Sales and Marketing Alignment

1 Day | 5 Demos | 7 Activities | 12 Average Attendees

This course has been sunset in favor of a more virtually-suitable catalogue of live courses.
If you have questions please reach out to customertraining@hubspot.com

View Our Course Offerings

Scroll to see original agenda
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.

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

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

Lead Handoff & Handback
Use HubSpot workflows to automatically hand leads forward or backwards through your sales process.

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

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