HubSpot

The Big Shift: What to Expect When Moving Your Team to Sales Hub

Moderated by Hailey Linz (HubSpot)

Featuring panelists from ResellerRatings, Scrubs & Beyond, and Reserve America

Today's agenda

02 MIN   Intros & housekeeping

10 MIN   Sales Hub vs. Salesforce Competitive Breakdown

25 MIN   Discussion with panelists on the before, during, and after of
migrating from Salesforce to Sales Hub

10 MIN   Audience Q&A

HubSpot

You'll walk away with…

- Honest pros and cons of switching to Sales Hub
- Actionable tips & tricks for an easy transition between sales platforms
- Key results, favorite features, and primary benefits of Sales Hub vs. other alternatives

HubSpot

We ask that you...

- Utilize the Q&A section in Zoom for any questions
- Be as present as possible: This conversation will be available on-demand and we'll be sharing key takeaways after the event

HubSpot

Meet your Host

Hailey Linz

Manager, Enterprise Sales

- At HubSpot since 2020
- Passionate about competitive selling
- Fun fact: I was on the Nickelodeon show Slime Time Live as a kid!

HubSpot

Meet your Panelists

Daniel (DJ) Hume

SVP, Sales Operations
Scrubs & Beyond

Ian Gannon

Business Operations Specialist
Reserve America

Bradley Poole

Chief Revenue Officer
ResellerRatings

HubSpot

|	**Sales Hub**™	**salesforce**
What is the Platform	A customer platform with a Smart CRM, engagement hubs, and a connected ecosystem that enables customer connection.	A customer company that makes cloud-based software that helps businesses connect to their customers so they can find prospects, close deals, and provide customer service.
Sales Software	Sales Hub is HubSpot's easy and powerful sales software that connects without complexity, drives productivity with easy-to-adopt tools, and helps growing sales organizations prospect smarter, accelerate revenue growth, and scale insightfully.	Sales Cloud is Salesforce's sales CRM that includes automation tools, reporting, deal management and more.
Approach	Crafted	Cobbled

With Sales Hub you can:

Prospect smarter

Accelerate **revenue growth**

Scale insightfully

HubSpot
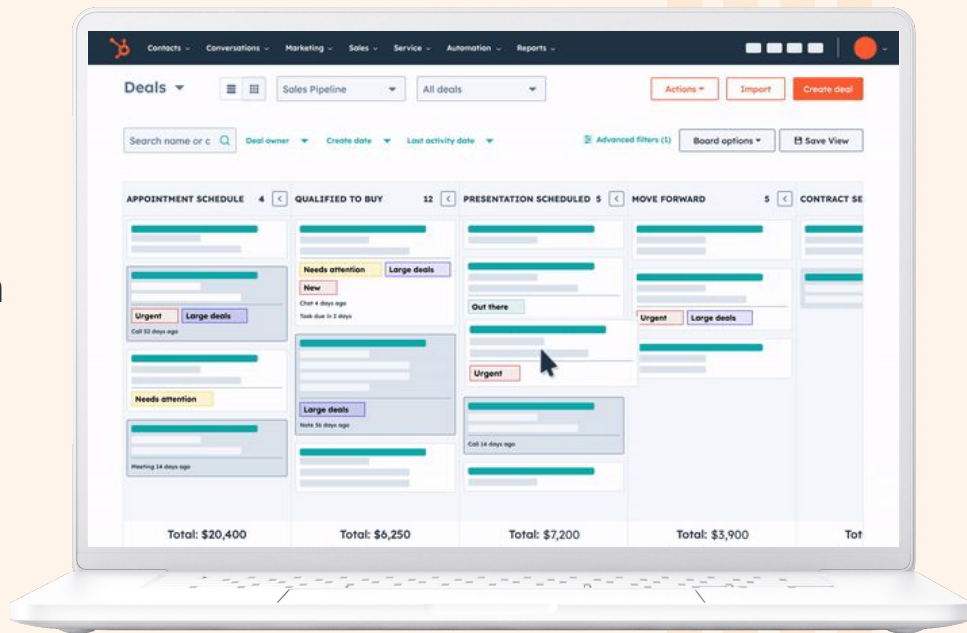
Prospect smarter

Turn prospects into pipeline and start relevant, contextual conversations with personalized sales engagement tools.

12% increase in deals created after 1 year[1]

1. Source

- Quickly connect with prospects, team members, and subject matter experts with **connected inboxes, native calling, live chat, mobile prospecting tools, and more**—all on a single platform.

- Save time and improve seller productivity with automated **sequences, meeting scheduler, workflows, and seamless lead handoffs,** and manage it all in a dedicated **prospecting workspace**.

- Lean on the power of AI to **score leads,** get next-best actions with **smart tasks,** enrich data with **HubSpot Insights,** and craft personalized emails with **content assistant.**

Sales Hub™

Prospect Smarter

- Quickly connect with prospects, team members, and subject matter experts

- Save time and improve seller productivity

- Lean on the power of AI

Features	Sales Hub Enterprise	Sales Cloud Enterprise
Sequences	✓	Requires Sales Engagement
Prospecting Workspace	✓	Requires Pardot
Predictive Lead Scoring	✓	Requires Einstein Forecasting
Workflows	✓	✓
AI Content Assistant	✓	Requires Einstein Copilot
Seamless Lead Handoffs	✓	✓
Meeting Scheduler	✓	Requires Salesforce Scheduler
Mobile Prospecting Tools	✓	✗
Connected Inboxes	✓	Requires Inbox Add-On
Email Templates	✓	✓
Sales Bots	✓	Requires Service Cloud
Smart Calendar Sync	✓	Requires Inbox Add-On
Native Calling	✓	Requires Sales Dialer
Task Queues	✓	✓
Company Insights	✓	✗

Sales Hub™

Accelerate revenue growth

Close more deals faster with intelligent & delightful deal management tools.

36% more deals closed after 1 year[1]

1. Source

- Get full customer context for more targeted interactions with a unified **contact database**.

- Take control of your sales pipeline with pipeline management software that makes it easy to **customize deal stages**, uncover critical insights and prioritize deals effectively with **deal inspection**, and use automation to **create and track deals and accelerate deal stage transitions** in less time and fewer clicks.

- Use polished, branded **quotes** to seal the deal and **payments** to get paid instantly.

Sales Hub™

Accelerate Revenue Growth

- Get full customer context

- Take control of your sales pipeline with pipeline management software

- Use branded quotes and payments

Features	Sales Hub Enterprise	Sales Cloud Enterprise
Sales CRM	✓	✓
Pipeline Management	✓	✓
Embedded Pipeline Automation	✓	✓
Customizable Deal Stages	✓	✓
Deal Inspection	✓	Requires Einstein Deal Insights
Deal Funnel Reporting	✓	Requires Marketing Cloud Personalization
Forecast Accuracy Tracking	✓	✓
Deal Journey Analytics	✓	✗
Revenue Intelligence	✓	Requires Revenue Intelligence Add-on
Contracts	✗	✓
Quotes	✓	✓
Payments	✓	Requires Salesforce Payments
CPQ Tool	✓	Requires Revenue Cloud
Account-Based Marketing	✓	Requires Marketing Cloud

⭐ Sales Hub™

Scale insightfully

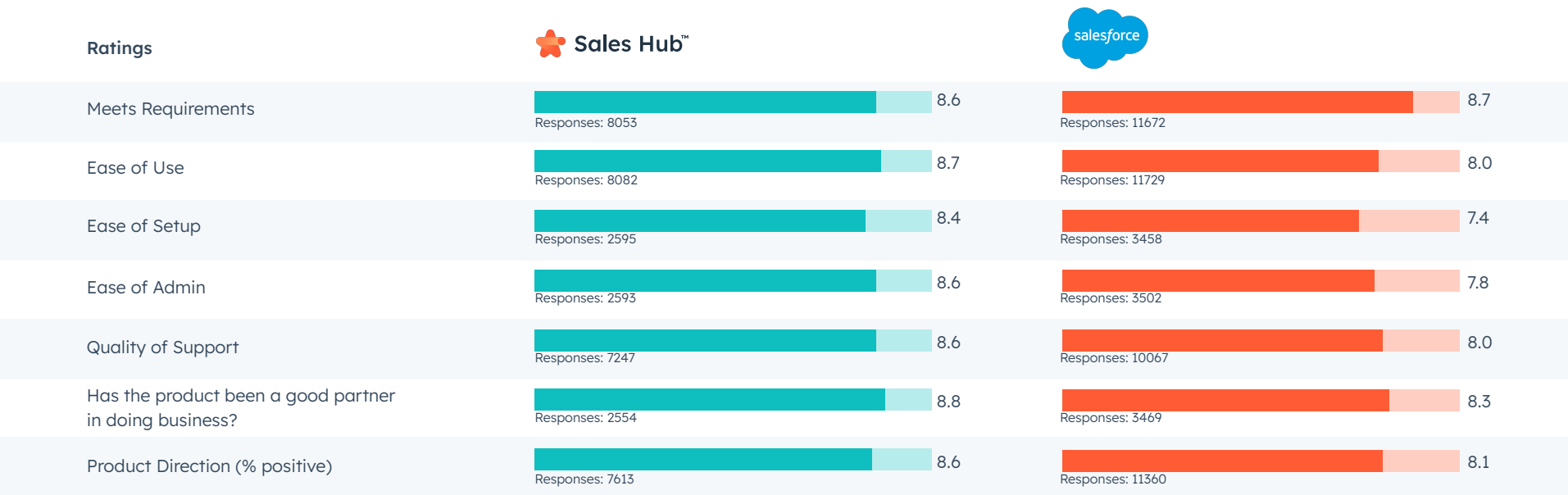Leverage data to unleash selling power with integrated reporting and CI tools.

- Uncover critical insights on key sales metrics, rally your sales teams around clear goals, and identify bottlenecks with **reporting dashboards, forecast intelligence, lead reporting, and prospect activities reporting tools.**

- Keep data clean and organized for improved decision-making with **data quality tools**.

- Identify coaching opportunities at scale with **sales analytics and reporting tools**, and provide targeted support with **playbooks, coaching playlists and conversation intelligence.**

3.3x higher deal close rate for customers using Sales Hub reporting[1]

Sales Hub™

Scale Insightfully

- Uncover critical insights on key sales metrics

- Keep data clean and organized

- Identify coaching opportunities at scale and provide targeted support

Features	Sales Hub Enterprise	Sales Cloud Enterprise
AI-Powered CRM	✓	Requires Einstein Copilot
Dashboards and Custom Reports	✓	✓
Forecast Intelligence	✓	✓
Sales Analytics	✓	✓
Conversation Intelligence	✓	Requires Einstein Conversation Insights
Sales Playbooks	✓	Requires Sales & Email Alerts
Coaching Playlists	✓	Requires Einstein Conversation Insights
Lead Reporting	✓	✓
Customizable Page Layouts	✓	✓
Prospect Activities Reporting Tools	✓	Requires Pardot
Unified Marketing & Sales Reporting	✓	Requires Salesforce Engage
Phone Numbers Provided	✓	Requires Sales Dialer
Data Quality Tools	✓	✓
Service & Support	✓	30% of net licensing fee

★ Sales Hub™

Consistently Ranked for Ease of Use

Ratings	🌟 Sales Hub™		salesforce	
Meets Requirements	Responses: 8053	8.6	Responses: 11672	8.7
Ease of Use	Responses: 8082	8.7	Responses: 11729	8.0
Ease of Setup	Responses: 2595	8.4	Responses: 3458	7.4
Ease of Admin	Responses: 2593	8.6	Responses: 3502	7.8
Quality of Support	Responses: 7247	8.6	Responses: 10067	8.0
Has the product been a good partner in doing business?	Responses: 2554	8.8	Responses: 3469	8.3
Product Direction (% positive)	Responses: 7613	8.6	Responses: 11360	8.1

❝ I love that Hubspot is very user-friendly. We have been able to customize it to fit the needs of our company. The automation you can implement through workflows makes the job so much easier. The workflows are user-friendly and easy to implement to keep all our deals in working order. –Amanda M. (source)

Source

🌟 Sales Hub™

Total Cost of Ownership

The sticker price doesn't always tell the whole story.

To help you understand the difference in total cost of ownership between HubSpot and Salesforce, let's break down the common expenses.

- **$** Implementation/onboarding cost
- **$** Integration cost
- **$** Data migration cost
- **$** External system interface cost
- **$** Cost of additional contacts or user licenses
- **$** Training cost
- **$** Software maintenance costs
- **$** Customer support costs
- **$** Total cost of personnel

Total Cost of Ownership (1/2)

	HubSpot Sales Hub Enterprise	Salesforce Sales Cloud Enterprise
Base License	Sales Hub Enterprise $150/mo	Sales Cloud Enterprise $165/mo (Source)
Onboarding	$3,000	$5,000 (Source)
Service & Support	Phone, Chat & Email support included	30% of net licensing fees (Source)
Data Migration	Not required	$10,000 (Source)
Implementation	Included	$14,000 (source)
Integrations & Data Sync	Included	$35,000 (source)
Running Total	~$4,800	~$68,000

Sales Hub™

Total Cost of Ownership (2/2)

	HubSpot Sales Hub Enterprise	Salesforce Sales Cloud Enterprise
Developer Support	**$**	**$$**
Time to Value	**$** 57 days to activation	**$$** ~6 months to 1 year
Maintenance/Admin	Seamless platform built on a single code base -Admin not required	~$90,000 1 admin (source) at 90k/yr (source) -20 hours to configure -Regular updates required from a developer/partner -20-30 person admin team
Sandbox	Included	At least 5% of net spend (source)
Estimated Total	**$$**	**$$$$**

Sales Hub™

Your Panelists

Daniel Hume

SVP, Sales Operations

Scrubs & Beyond

Ian Gannon

Business Operations Specialist

Reserve America

Bradley Poole

Chief Revenue Officer

ResellerRatings

HubSpot

10 MINS

Audience Q&A

HubSpot

Your experience in Sales Hub will be...

More connected

Sales Hub connects your data and people without the cost and complexity of multiple tools and legacy CRMs.

More productive

Sales Hub provides a connected, crafted UI experience for faster activation and better adoption, so reps can spend more time actually selling.

More supported

HubSpot makes sure you have the help when you need it with HubSpot's world-class customer support, award- winning HubSpot Academy, and Professional Services designed to maximize the power of Sales Hub.

HubSpot

Still have questions about switching from Salesforce to Sales Hub?

Please fill out the poll on screen if you'd like to schedule a demo with our team and chat through your specific use case.

Want to catch up with this content later?

The link to our on-demand event recording, deck, and other helpful competitive materials will be in your inbox shortly.

HubSpot

Thank you

Appendix

More Resources for Those Considering the Big Shift

HubSpot

What's New in Sales Hub

We debuted a lot of changes to Sales Hub at INBOUND 2023.

From AI advancements to brand new prospecting capabilities, get the [complete rundown on everything that's changed](#) in this blog.

All Things Competitive

If you're looking to dive deeper into the competitive features and benefits of Sales Hub, we invite you to explore these materials.

- Deck: [Salesforce Sales Cloud vs. Hubspot Sales Hub](#)
- Landing Page: [Salesforce vs. HubSpot](#)