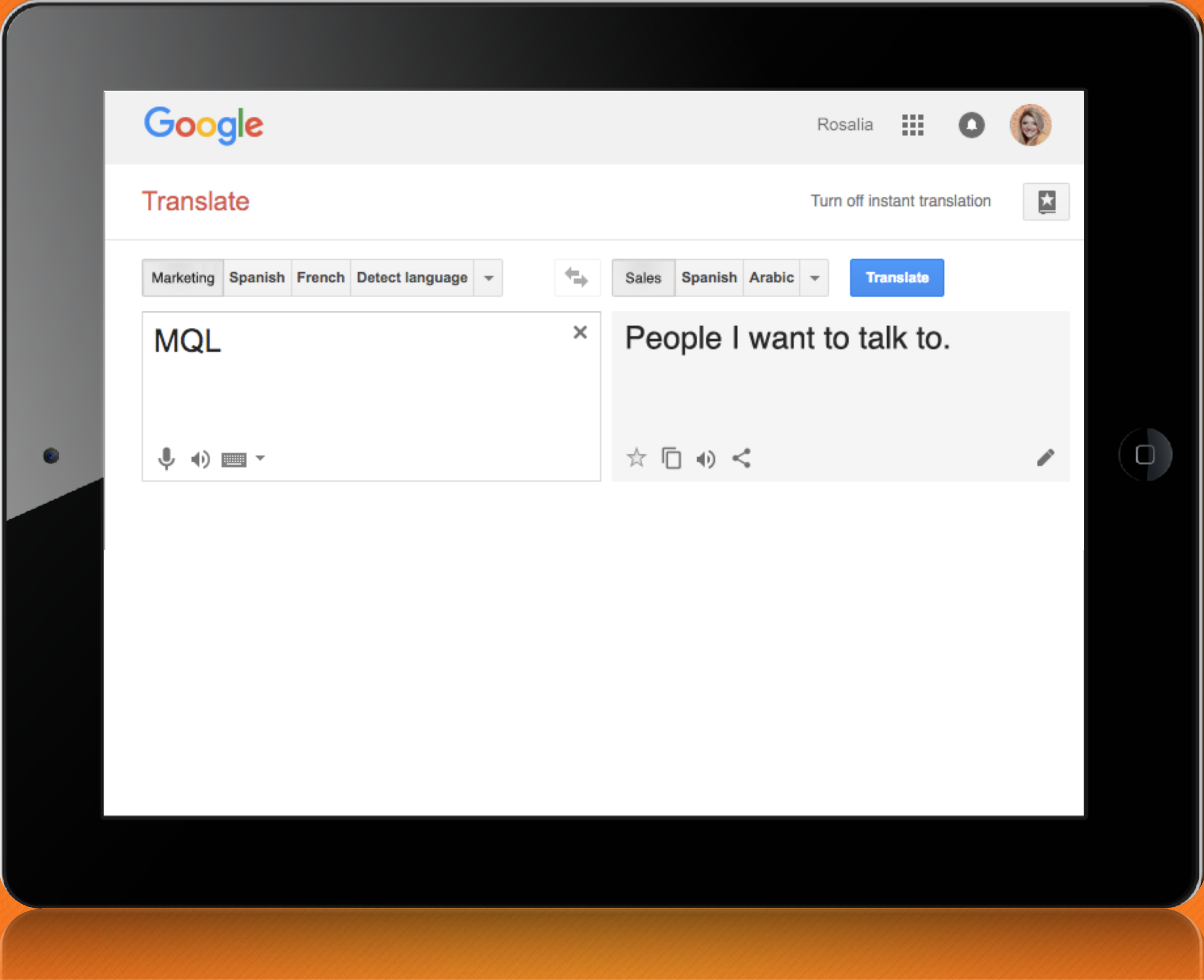
**COMMON
LANGUAGE**

2.

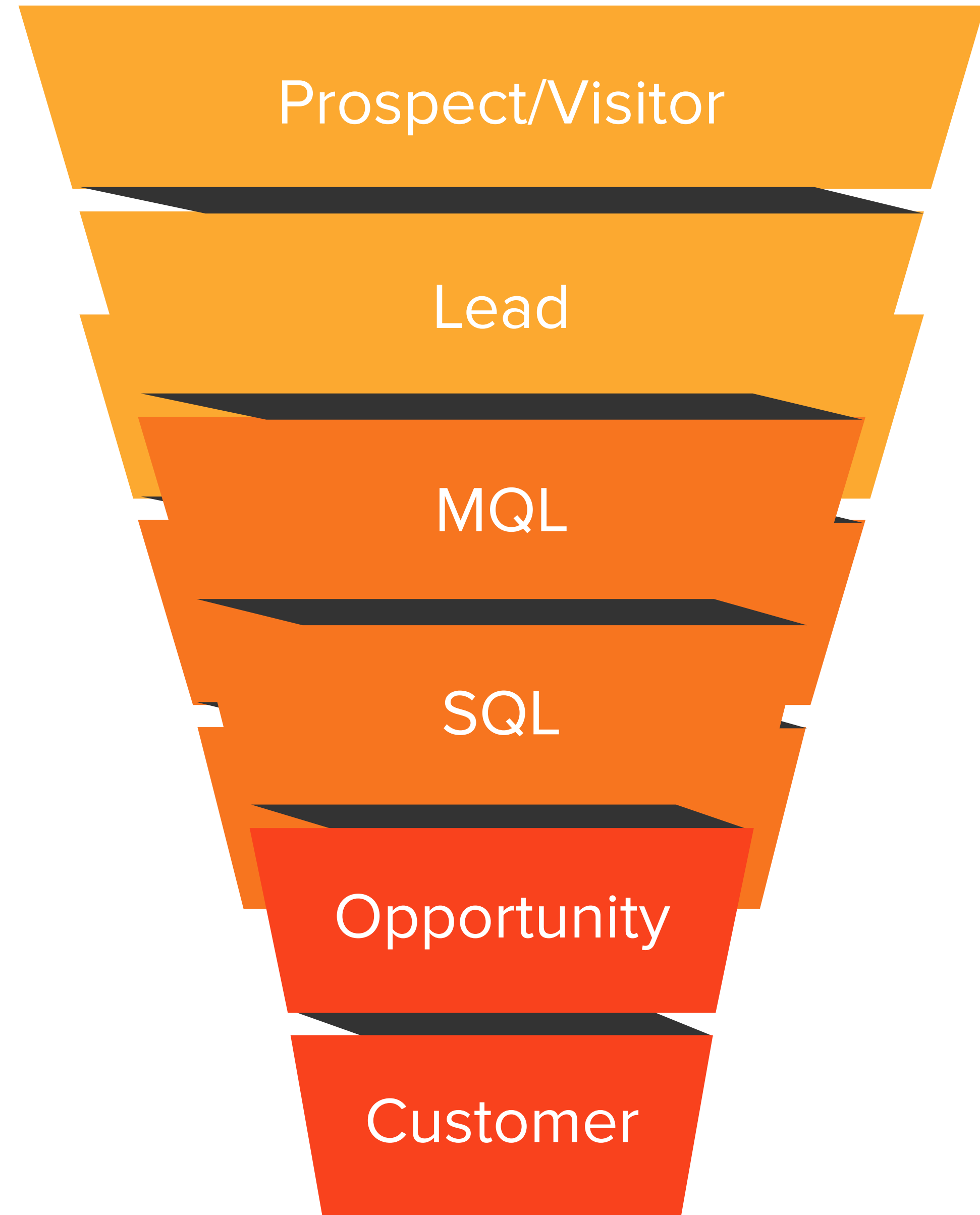
**SETTING UP
THE PROCESS**

3.

**UTILISING
TOOLS**



DEFINE YOUR LIFECYCLE STAGES



SLA

**SERVICE LEVEL
AGREEMENT**

A **contract** between
a service provider
and the end user that
defines the level of
service expected from
the service provider.

MARKETING TO SALES



SALES TO MARKETING

Number and quality
of leads required to hit
company revenue goals

Speed and depth
of lead follow-up that
makes economic sense

MARKETING TO SALES



SALES TO MARKETING

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Determine **Business Growth**

**NEW
REVENUE GOAL**

**AVERAGE
SALES PRICE**

=



of Customers



Calculate the **Marketing Side**

$$\frac{\text{NEW CUSTOMERS GOAL}}{\text{LEAD TO CUSTOMER CLOSE \%}} =$$



LEADS GOAL



Calculate the **Sales Side.**



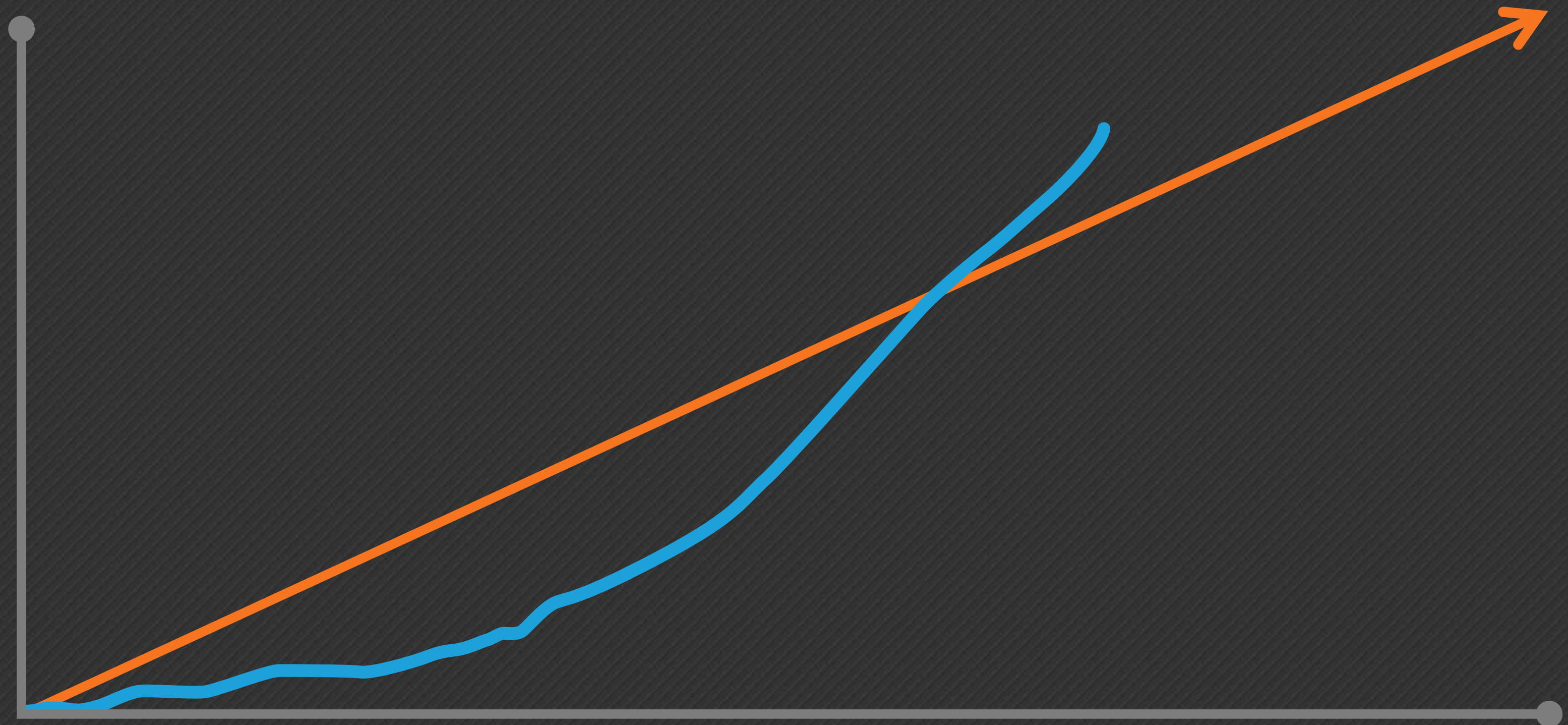
The number of deals which
go to the vendor who responds first.



Set Up Marketing SLA Reporting

Lead
Generation
Goal

Leads



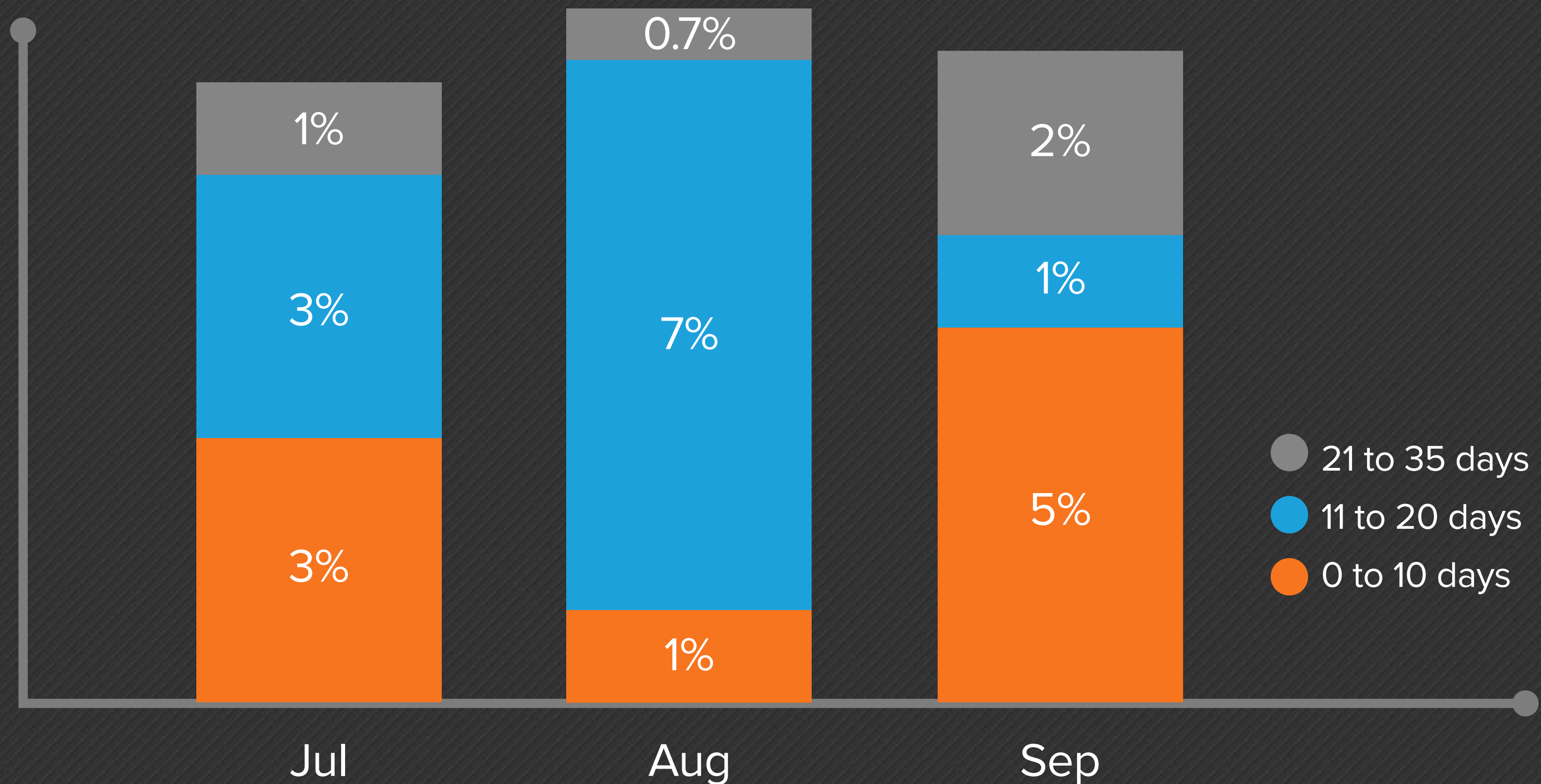
Days



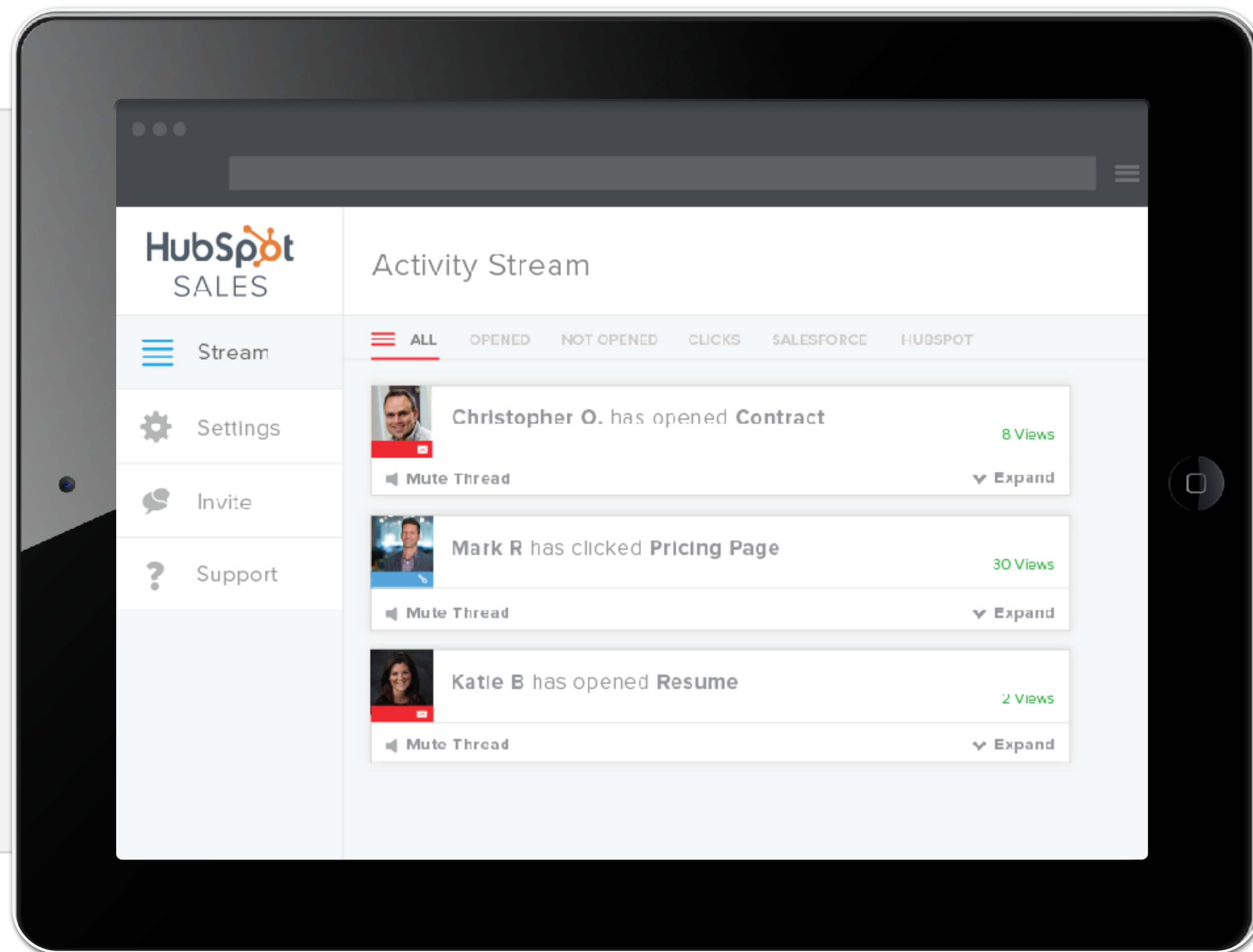
Set Up Sales SLA Reporting

**Sales
Commitment**

Leads

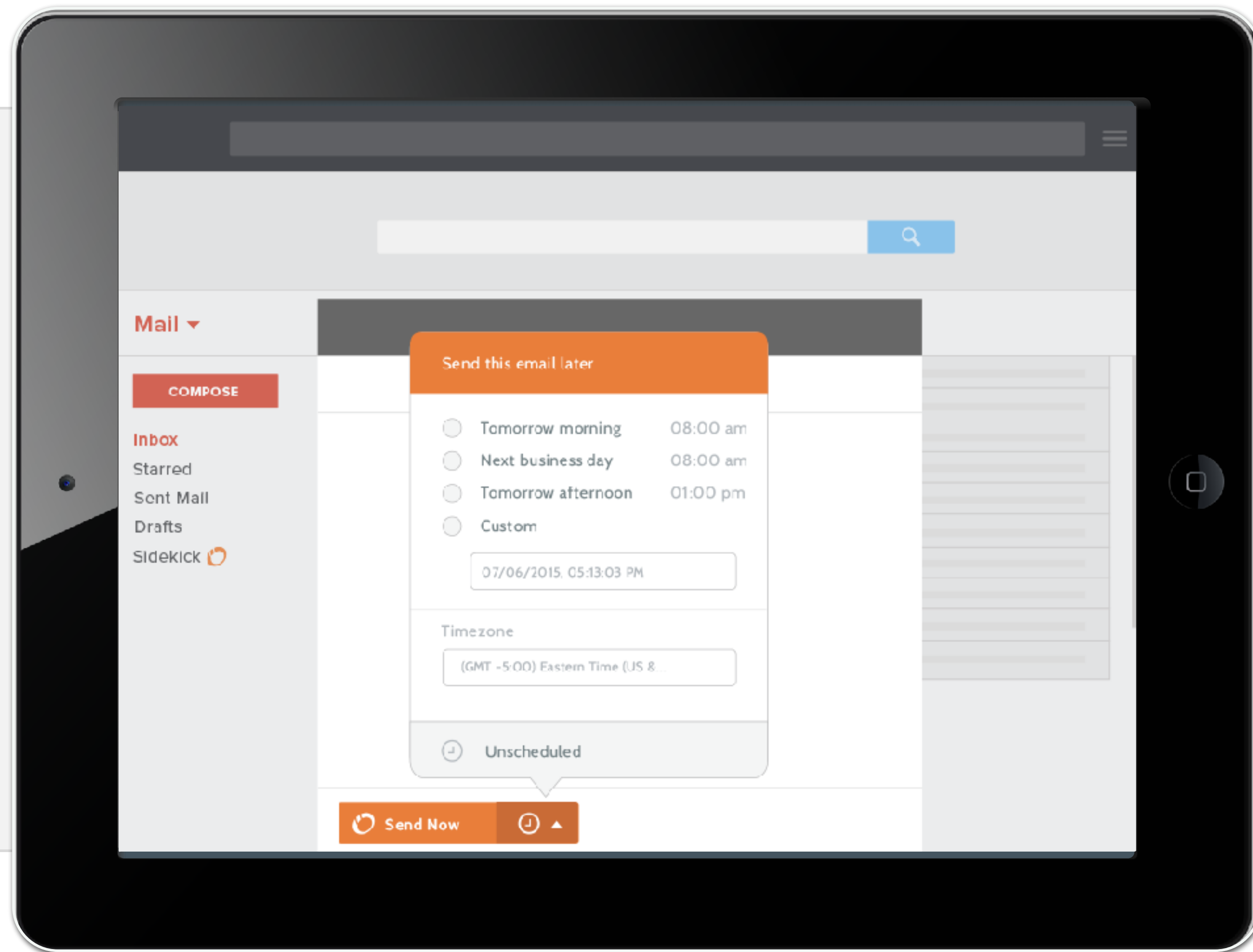


SMARTETING HACKS 101



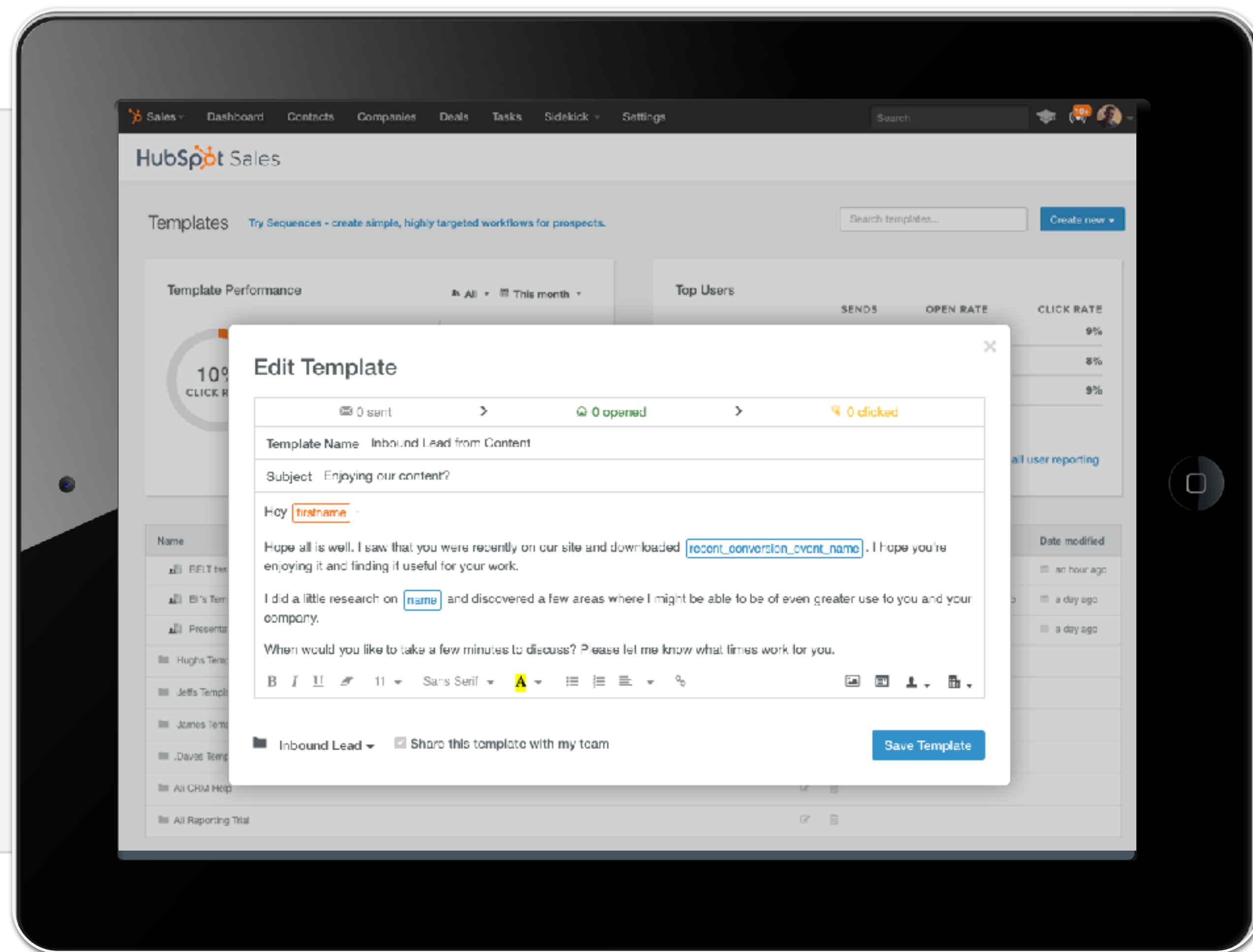
SALES ACCELERATION TOOL: HUBSPOT SALES

Email Tracking:
See who **opens** and
clicks your emails



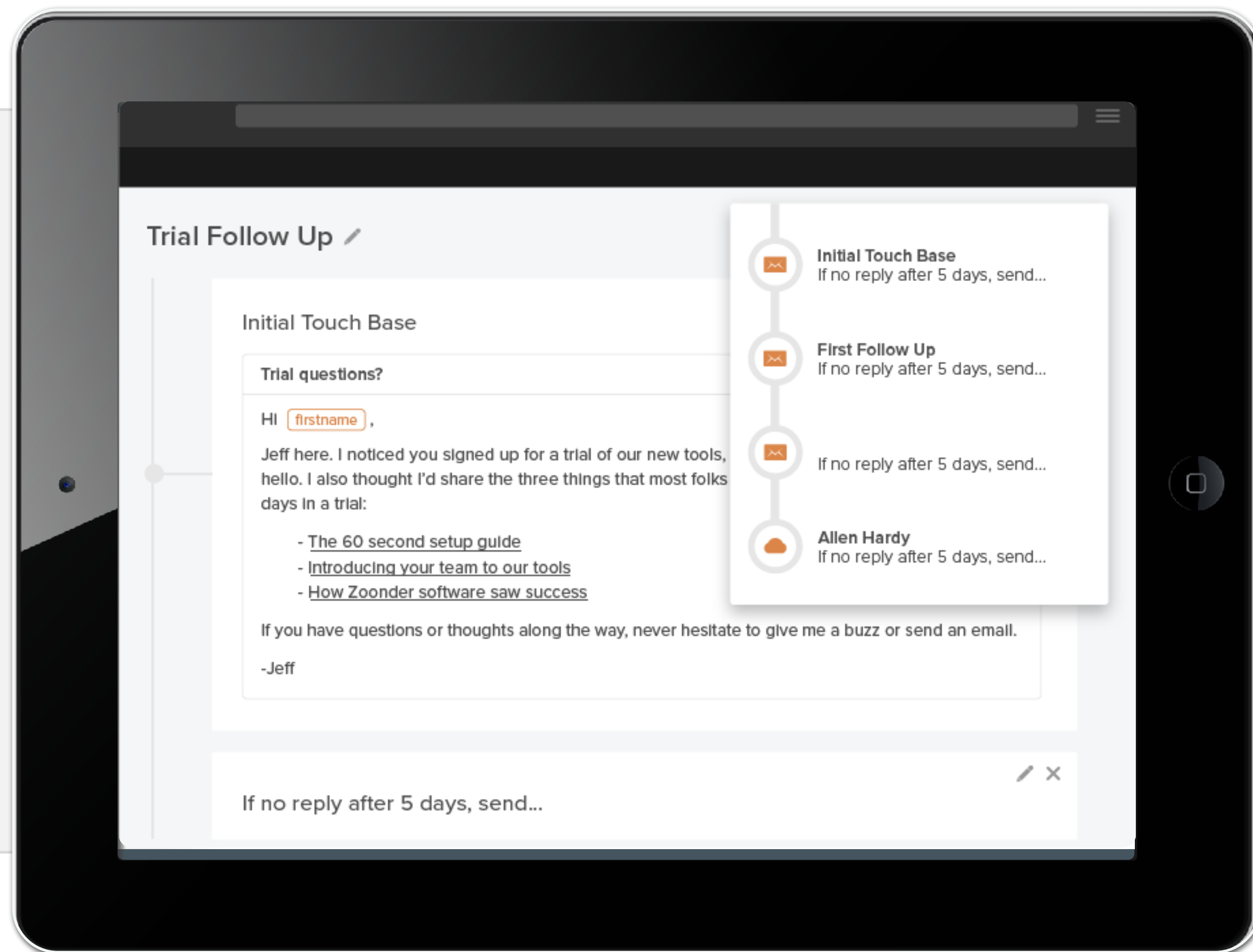
SALES ACCELERATION TOOL: **HUBSPOT SALES**

Schedule Emails:
write now and send later



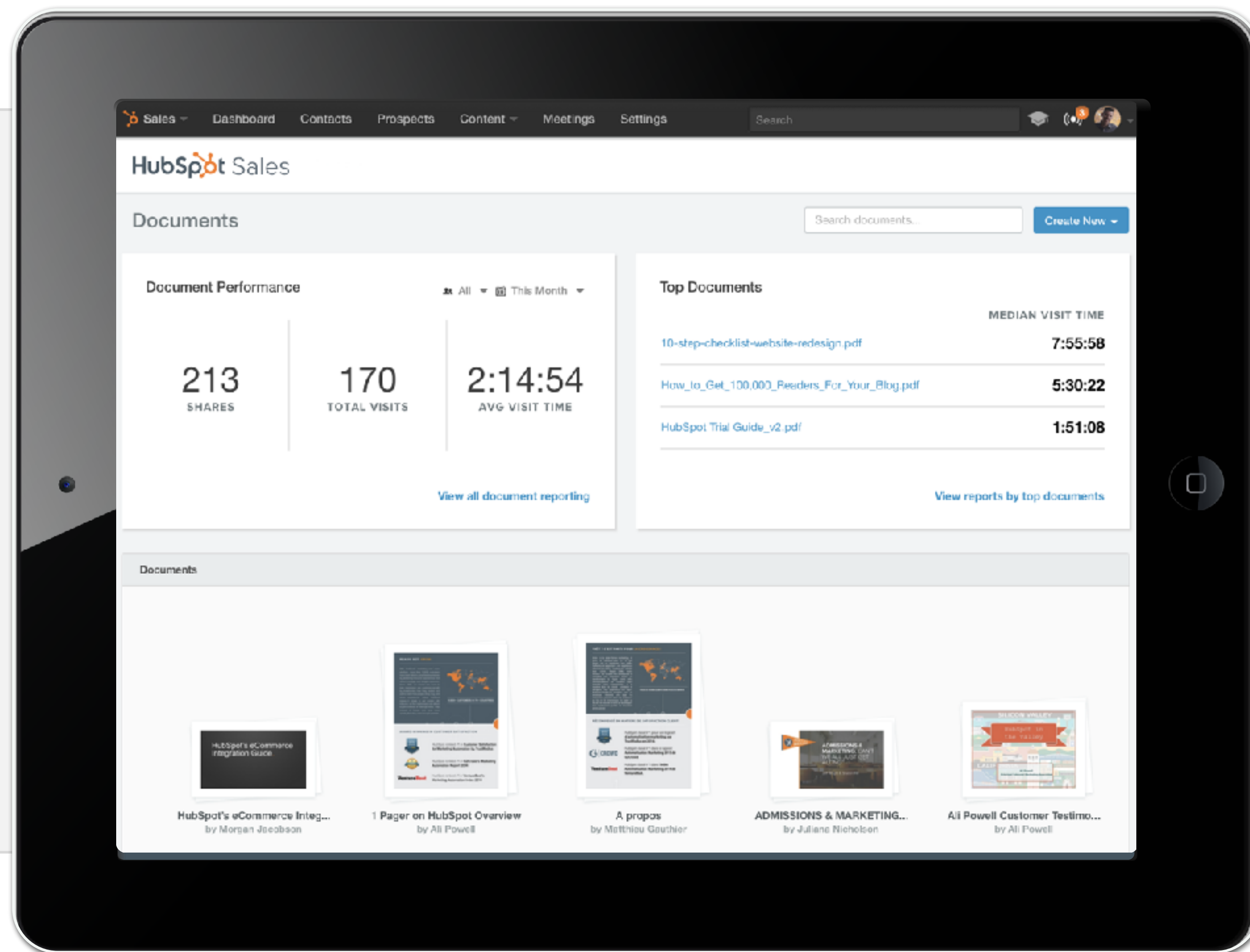
SALES ACCELERATION TOOL: HUBSPOT SALES

Email Templates:
personalise and save time



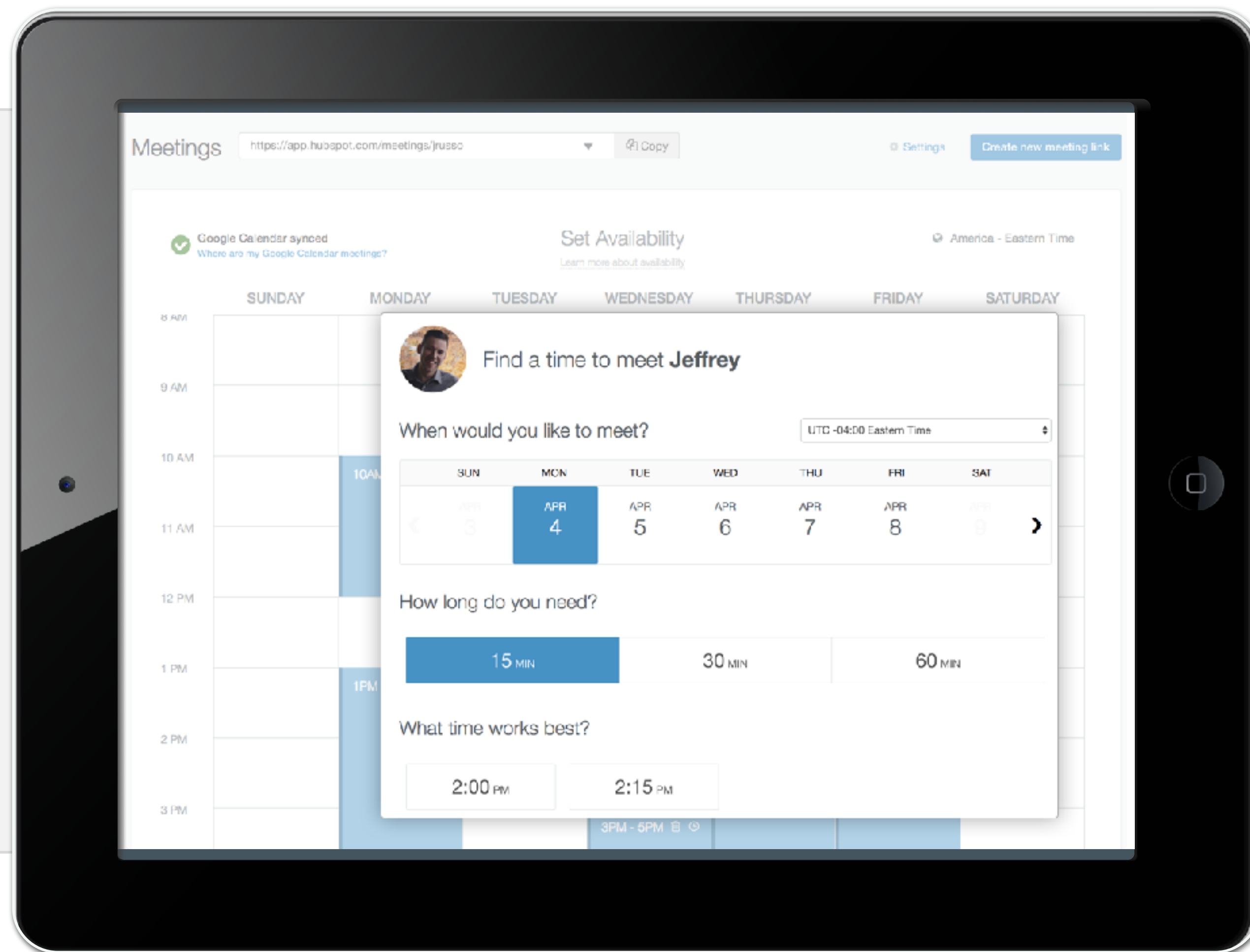
SALES ACCELERATION TOOL: HUBSPOT SALES

**Sequences: Automate
your follow-up**



SALES ACCELERATION TOOL: HUBSPOT SALES

Sales Content & Reporting:
Understand what content is
working.



SALES ACCELERATION TOOL: HUBSPOT SALES

Meetings: No more back
and forth with prospects

Hi there,

Since you just viewed our pricing page, I wanted to shoot over a quick note to find out what I can do to help in your evaluation process.

Please feel free to [contact us to learn more about HubSpot's marketing software](#). Our inbound marketing specialists can go over the marketing goals of your company and show you how HubSpot can help you drive more traffic to your site, convert more visitors into customers, and nurture your existing customers to grow sales.

You can [click here to talk to an inbound specialist](#).

If you have any questions, don't hesitate to shoot me an email. Hope to hear from you soon!

All the best,
Kipp



Kipp Bodnar (1-888-HUBSPOT)
Chief Marketing Officer, HubSpot

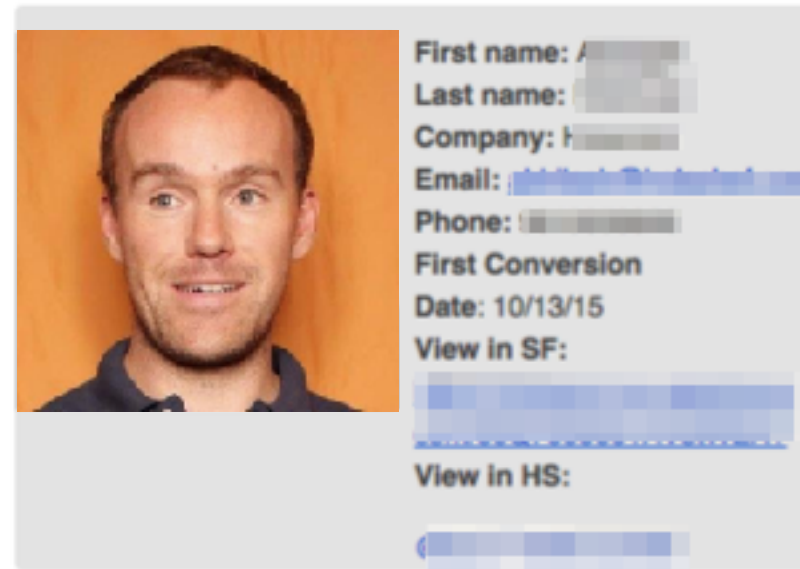
Ready to talk to HubSpot?

[Call Us at 1-888-HUBSPOT](#) | [Request a Demo](#)

AUTOMATED PRICING PAGE FOLLOW-UPS

Hey David O'Connor,

Your lead [REDACTED] 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.



Lead profile card for David O'Connor. It includes a photo of a man, a list of fields (First name, Last name, Company, Email, Phone, First Conversion Date, View in SF, View in HS) with some fields redacted, and a 'View in SF' link.

Pricing for HubSpot Marketing Software

Starter	Professional	Enterprise
\$200	\$800	\$2,400
100 Contacts	1,000 Contacts	10,000 Contacts
100,000 Views	1,000,000 Views	10,000,000 Views
100,000 Leads	1,000,000 Leads	10,000,000 Leads

80-90
Lead Score

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 Enablement Team

INTERNAL SALES REP NOTIFICATION EMAILS

KEY TAKEAWAYS

1

Inbound
is about
being
human

2

Alignment
through
**shared
language**

3

Metrics
ensure we
are all kept
accountable

4

**Tools &
platforms**
enable all
of this