

HubSpot Sales Partners: Lead Registration FAQ

Lead registration can feel arbitrary and complex at times, so this document was created to help you navigate the common situations partners run into with actionable steps you can take to make sure you are not leaving money on the table.

1. What does it mean if a lead is unavailable?

This means the account is:

1. An existing HubSpot customer, and not eligible for commission
2. In an active sales process with a direct salesperson at HubSpot, and not eligible for commission
3. Owned by a direct salesperson at HubSpot, but not in an active sales process -- this means you can still earn commission, but you have to notify me right away!
4. Owned by another partner, but you can still win commission if you win the deal AND service contract ("best partner wins"), once again you have to notify me right away!

2. If a lead is unavailable does that mean it is impossible for me to win commission?

NO!

As mentioned above, there are two very common scenarios where you can still earn commission, the key is you have to reach out to me so I can help.

If you are in a sales process for the software with an unavailable lead, please contact me at sbelt@hubspot.com so I can assist.

3. Will HubSpot reach out to my leads when they are registered?

No, unless you want us to -- in fact, it actually does the opposite.

When you register a lead, the account is marked as yours as a partner, stopping our direct sales team from approaching them.

Registering leads does not:

- Trigger marketing emails from HubSpot
- Prompt me to call or reach out to the lead

If you want me to target leads you register, I am more than happy to do so. Feel free to introduce me, or just give me the green light and I can begin reaching out.

Otherwise, I will wait on you for guidance, and not reach out unless you tell me to!

4. When is the best time to register a lead?

You should register leads as soon as you are aware of them. HubSpot's website is designed to capture them on its own, so if you bring up the software or HubSpot as a company you risk them being assigned to a direct sales rep if they end up converting.

As I mentioned above, we do not contact your leads without your consent, and we will still pay you even if they buy without your involvement. In turn, there is nothing to lose, and everything to gain by registering early in sales cycle -- ideally before even speaking to them.

5. Does HubSpot offer affiliate link technology?

Not today, but we are working on it.

In the meantime, [you can auto register leads using a form](#).

6. Can I earn commission on an existing HubSpot customer I did not sell?

No, today commission can only be earned on net new HubSpot customers you bring to the table. If you registered and sold them initially, you earn commission on any subsequent purchases they make.

7. Does my commission rate differ depending on if I refer or sell the client myself?

No, we pay you the same commission regardless of whether you simply referred them to us or were involved in the sales process.

8. Can I earn commission on HubSpot's marketing software?

No, but we are open to the idea if we can prove Sales Partners do this frequently. Please send all examples to us at salespartners@hubspot.com.