Guide to Selling CMS Hub

For general sales tools and resources, <u>visit our sales process resource page</u>. Below are specific resources that will help you find, connect, demo and sell CMS Hub.

Find

📀 In general, there are a few indictors of 'good-fit' for CMS Hub. These include:

- Company size: if they're between 2-9 employees, they're a good fit for CMS Hub Starter, if they're 10-200 employees, they're a good fit for CMS Hub Professional. If they're between 200-2,000 then enterprise is a better fit.
- If their last redesign was over 18 months ago
- They're unhappy with their current CMS
- They're spending too much time on maintenance and security
- They have multiple websites/domains
- They desire or have app-like functionality on their site

Additionally, you can use the below tools to help uncover the right fit prospects:

- <u>Alexa Rank</u>
- <u>Builtwith</u>
- Website Grader
- Datanyze

Connect

In the connect stage, you're trying to make a strong first impression and hook the prospect into a call with you. Below are some useful resources you can leverage in your outreach:

- Outreach templates when using Website Grader
- Outreach templates to convince CMS Developers

Video clips to include in your outreach:

- What is CMS Hub in 30 seconds
- <u>CMS Hub Professional vs Enterprise</u>
- <u>7 Ways CMS Hub Takes the Pain Away</u>

Discovery

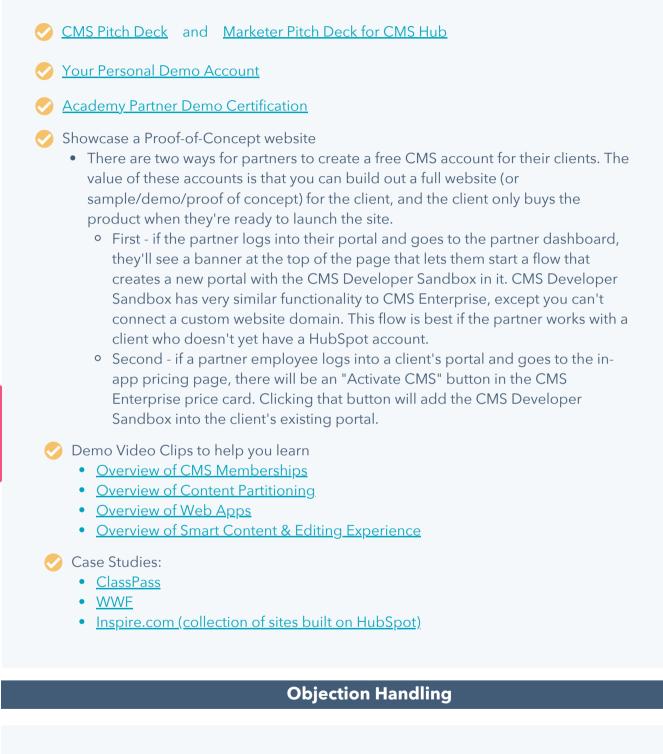
- <u>Exploratory Question Guide</u>
- CMS Hub specific discovery questions
- CMS Hub discovery questions for Marketers (unified pitch)





HubSpot

Demo & Sell



- Guide to CMS Hub Objection Handling
- CMS Security for IT Teams
- CMS Comparisons