

**CONFIDENTIAL - For Partners Only. Do not distribute
to prospects, customers or any other third parties**

Sales Hub

Partner Only Positioning Playbook 2024



Who we are



Why we exist

Help millions of organizations grow better

What we do

A customer platform with a Smart CRM, engagement hubs, and a connected ecosystem that enables customer connection.

How we do it

Hubs:
⚡ **AI-Powered**
System of engagement

Smart CRM:
⚡ **AI-Powered**
System of record

Connected
Ecosystem

⚡ **AI-Powered**

Marketing Hub™

Generate leads

Automate
marketing

Sales Hub™

Build pipeline

Close deals

Service Hub™

Scale
support

Drive
retention

Content Hub™

Create
content

Manage
content

Operations Hub™

Manage data

Activate data

Commerce Hub™

Collect payments
and subscriptions

Automate billing
and invoicing

Smart CRM

Unify customer profiles

Unify teams

Unify tech stack

Marketplace

Find integrations, templates, & services

Academy

Learn new skills, gain credentials

Network

Join our community, grow your craft

Positioning

To ensure consistency and clarity in our messaging, please use the Sales Hub positioning as an input in Sales Hub marketing materials and campaigns.

TAGLINE

Powering **productivity** through **relevance**.

ELEVATOR PITCH

Build better pipeline and close more deals with sales software that is built for **productivity**, **accelerates revenue** growth, and **connects** your data, tools and teams to power relevant customer interactions.

VALUE PROPOSITION

Sales Hub brings all your sales data, tools, and teams together on one platform. It's easy to adopt and automates time-consuming tasks, enabling your sales team to spend more time actually selling. It doesn't just save time; it provides all the context reps need to deepen customer connections, personalize their approach and provide value to their prospects.

BENEFIT 1

Sell Smarter

Propel your sales productivity with intuitive AI-powered sales software that automates busywork so reps spend more time actually selling.

BENEFIT 2

Accelerate Revenue Growth

Hit your targets faster and minimize time-to-value with sales software that's easy-to-adopt and reps actually love to use.

BENEFIT 3

Power Relevant Connections

Deepen your interactions with sales software that unifies all your data, tools, and teams for a complete view of your prospects and customers.

PROOF

- 12% increase in deals created after one year using Sales Hub [[source](#)]
- Average deal amount increase by 18% after 12 months. [[source](#)]
- 36% more deals on average after 12 months. [[source](#)]
- Sales Hub customers who use Sales Reporting see a 3.3x higher deal close rate than customers who do not. [[source](#)]

Persona Types:

Primary

The Sales Leader

- Responsible for the strategic direction of company, sales goals, and developing culture.
- They work to remove obstacles and make sure reps are hitting goals. They need total visibility into their sales processes, activities and pipeline.
- They are the ultimate decision makers, and look for software that's easy to adopt and maximizes ROI.

How we interact with them

- CS/Sales: Growth opportunities
- CS/Sales: Strategic planning
- CS/Sales: Aligning teams
- Sales: Early evaluation

Typical titles

- Sales Leader, (VP, Director, CRO, CEO)
- Sales Ops Director/VP
- Sales Supervisor

Secondary

The Sales Manager

- Responsible for leading teams by managing, monitoring performance, and developing sales strategies for the team.
- Day-to-day user of sales tools, collaborates with reps on deals and heavily uses coaching and forecasting tools.
- They care about forecasting, rep experience, and having full control/visibility over pipeline.

How you'll interact with them

- CS: Day to Day questions
- CS/Sales: Renewals
- CS/Sales: Value demonstration
- Sales: Setting targets/objectives

Typical titles

- Sales Manager
- Sales Ops Manager
- Sales Director
- Business Development Manager

Sales Ops/Developer

The Operator

- Responsible for systems and processes for the sales team at larger or more sophisticated companies.
- Spend time maintaining processes, setting up automation, managing integrations and data.
- Care about ease of use, data quality, process efficiency and compatibility and extensibility of systems.

How you'll interact with them

- CS: Integrations
- CS/Sales: Integrations/Set up
- CS/Sales: Proof of concept

Typical titles

- Sales Operations Manager
- CRM Developer
- Business Operations
- Admin

Sales Reps

The Sales Rep

- Primary end user responsible for day to day sales activities.
- They spend time calling, emailing, demoing and engaging customers and prospects to move them through the pipeline and close deals.
- They care about ease of use, time savings and having control/visibility over their pipeline.

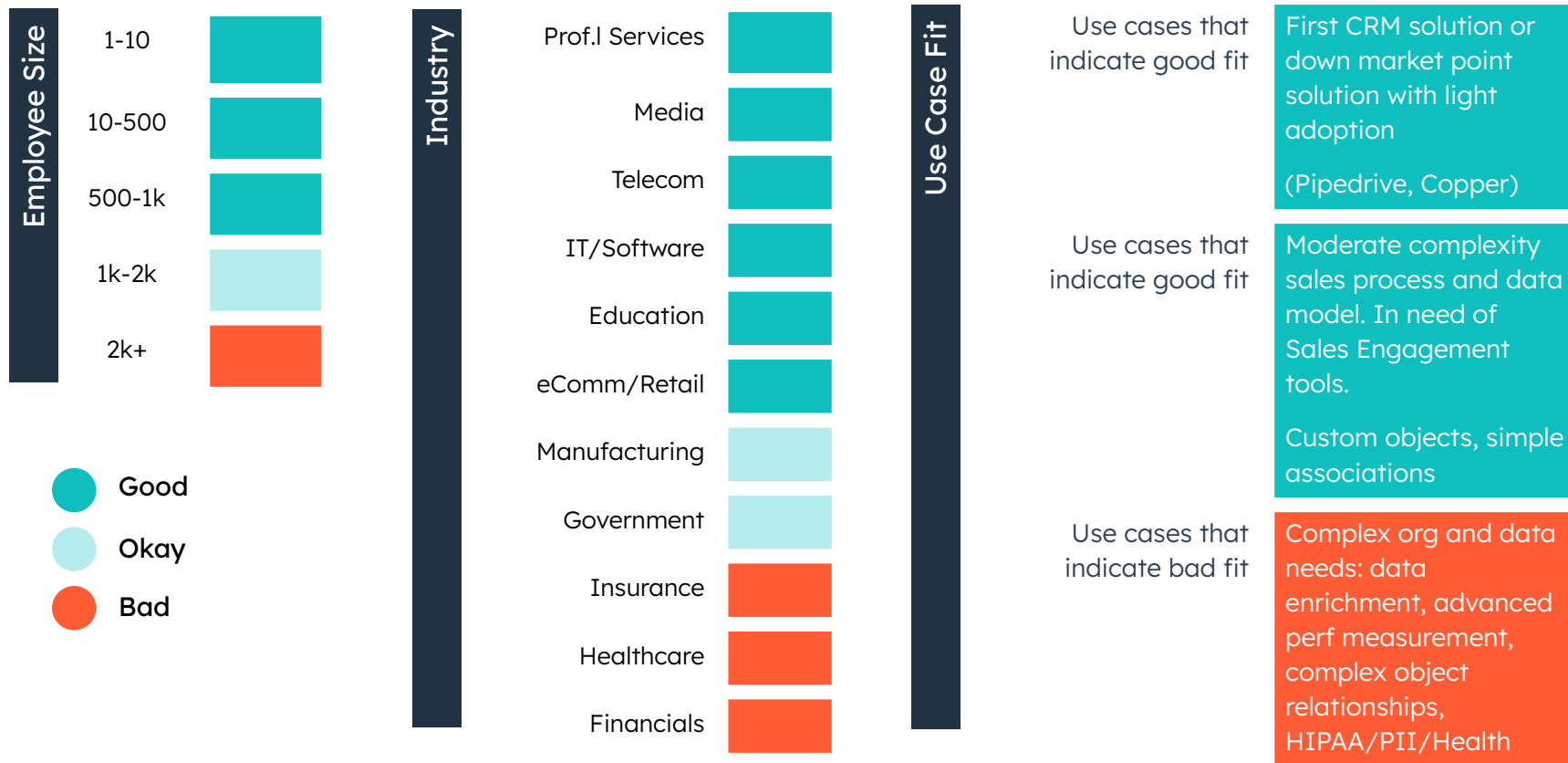
How you'll interact with them

- CS: Renewals
- CS/Sales: Growth opportunities
- CS/Sales: Value demonstration
- Sales: Pitching/selling

Typical titles

- Sales Rep
- AE, BDR, SDR
- CSM
- Sales Manager

Product Market Fit Indicators



Total
Addressable
Market

\$10B

'22 Total
TAM for
Sales Hub

.5%

'22 Share of
TAM for
Sales Hub

Core
Addressable
Market

\$4B

'22 "Good
Fit" Core
TAM for
Sales Hub

11%

'22 Share of
Core TAM for
Sales Hub

Where we play

	HubSpot	Zoho	Salesforce	Dynamics	Freshworks	Zendesk	Pipedrive	Salesloft
Product	Sales Hub	Zoho CRM	Sales Cloud	Dynamics 365 Sales	FreshSales	Zendesk Sell	Pipedrive	Salesloft
Plan	Enterprise	Enterprise	Enterprise	Enterprise	Enterprise	Professional	Enterprise	Enterprise
Monthly Price Per Seat	\$150/month	\$40/month	\$165/month	\$95/month	\$69/month	\$169/month	\$99/month	Customized pricing
CRM	Custom objects User roles Field permissions	✓	✓	✓	Custom Fields Role Based Access	Custom Fields Custom objects Role Based Access	Custom User Roles Custom Fields	Custom User Roles Custom Fields
Sales Acceleration	Sequences Templates Mobile & Inbox	✓	Additional cost	Additional cost No native Gmail integration	✓	✓	✓	✓
Deal Management	Pipeline Management Deal Stages	Additional cost	✓	✓	✓	✓	✓	✓
Sales Analytics	Out-of-the Box Custom Reports	✓	✓	✓	✓	No custom reporting	No custom reporting	✓
Market Presence	★★★★	★★★★☆	★★★★★	★★★★★	★★☆☆	★★★★☆	★★☆☆	★★☆☆

Less feature parity

Where we play

Sales Engagement

[Email Tracking Software](#)
[Outbound Call Tracking Software](#)
[Sales Coaching Software](#)
[Sales Enablement Software](#)
[Sales Engagement Software](#)
[Online Appointment Scheduling Software](#)
[Live Chat Software](#)
[AI Sales Assistant Software](#)
[Visitor Identification Software](#)
[Sales Intelligence Platform*](#)

CRM

[CRM Software](#)
[Business Card Management Software](#)

Deal Management

[Sales Performance Software](#)
[Sale Tracking Software](#)
[Quote Management Software](#)

Sales Analytics

[Sales Analytics Software](#)
[Sales Performance Management Software](#)

Competitive Battlecards

Sales Hub
Battlecards

[Zoho Battlecard](#)

[Salesforce Battlecard](#)

[Dynamics Battlecard](#)

[Freshworks Battlecard](#)

[Pipedrive Battlecard](#)

[Salesloft Battlecard](#)

[Outreach Battlecard](#)

View All Battlecards in Klue

Sales Hub helps you...



Build pipeline with:

Unified communication

- Email tracking
- Calling
- Live chat
- Prospecting workspace **NEW!**
- Meeting scheduler

Automated prospecting

- Workflows
- Sequences **NEW!**
- Seamless lead handoffs **NEW!**
- Email templates

AI-assisted selling

- Predictive lead scoring
- Content assistant **NEW!**
- HubSpot Insights



Close deals with:

Unified contact database

- Core CRM and mobile app
- Mobile prospecting **NEW!**
- Account-based marketing

Deal management

- Pipeline management
- Deal inspection **NEW!**
- Forecast intelligence **NEW!**
- Deal entry and tracking
- Customizable deal stages and segmentation

CPQ tools

- Proposals
- Quotes
- Products library



Scale insightfully with:

Insights and predictability

- Sales analytics
- Custom report builder
- Forecast intelligence **NEW!**
- Lead reporting **NEW!**
- Prospecting engagement reporting **NEW!**
- Sales journey reporting **NEW!**
- Data quality tools
- Custom objects
- Calculated properties
- Custom goals
- User permissions
- Permission sets

Targeted coaching and support

- Sales playbooks
- Document tracking
- Conversation intelligence
- Tasks & task queues

* = New!

Sales Hub Tiers



Starter

Start closing deals faster with time-saving sales tools.

\$15/mo/seat (priced per seat)

- Calling*, live chat, and chat bots
- Email tracking & scheduling*
- eSignature*
- Facebook Messenger, Slack, & Stripe* integration
- Shared inbox
- Tasks & task queues*
- Payments & multiple currencies
- List segmentation
- Email templates*
- Meeting scheduling*
- Shared inbox & team email
- Customizable quotes
- Product library
- Documents*
- Deal pipelines
- Sales automation
- Goals*
- Reporting dashboard
- Sales content analytics
- Content assistant **NEW!**
- Deal inspection **NEW!**



Professional

Comprehensive sales software to accelerate growth and maximize overall sales efficiency

\$100/mo/seat (priced per seat)

Includes everything in Starter, plus:

- 1:1 video messaging
- Automatic lead rotation*
- Sequences*
- Smart send times
- Contact, deal, & company scoring
- Target accounts home
- ABM tools & automation
- Playbooks*
- Call transcription & coaching
- Custom reporting
- Forecasting*
- Rep productivity & sales analytics
- Permission sets
- CRM interface configuration
- Prospecting workspace* **NEW!**
- Book on behalf of others **NEW!**
- Prospecting activities report* **NEW!**
- Lead funnel report **NEW!**
- Sales velocity report **NEW!**



Enterprise

Scale exponentially with our most powerful sales software for advanced customization, control and flexibility

\$150/mo/seat (priced per seat)

Includes everything in Professional, plus:

- Predictive lead scoring
- Deal splits
- Conversation intelligence*
- Custom goals
- Recurring revenue tracking
- Custom objects
- Field-level permissions
- Sandbox account
- Single sign-on
- Organize teams
- Admin notifications management
- AI forecasting **NEW!**
- Lead form routing **NEW!**

* Requires a paid Sales Seat to access

Sales Hub customers are seeing the benefits

26%

shorter **deal cycles**
after 1 year¹

18%

increase in **average deal
amount** after 1 year²

2x

more **deals closed per
rep** after 7-12 months³

1. HubSpot Revenue Impact Research 2022

2. [Source](#)

3. [Source](#)

Sales Hub ROI by Tier

Sales Hub performance across tiers after 12 months post-purchase:

	Deals Closed-Won ¹		Deals Close Rate ²	
Starter	+X%	1x	+85%	1x
Professional	+46%	4.8x	+109%	1.1x
Enterprise	+56%	10.3x	+130%	1.4x

1, 2: HubSpot data collected Jan. 2019 - Jul. 2022



CONSUMER ELECTRONICS
25-200 Employees | NAM

In the search for a **user-friendly CRM** that met all company requirements, Piaggio Fast Forward turned to Sales Hub. Piaggio was able to **unify all their operations** into a single source of truth, from contact and company records to product information.

RESULTS:

- **69%** increase in deal creation
- **173%** increase in prospect conversion
- **\$7000** saved per year with HubSpot

[Full case study](#)



Lack of customization
limits meeting your business goals →



Custom Objects enable full control and flexibility to tailor your CRM for your business



Disjointed systems
to access sales data →



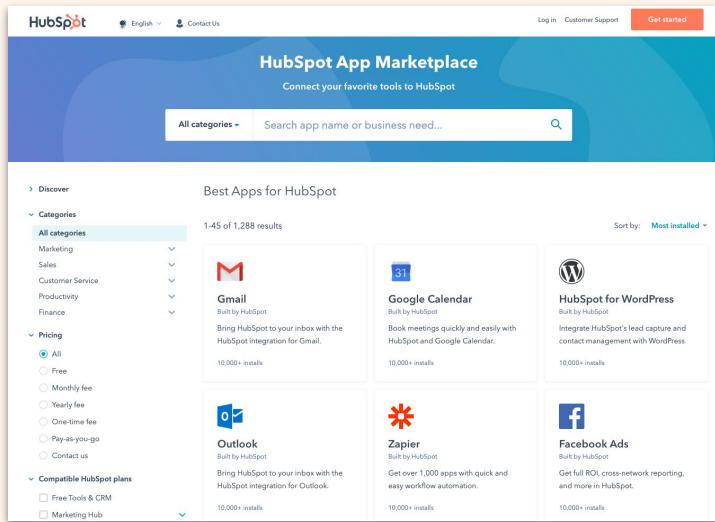
Unified platform that lives under one database – from lead creation to deal closing



Leaky sales pipeline
using single-channel approach →

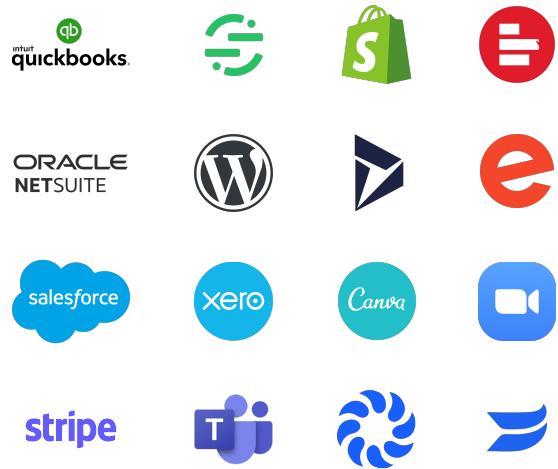


Multi-channel sales approach delivers value at every stage of the sales process



HubSpot's App Marketplace seamlessly connects your tech stack with Marketing Hub—no middleware needed

1,400+ ready-to-use integrations including:



Qualifying questions for SH Enterprise

See notes below for additional information

1. Have you inventoried the different types of business data you would like to store in HubSpot
2. How many different teams exist in your sales org? Do they all follow the same sales process? Are their hierarchies amongst these teams, or sales leaders who oversee multiple teams?
3. How important is having a standardized sales process with guidance around best practices built in?
4. Are there any gaps that exist in your current sales reporting? Who creates and views dashboards?
5. How do you deliver quotes to prospects? Do your proposals need deep design customization? Do you need to enforce an approval workflow for quotes/proposals?
6. Granular feature questions:
 - a. Do you need to limit which users can edit specific CRM fields? (Field Level Edit Permissions)
 - b. Will you need the ability to define certain custom “user roles” or sets of permissions?
 - c. How many currencies do you sell in? (more than 30 requires Enterprise, which supports 200)
 - d. How deep of automation do you expect you'll build in HubSpot? (more than 300 workflows requires Enterprise, which supports 1,000)
 - e. How heavily do you plan to lean on lead scoring? Is predictive technology important to you?

[View Cheat Sheet](#)

[View Customer-Facing Questionnaire](#)

Additional discovery questions

Sales Hub General

- Tell me about your sales process.
- What happens AFTER you sell?
- Is the sales process the same for all of your customers?
- Tell me about the structure of your sales team.
- How do you enable your sales reps to achieve their goals?
- Why are you looking at implementing a CRM?
- What resources do you have available to you to enable your team to hit their number (money, tools, staff, etc?)
- How many end user do you have?
- How many products do you sell?
- Who is your best sales rep right now? Why do you say that? How are you reporting on them?
- What are your team's responsibilities/KPIs?
- Tell me, how is marketing helping sales to close deals?
- How does Marketing communicate with Sales?

Additional discovery questions

Sales Engagement

- What happens when you generate new leads?
- How do you currently personalize your sales outreach and engagement?
- How much time do you spend on cold outreach?
- How do you choose who the best lead/contact is to follow up with?
- How do you follow up with your leads?

Deal Management

- How do you track the productivity of your sales team?
- How much time do you spend doing admin for your CRM?
- What do your Sales Reps keep coming to you with every day?
- Who is your best sales rep? How do you take what they're doing and replicate that?
- How much time do you spend talking to your reps every week about the ins/outs of the deals they are working on?
- How do you structure and track deals/pipelines?
- What process have you been using to store contacts before HubSpot?

Additional discovery questions

Reporting

- How do you forecast sales now?
- How much revenue do you generate? What is your target? How far are you from hitting that?
- How do you report on your main business KPIs? What visibility do you have on your numbers?
- How confident are you in the accuracy of your forecasting reports?
- How open is your team to adopt AI tools for sales reporting?
- Have you considered implementing AI in your sales process?
- How often do you have to chase your reps for updated forecasts?
- What's important for you to know when reporting on how successful your Sales/Marketing teams are?
- Who do you work with to ensure the Sales strategy is aligned with the overall business goals?
- How often do you have to chase your reps for updated forecasts?
- What metrics are you tracking now? Activities, calls, tasks, emails, etc...

Qualifying questions

- How confident are you in the accuracy of your forecasting reports?
- How open is your team to adopt AI tools for sales reporting?_

Sales Hub Upsell Playbook



PROFESSIONAL

Suggested Ent Feature

AI Forecasting

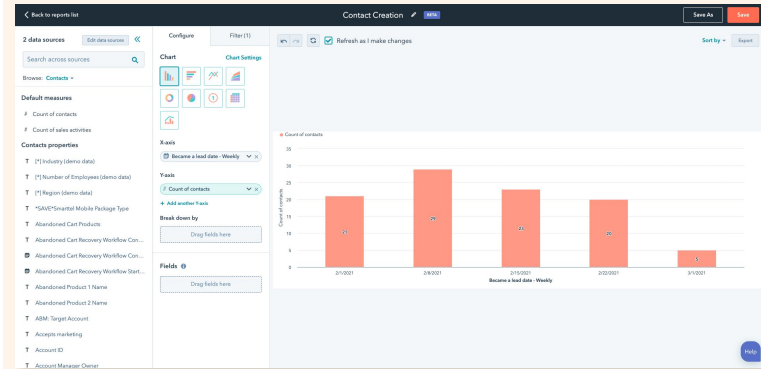
Qualifying questions

- How confident are you in the accuracy of your forecasting reports?
- How open is your team to adopt AI tools for sales reporting?

Pitching points

You can make a better insights by

- 1 Evaluate your manual forecast submission against a new AI-powered projection and take the necessary steps to beat your plan.
- 2 Leverage your historical forecast data to track the accuracy and reliability of your forecast submissions over time.



3.3x higher deal close rate for Sales Hub customers

Suggested Ent Feature

AI Forecasting

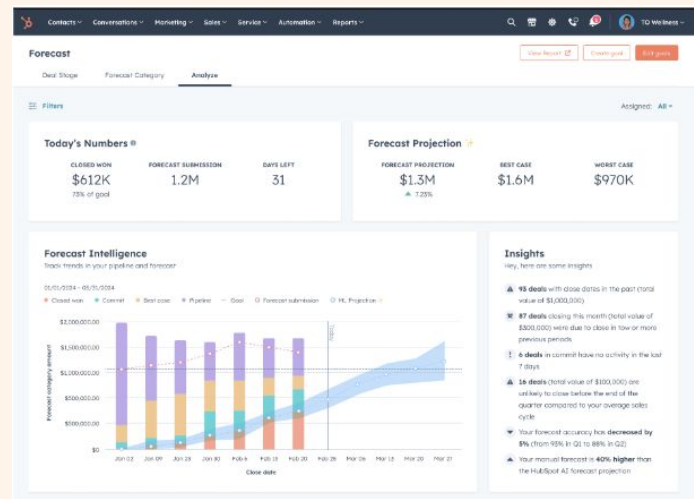
Qualifying questions

- How confident are you in the accuracy of your forecasting reports?
- How open is your team to adopt AI tools for sales reporting?_

Pitching points

You can make a better insights by

- 1 Evaluate your manual forecast submission against a new AI-powered projection and take the necessary steps to beat your plan.
- 2 Leverage your historical forecast data to track the accuracy and reliability of your forecast submissions over time.



3.3x higher deal close rate for Sales Hub customers¹