# Accreditation Prerequisites Learning Path for Solutions Partners

HubSpot Academy

Save this checklist to keep track of your progress as you complete each step on your way to learning all-things-Accreditation Prerequisites.

This learning path outlines the certification courses a solutions partner organization must earn before they apply for a HubSpot accreditation. These required certifications provide and validate the baseline knowledge and foundational skills that HubSpot solutions partners need to qualify for the accreditation application process.

## Learning Path Details

Estimated time to complete: 35+ hours

Experience Level: Intermediate

For Solutions Partners who want to:

- Prepare for the HubSpot accreditation application process
- Build the baseline HubSpot knowledge and foundational skills of their team
- Demonstrate their organization's HubSpot product, selling, and servicing expertise

## What will you be able to do?

When you complete this learning path, you will be able to:

- Demonstrate deep HubSpot product expertise
- Recommend, implement, and maintain integration solutions
- Demo, sell, implement, service, and report on HubSpot's CRM platform
- Fulfill the certification qualifications for the HubSpot accreditation application process

## Learning Path Curriculum

We've curated the list of required certification courses your organization must earn to apply for a HubSpot accreditation.

**Please note:**

- We recommend completing these required certifications in the order below, to build your foundational knowledge throughout the learning path.

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## Learning Path Curriculum Continued

**Please note:**

- This learning path is comprised of two parts:
  - **Essential Certification Pack** The prerequisite certification courses required for all accreditations.
  - **Accreditation-Specific Prerequisite Certifications** In addition to completing the Essential Certification Pack, some accreditations also require your team to have active certifications in accreditation-specific prerequisite courses.
- Essential Certification Pack prerequisites require **three** employees at your business to have an active certification. Accreditation-Specific Prerequisite Certifications require **two** employees at your business to have an active certification. Please refer to each certification's "# of Certified Solutions Partner Employees Required" section for details.
- Solutions partners are expected to have the full list of prerequisite certifications (Essential Certification Pack + Accreditation-Specific Prerequisite Certifications) in active, good standing **held by the primary point of contact and up to four other team members.** In other words, between five total members at a solutions partner's organization, there must be 3 active Marketing Hub Implementation Certifications, 3 active Salesforce Integration Certifications, 3 active Revenue Operations Certifications, and so forth, for the full list of prerequisite certifications.

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## Essential Certification Pack

The following foundational prerequisite certification courses are required for all accreditations.

| Step | Certification Course | Details | # of Certified Solutions Partner Employees Required |
|---|---|---|---|
| Step 1 ☐ | **HubSpot Reporting**<br><br>Learn how to incorporate data-driven decision making at your organization with the use of the HubSpot reporting tools.<br><br>This certification course consists of eight lessons that discuss data literacy, and HubSpot reporting tools across the CRM, Marketing Hub, CMS Hub, Sales Hub, and Service Hub. To showcase your knowledge, you'll be assessed with quizzes and worksheets at the end of each lesson.<br><br>At the end of the final lesson, you'll take a 60-question, multiple-choice exam and a hands-on practicum to earn your certification. | Certification<br><br>9 lessons<br>(6 hours) | 3 |
| Step 2 ☐ | **HubSpot Marketing Software**<br><br>**Note:** The educational resources (such as videos, quizzes, and workbooks) are free to go through. If you want to become certified, there are additional practical exercises that require a Pro or Enterprise HubSpot subscription.<br><br>To do inbound marketing well, you need to start your journey with the marketing software the right way. It's a big platform with a lot of tools, and to get the most value out of them, you need a foundation of knowledge and an understanding of how they all work together. These lessons will equip you with the fundamental understanding you need to do marketing well using HubSpot. | Certification<br><br>13 lessons<br>(6 hours) | 3 |

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| Step | Certification Course | Details | # of Certified Solutions Partner Employees Required |
|---|---|---|---|
| Step 3 ☐ | [Service Hub Software]<br><br>**Note:** The educational resources (such as Videos, Quizzes, and Workbooks) are free to go through. If you want to become certified, there are additional practical exercises that require a Pro or Enterprise HubSpot subscription.<br><br>The Service Hub Software Certification verifies your ability to execute an inbound service strategy using Service Hub. This certification course consists of lessons that discuss HubSpot tools such as help desk, knowledge base, customer portal, customer feedback, and reporting. To showcase your knowledge, you'll be assessed either through practical exercises or quizzes at the end of each lesson. At the end of the final lesson, you'll take a 60-question, multiple-choice exam to earn your certification. This certification is intended for Service Hub professional and enterprise users. | Certification<br><br>9 lessons<br>(3 hours) | **3** |
| Step 4 ☐ | [HubSpot Sales Software]<br><br>The HubSpot Sales Software Certification demonstrates your ability to execute an inbound sales process using HubSpot CRM and Sales Hub. It consists of three lessons. At the end of each class, you'll complete practical exercises so you can apply what you learn. You will need to complete these in order to earn your certification. You will also need to pass a 50-question, multiple-choice test to complete your certification. | Certification<br><br>5 lessons<br>(3 hours) | **3** |
| Step 5 ☐ | [Platform Consulting]<br><br>Platform consulting, or tech stack auditing, is providing guidance, expertise, and solutions to clients that seek to maximize their platform's utility and success. In this certification, you'll learn how to conduct platform discovery conversations with your client, identify platform need gaps, drive business process change, and create a go-to-market strategy for platform consulting as a service. | Certification<br><br>4 lessons<br>(2 hours) | **3** |

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| Step | Certification Course | Details | # of Certified Solutions Partner Employees Required |
|---|---|---|---|
| Step 6 ☐ | Objectives-Based Onboarding<br>This certification provides a deep dive into becoming a strategic advisor, project manager, and growth planner when executing the objectives-based onboarding methodology for HubSpot solutions partners. Learn how to onboard your customer like HubSpot does by making your customer's priorities your priorities during onboarding, so that you can both achieve your goals faster. | Certification<br>6 lessons<br>(3 hours) | 3 |
| Step 7 ☐ | Marketing Hub Implementation<br>*For waiving onboarding* Sell, project-manage, and enable long-term growth for your clients by implementing Marketing Hub. | Certification<br>3 lessons<br>(2 hours) | 3 |
| Step 8 ☐ | Sales Hub Implementation<br>*For waiving onboarding* Learn how to run a successful implementation of Sales Hub for your clients. | Certification<br>5 lessons<br>(3 hours) | 3 |
| Step 9 ☐ | Data Integrations<br>This certification empowers you to qualify and recommend integrations based on client use cases and data needs. When you complete this course you'll be able to explain why use cases and data requirements determine recommendations; differentiate between object types and integration options; articulate the steps of the Data Integration Discovery Call process and give examples of appropriate questions to ask at each step; define the steps of a recommendation call and give examples of appropriate questions to answer at each step, and describe the basics of custom integration components. | Certification<br>6 lessons<br>(3 hours) | 3 |

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| Step | Certification Course | Details | # of Certified Solutions Partner Employees Required |
|---|---|---|---|
| Step 10 ☐ | Salesforce Integration<br><br>The Salesforce integration is a common request during the customer onboarding process. By taking this certification, you'll build your Salesforce knowledge and integrate it into your daily client interactions.<br><br>In this certification, you'll learn how to implement the Salesforce integration for clients by reviewing the types of use cases this integration serves, how the integration works, and the key differences between HubSpot and Salesforce. You'll learn best practices for planning and scoping the integration in advance of implementation, and you'll gain experience by completing tasks, such as setting up inclusion lists and syncing custom objects. You'll learn the types of information you need to gather from a client to troubleshoot an error, and you'll be able to identify and resolve several common integration issues. Finally, you'll learn about the regular maintenance activities a client must perform to keep the integration working smoothly. | Certification<br><br>5 lessons<br>(4 hours) | 3 |

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## Accreditation-Specific Prerequisite Certifications

In addition to completing the Essential Certification Pack, some accreditations also require your team to have active certifications in accreditation-specific prerequisite courses. Please find the accreditation to which you plan to apply and complete any Accreditation-Specific Prerequisite Certifications.

## HubSpot CRM Implementation Accreditation

| Step | Certification Course | Details | # of Certified Solutions Partner Employees Required |
|---|---|---|---|
| Step 1 ☐ | Revenue Operations<br><br>Revenue Operation (RevOps) is key to helping your company achieve scale. If you're in RevOps, or if you aspire to be, this course will give you a solid foundation to build on. It's full of actionable advice from current RevOps professionals who will teach you what revenue operations is and everything you need to know to excel at it. By the end of this course, you'll know enough to be able to get started and make a real impact at your company. | Certification<br><br>11 lessons<br>(7 hours) | 3 |
| Step 2 ☐ | HubSpot CMS for Developers<br><br>This course contains lessons and resources to help web developers learn how to build and manage websites on the HubSpot CMS. You'll learn how to use the CMS tools to create a wide variety of assets, and how to maximize your effectiveness with these tools to streamline your process and increase your productivity. | Certification<br><br>5 lessons<br>(3 hours) | 3 |

## HubSpot Onboarding Accreditation

There are no additional prerequisite certifications required for this accreditation.

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## HubSpot Platform Enablement Accreditation

| Step | Certification Course | Details | # of Certified Solutions Partner Employees Required |
|---|---|---|---|
| Step 1 ☐ | **HubSpot Certified Trainer Program**<br>The HubSpot Certified Trainer (HCT) program enables you to teach inbound and HubSpot. With HubSpot behind your name, people can rest assured that your expertise, training, and delivery meet the high-quality standards set by HubSpot Academy.<br>**Please note if you are applying for the HCT program:**<br>• Becoming a HubSpot Certified Trainer **starts with an application**. If you're accepted into the program, you'll then need to complete the exam and practicum components of the HubSpot Trainer Certification.<br>• HCT will be accepting individuals who meet the following criteria:<br>  • Employed at a gold, platinum, diamond, or elite tiered HubSpot Solutions Partner organization<br>  • Currently leading trainings or plan to lead trainings in the near future<br>  • Certified in Inbound Marketing, Inbound Sales, HubSpot Marketing Software, and HubSpot Sales Software<br>  • **To avoid delays, please ensure all certifications have not expired, and are completed prior to applying.**<br>• HCT is a lengthier certification with a comprehensive practicum workbook. Please plan your timelines accordingly.<br>  • There is a 3-5 business day timeline for reviewing applications and a 5-7 business day timeline for reviewing practicums.<br>  • In order to guarantee that you have earned this certification in time for the November 15th accreditation application deadline, please begin this process early. **You must submit your practicum by October 31 in order to have it reviewed before the November 15 deadline.**<br>For any questions about the HCT program, please email hct@hubspot.com.<br>Start the HubSpot Certified Trainer Application<br>(Password: HubTrainer23) | Program<br>11 lessons<br>(3 hours) | **1** |



CONGRATULATIONS on completing the
Accreditation Prerequisites Learning Path for Solutions Partners!

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