

# Yamini's Partner Guide to Winning with HubSpot

## Playing to Win

At HubSpot, we use this simple strategic framework, based on the book "Playing to Win: How Strategy Really Works" by A.G. Lafley and Roger L. Martin:

- Create a winning aspiration to guide you
- Focus on where you'll compete
- Determine how you can win

HubSpot's winning aspiration is to be the #1 CRM platform for scaling companies, and there is a huge opportunity for solutions partners within this framework.



## Three Winning Plays to Grow in the HubSpot Ecosystem

There are three clear opportunities for partners to grow within the HubSpot ecosystem over the next few years.



### 1. Broaden your selling and servicing capabilities

Customers rate service availability and support as #2 after features and functionality—above cost and even reliability. With customers becoming more complex, they need partners from the start of the sales process through implementation and ongoing success.

**Action:** Source and collaborate with our direct reps, and service our most complex customers.

There are two amazing training opportunities for you and your teams to help you achieve this.

For sales professionals and CEOs/founders, [learn more](#) about our the Sandler Training and take our [Inbound Sales Certification](#).

For service professionals, check out [Solutions Partner Essentials: Managing and Retaining Clients](#) workshop.



### 2. Focus on multi-hub and suite

HubSpot customers are already increasing the number of hubs they're using. Customers that combine Sales Hub and Marketing Hub see a 75% greater increase in deals closed-won after twelve months. Customers that combine Marketing Hub and CMS Hub see 80% more organic traffic than Marketing Hub alone.

**Action:** Build expertise around the value pairs. Focus on and get certified in at least two hubs and show customers how these hubs work better together.

Or embrace the suite game. Companies with a cobbled franken-system struggle to streamline processes, align teams, and as a result, their growth becomes stagnant. Understand the value that a crafted platform brings and drive that value home for your customers.

Recommended certifications:

- [Marketing Hub Demo Cert](#)
- [Why Go HubSpot Course](#)
- [Platform Consulting Cert](#)



### 3. Build business and technical expertise

Buyers want a customized tech stack, and they want their CRM to reflect the unique characteristics of their industry and company. Market data shows that 84% of upmarket CRM opportunity is likely to require some level of customization. Partners who delve deep into technical expertise create a better experience building in HubSpot.

**Action:** Upskill on customization features. These include custom objects, serverless functions, integrations, and more.

Here's a list of courses and certifications to help you get started:

1. [Data in Hubspot Lesson](#)
2. [Introduction to Custom Objects Course](#)
3. [Sales Hub Implementation Cert](#)
4. [Data Integrations Cert](#)