

# Sales and Business Development Training for HubSpot Partners

**A proven process for winning more business, quicker, and with better margins**

## The Building Blocks for Success

The Sandler® Sales Methodology Immersion Program for HubSpot delivers strengthened competencies in conducting broader and deeper business conversations with prospects and customers.



Learn how to successfully conduct deeper discovery, proactively engage the right players early, quantify the ROI of your solution and disqualify more decisively to preserve company resources for deals that are more likely to close.

The net result is that you'll be able to scope and present solutions that will resonate better with your prospects and customers. The deals you close will be more strategic – positioning you for accelerated growth.

## Close deals faster & scale your business.

HubSpot has partnered with Sandler to design two different tracks, designed to help you scale your business based on your role. For sales reps on the front line that want to close more deals, choose the Sales Skills Training. For CEOs and Owners looking to grow their business effectively, choose the Elevate Your Business track. Both programs consist of eight 90-minute virtual learning sessions (one per week), provide ongoing instructor access and support throughout program, and access to Sandler Online learning & resources.



### Sales Skills Training Program Topics

- Changing Markets – Changing Mindset
- Setting Expectations Through Up-Front Contracts
- Deeper Discovery – Importance of Uncovering Pain
- Deeper Discovery – Quantifying Pain
- Questioning Strategies
- Budget / Investment
- Understanding the Decision-Making Process
- Presenting Your Solution



### Elevate Your Business Program Topics

- Changing Markets – Changing Mindset
- Setting Expectations Through Up-Front Contracts
- Deeper Discovery – Importance of Uncovering Pain
- Questioning Strategies
- Presenting Your Solution
- Interviewing & Hiring the Crème of the Crop
- Building a Culture of Accountability
- Performance Management

### Outcomes you can expect:

- Apply a systematic approach to every selling opportunity
- Conduct business conversations rather than product pitches
- Exhibit equal business stature with prospects and customers
- Engage the right players early to eliminate future roadblocks
- Apply three key metrics to qualify or disqualify an opportunity
- Close higher-quality business with greater predictability and higher margins

**➤➤ Special HubSpot Partner Pricing: \$1,300 (\$500 savings!) <<➤**

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