

Sales and Marketing Alignment

1		5		7		12 <small>2019 Average</small>
Day		Demos		Activities		Attendees

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Agenda

9:00 am - 4:30 pm

Identify processes and strategies for using your HubSpot tools to align your Marketing and Sales teams.

Service Level Agreements

Identify processes and strategies for using your HubSpot tools to align your Marketing and Sales teams.

Lead Handoff & Handback

Use HubSpot workflows to automatically hand leads forward or backwards through your sales process.

Defining Quality Leads

Align how your team defines what it means to be a "Quality" lead based on their engagement and lead data.

Funnel Reporting

Use HubSpot Funnel reports to define your goals and monitor your performance. Learn tactics for maintaining these goals with SLAs.

Developing a Lead Score

Learn how to build a custom lead score model to prioritize your highest quality leads.

Content & Communication

Learn tactics for aligning the way in which you communicate internally as well as with leads and customers.

Products Covered

Progressive Profiling

Chatflows

Lifecycle Stage

Lead Status

Lead Scoring

Workflows

Lead Rotation

Funnel Reports

Tasks & Notifications