

For Partner Use Only

CONFIDENTIAL

Do Not Distribute

Sales Hub

Powering productivity through relevance.





Selling has become **harder** than ever.

- ✗ Buyers are **harder to reach**.
- ✗ Performance **is down**.
- ✗ Budgets **are stagnant**.
- ✗ Leaders **can't meet goals**.





Buyers are
harder to reach



Performance
is down



Leaders can't
meet goals



Budgets are
stagnant

The **problem?**



Productivity

The **old** solution



More
Reps



More
Tools



More
Activities



Amount of time reps
spend each day on
non-selling activities



Conversations lack
depth and insight



AI and automation amp up
volume but turn down value

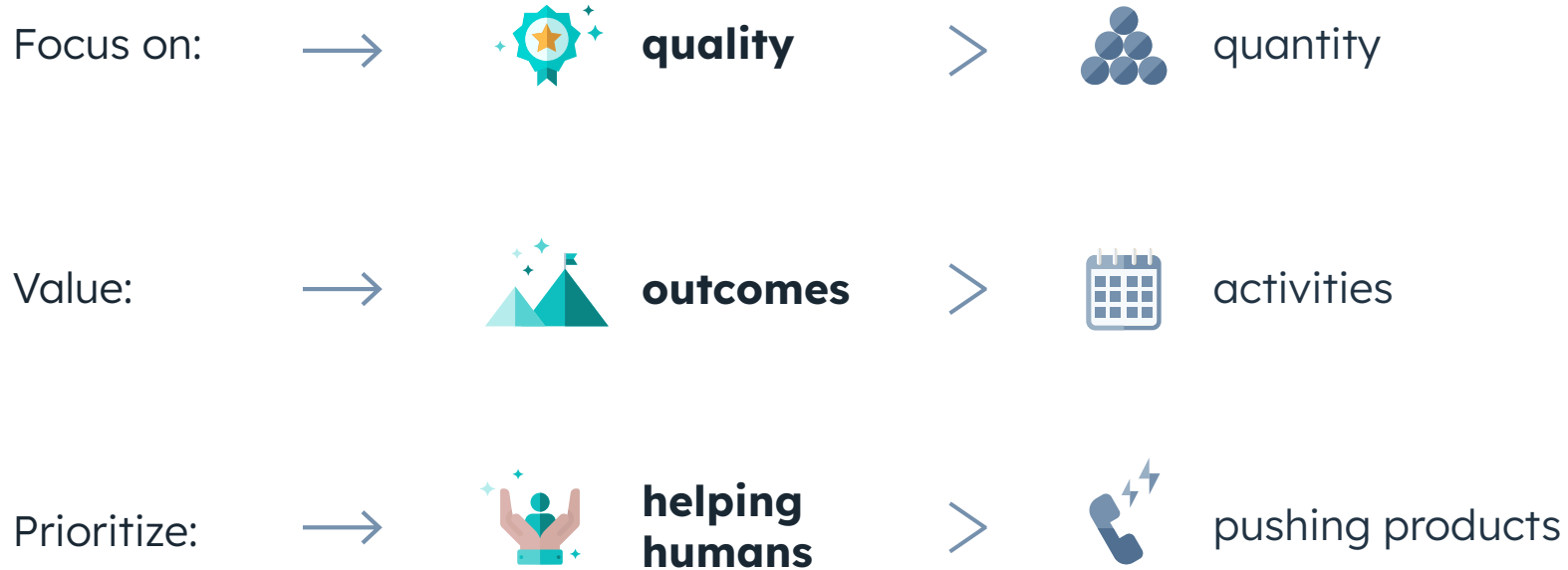


Sales leaders have
to do more with less

The best sales teams
create better customer
connection through
relevance.



The best sales teams today ...



The best sales teams today . . .



Seek to understand
prospects' problems



Try to diagnose
potential blockers



Stand out by
uncovering **new insights**

The **OLD** way



Disrupted by:



Crisis of
disconnection



Activity
Armageddon



Headcount
constraints

The **NEW** way



Right
Activities

Connection-oriented



Effective
Reps

AI-Assisted



Productivity

Driven by:



Relevance

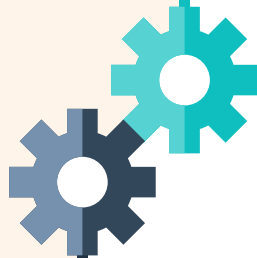


Intelligence



Diagnosis

It's time for sellers to break through the noise and provide **real** value.



Sales Hub:
Powering **productivity**
through **relevance**.

Sales Hub is sales software that is **built for productivity**, **accelerates revenue** growth, and **connects** your data, tools and teams to power relevant customer interactions.

With Sales Hub you can:



Build better pipeline



Close more deals



Why Sales Hub?

Sell Smarter

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

- ✓ G2's "Easiest to Use"
- ✓ [Gartner's "Customer Choice"](#)
- ✓ [2x more deals closed per rep](#)
- ✓ Crafted UI experience

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.

- ✓ G2's "Most Implementable," "Best Usability," and "Easiest to Do Business With"
- ✓ [35 days to activation](#)
- ✓ [84% high feature adoption](#)

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.

- ✓ 2x better [data connectedness](#)
- ✓ An entirely connected customer journey
- ✓ Better visibility, data quality, and reporting
- ✓ Better collaboration with marketing and CS



Build better pipeline

Turn prospects into pipeline and start relevant, contextual conversations with AI-powered sales engagement tools.

- 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**.

12% increase in deals created after 1 year¹

1. [Source](#)



Close more deals

Close more deals faster with delightful AI-powered deal management tools.

36% more deals closed after 1 year¹

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.



Scale insightfully

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

3.3x higher deal close rate for customers using Sales Hub¹

1. [Source](#)

- 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.**

Sales Hub is **LOVED** on Customer Review Sites



HubSpot ranks #1 on Companies & Products with most #1 rankings and highest G2 scores...

Most #1 Rankings	Number of #1 Rankings*
1. HubSpot	307
2. Microsoft	298
3. Google	225
4. monday.com	128
5. Zoom Video Communications	116
6. AWS	115
7. GitHub	115
8. Zoho Corporation	101

[*Spring 2023](#)

Top Global Software Companies for 2023

- 1 — HubSpot
- 2 — Microsoft
- 3 — monday.com
- 4 — Zendesk
- 5 — Zoom Video Communications
- 6 — Asana
- 7 — Smartsheet
- 8 — Dropbox
- 9 — Salesforce
- 10 — Adobe

2023

...and is ranked as G2's **#1 Global Software Company** in 2023!

Because it **works** for them

**AVISON
YOUNG**

23% to 90%

CRM adoption in four months

Real Estate

 **Sandler Training**

40% more

adoption and one full-time employee freed up

Consumer Services

Reseller**Ratings** 

76% less

customer churn and a 30% increase in contract value

Consumer Services

marq,

\$77,000

savings per year and 50% saved on tech costs

Software and Technology

ARC

100%

user adoption and 133% more new business growth YOY

Professional Services

 **SMASH
MY TRASH**

12 → 165

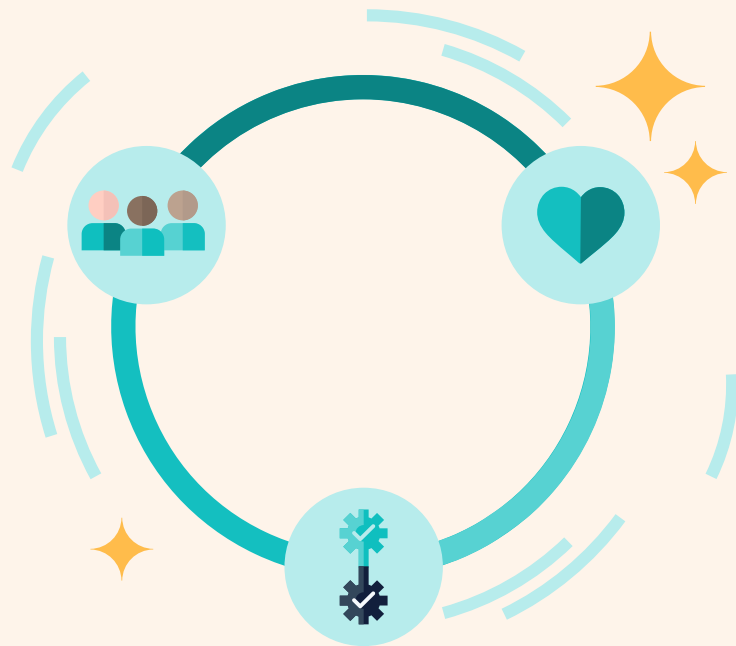
franchise partners and 288% revenue growth

Professional Services

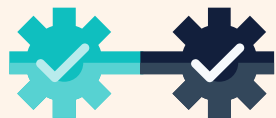
Sales Hub is helping
**high-growth
companies** like you
power productivity
through relevance.



Sales Hub
powers productivity
through **relevance.**



It's time to...



Drive productivity
with software that's
easy to use



Accelerate revenue
With software that's
easy to adopt



Unify your teams
with software that's
easy to love

Feature Slides

Insert to highlight specific features



Build better pipeline

Features & customer quotes



Turn prospects into pipeline with AI-powered sales engagement tools.



STARTER

UNIFIED COMMUNICATION

Calling

1

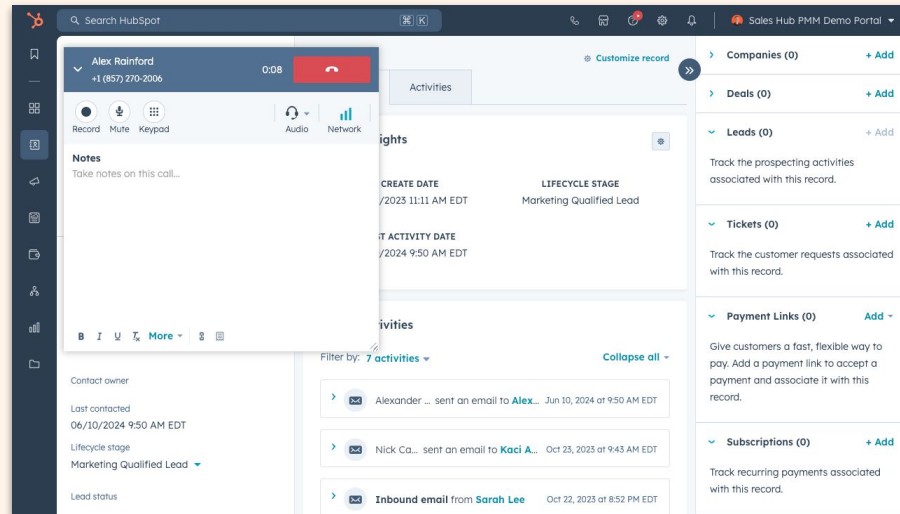
Use engagement and contact property data from HubSpot's CRM tools to prioritize your calls and set up a daily calling queue.

2

Place and record sales calls directly from your internet browser without even picking up a phone.

3

Automatically track and log sales calls in your CRM.



12% increase in deals created after 1 year¹

1. HubSpot Revenue Impact Survey 2022

Turn prospects into pipeline with AI-powered sales engagement tools.



ALL PLANS

UNIFIED COMMUNICATION

Email

1

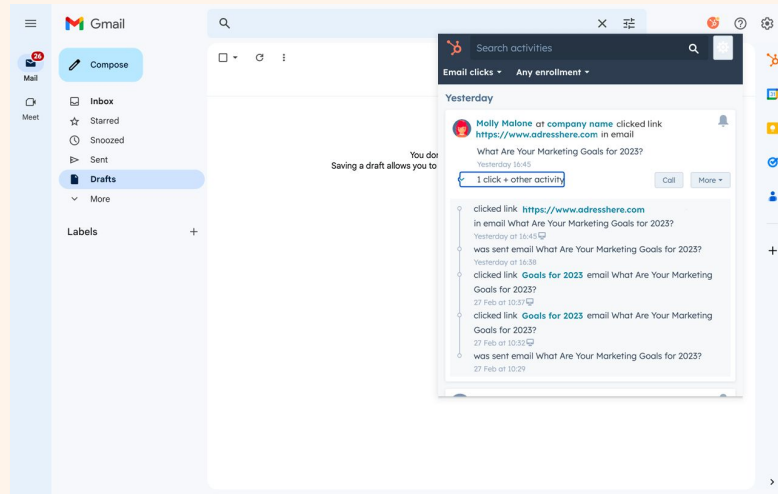
Receive notifications when a prospect interacts with your email, so you can follow-up when you're most top-of-mind.

2

See what emails, links, and documents your leads looked at and when so you can personalize your next move to close the sale.

3

Send tracked emails within your HubSpot account and track emails in the apps your team already uses.



12% increase in deals created after 1 year¹

1. HubSpot Revenue Impact Survey 2022

Turn prospects into pipeline with AI-powered sales engagement tools.



ALL PLANS

UNIFIED COMMUNICATION

Live chat

1

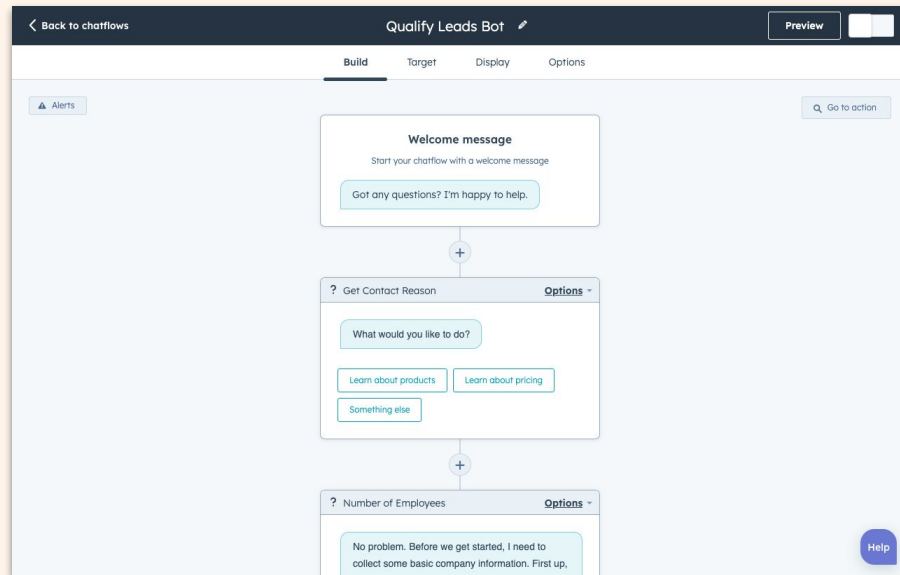
Connect with your website visitors in real time to convert new leads, and close more deals.

2

Easily create bots that help you qualify leads, book meetings, and provide answers to common questions.

3

Use HubSpot's free Slack integration to get live chat notifications, respond directly via Slack, or carry out conversations using the HubSpot mobile app.



1. HubSpot Revenue Impact Survey 2022

12% increase in deals created after 1 year¹

Turn prospects into pipeline with
AI-powered sales engagement tools.

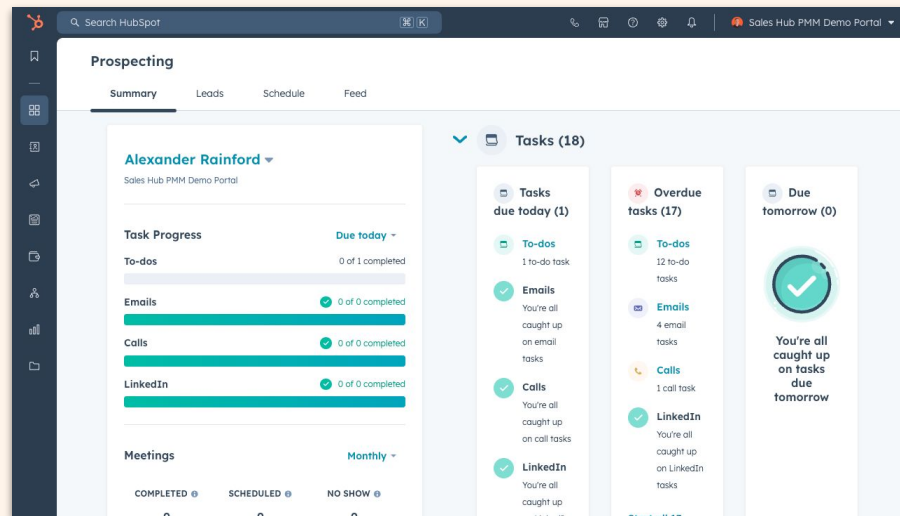


PROFESSIONAL

UNIFIED COMMUNICATION

Prospecting workspace

- 1 Stay productive, organized, and focused on big-picture goals with single, unified workspace for managing prospecting activities—no more switching between apps.
- 2 Get a bird's eye view of your current workload, including task progress, daily targets and activities, and schedule.
- 3 Surface new and urgent activities that require attention and view all your activity notifications from the last year, grouped by contact.



1. HubSpot Revenue Impact Survey 2022

12% increase in deals created after 1 year¹

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ALL PLANS

UNIFIED COMMUNICATION

Meeting scheduler

- 1 Give prospects the power to book meetings with you or multiple people in your company and save hours of time on unnecessary emailing.
- 2 Sync the meetings tool to your Google or Office 365 calendar so prospects can always see your most up-to-date availability.
- 3 Book more meetings by emailing or embedding your calendar on your website—no coding required.

Why are certain dates and times not available to book? [Troubleshoot my calendar.](#)

Meet with Julia

February

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16

How long do you need?

15 mins 30 mins 1 hour

What time works best?

UTC -05:00 Eastern Time

11:45 am

12:00 pm

12:15 pm

12:30 pm

1. HubSpot Revenue Impact Survey 2022

12% increase in deals created after 1 year¹

Turn prospects into pipeline with AI-powered sales engagement tools.



PROFESSIONAL

AUTOMATED PROSPECTING

Sequences

1

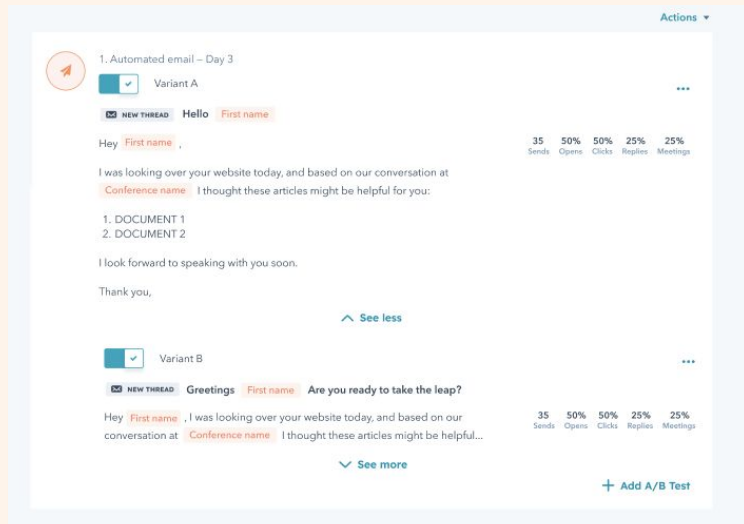
Unlock the science behind your sales engagement efforts and observe, experiment, and measure the impact of your outreach at every step.

2

Use A/B testing to experiment with different email steps within a sequence to improve outreach performance.

3

Gain deeper visibility into task and email performance in a sequence with step-level analytics and tie sequences to sales outcomes with deal outcome reports.



1. HubSpot Revenue Impact Survey 2022

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Turn prospects into pipeline with AI-powered sales engagement tools.



PROFESSIONAL

AUTOMATED PROSPECTING

Seamless lead handoffs

1

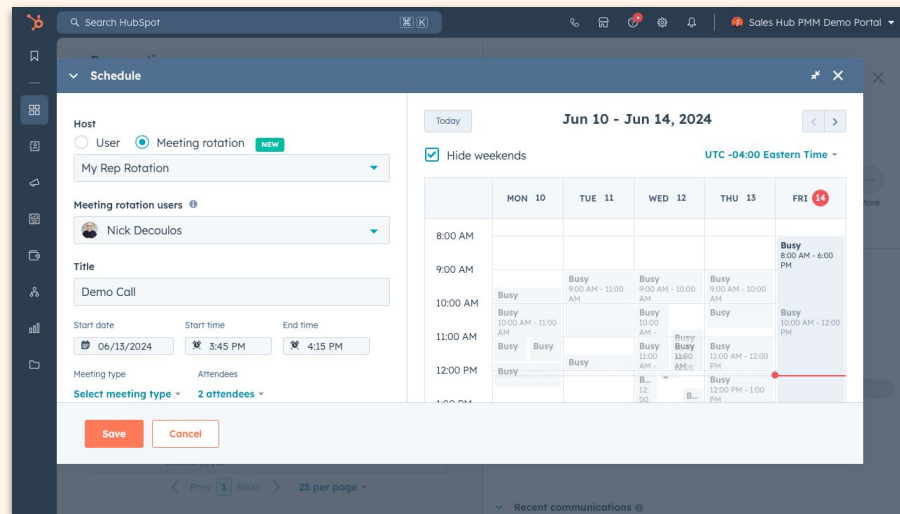
Create delightful buyer experiences and meet your leads at the exact time of peak buyer interest with effortless and smooth handoffs.

2

Create conditional redirect rules within HubSpot forms to automatically qualify and route your leads to the right rep.

3

Book meetings on behalf of others or simply round-robin your leads evenly across your team and give credit to the reps booking and hosting the meeting.



1. HubSpot Revenue Impact Survey 2022

12% increase in deals created after 1 year¹

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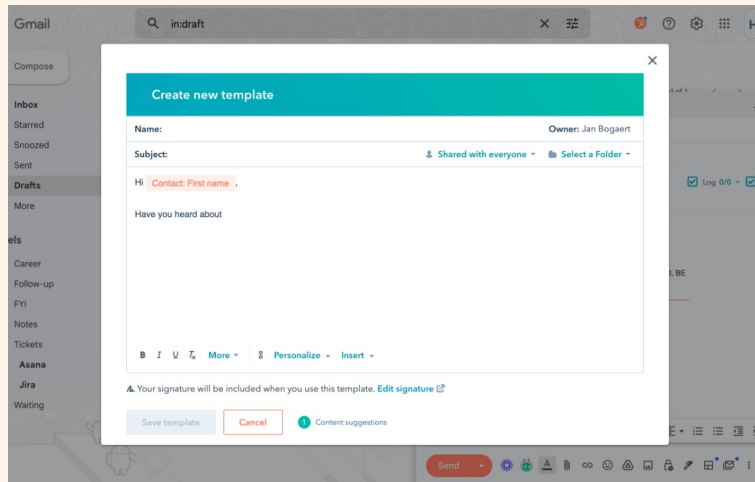


ALL PLANS

AUTOMATED PROSPECTING

Email templates

- 1 Close more deals by turning your best emails into templates you can personalize and share with your team.
- 2 Quickly build email templates using an intuitive interface and pre-made designs, and customize each template to match your brand and content needs.
- 3 Add personalization tokens, relevant sales documents, and meeting links to personalize your one-on-one emails at scale.



1. HubSpot Revenue Impact Survey 2022

12% increase in deals created after 1 year¹

Turn prospects into pipeline with
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STARTER

TARGETED COACHING & SUPPORT

Tasks & task queues

1

Empower reps with a command center to store, track, manage, and report on their daily tasks.

2

Help keep reps focused on the tasks that matter most with task queues that provide all the information they need in one place.

3

Easily track activity and pipeline progress and view insights on past task performance.

4

Auto-create tasks based on deal stage with Smart tasks.

1. [Source](#)

	STATUS	TITLE	ASSOCIATED CONTACT	ASSOCIATED COMPANY	LAST CONTACTED
<input type="checkbox"/>	✓	Follow up with Cassey Walker		Armstrong, Turcotte an...	--
<input type="checkbox"/>	✓	Send Alexa Reporting Figures		Armstrong, Turcotte an...	--
<input type="checkbox"/>	✓	Follow up with Bessiefrom X Co after de...			--
<input type="checkbox"/>	✓	Follow up with Gastonfrom after demo			--
<input type="checkbox"/>	✓	Follow Up		Hilli-Weber	--
<input type="checkbox"/>	✓	Task for contact			--
<input type="checkbox"/>	✓	Task for contact			--
<input type="checkbox"/>	✓	Follow up with Teresa Schamberger			--

3.3x higher deal close rate for Sales Hub customers¹

Turn prospects into pipeline with
AI-powered sales engagement tools.

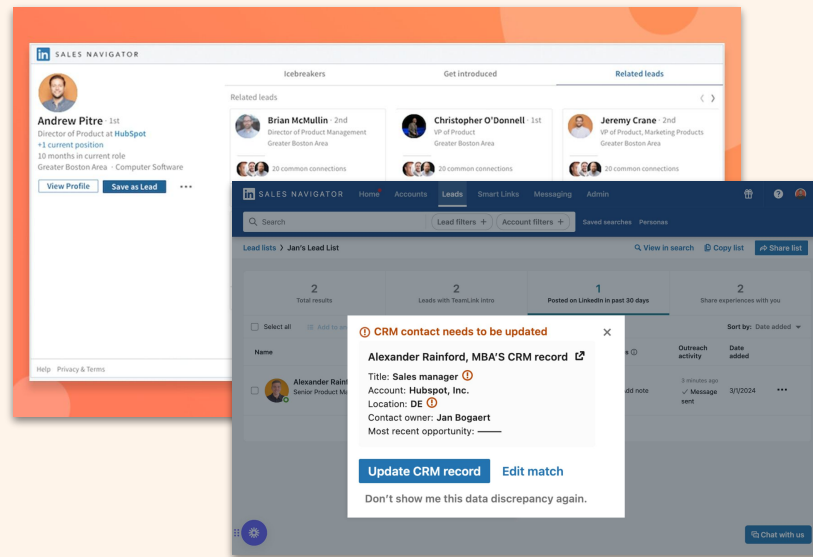


PROFESSIONAL

AUTOMATED PROSPECTING

LinkedIn Sales Navigator & CRM Sync

- 1 Learn more about the companies in your database, so you can get in touch with the right people at the right time, with all the right context.
- 2 Send InMail directly from the HubSpot contact record and quickly find other leads at the same company
- 3 Automatically log all your LinkedIn activities in HubSpot, sync your owned accounts to Sales Navigator, and validate your CRM data with LinkedIn CRM Sync.



12% increase in deals created after 1 year¹

1. HubSpot Revenue Impact Survey 2022

Turn prospects into pipeline with
AI-powered sales engagement tools.



AI-ASSISTED SELLING

Predictive lead scoring

- 1 Close more deals using predictive lead scoring software to automatically prioritize leads based on thousands of data points.
- 2 Lean on machine learning to automate lead scoring by parsing thousands of data points to qualify leads and self-optimize scoring over time.
- 3 Use lead scores to segment email lists or trigger notifications.

1. HubSpot Revenue Impact Survey 2022

A screenshot of the "Create a new property" dialog box in HubSpot CRM. The dialog has a teal header with the title "Create a new property" and a close button (X). It is divided into two main sections: "Positive Attributes" and "Negative Attributes". Under "Positive Attributes", there is a "Score: 1" field with a pencil icon and an "Actions" dropdown. Below this is a "Back" link and the text "Contact property". A "Title" dropdown menu is set to "Title". Underneath, the "is equal to" radio button is selected. A search bar contains the text "CEO" with a clear (X) button. Below the search bar is a "Type to search" input field. There are also two unselected radio buttons: "does not contain" and "starts with". At the bottom of the dialog are two buttons: "Create" (orange) and "Cancel" (white with orange border). The "Negative Attributes" section on the right has an "Add new set" button and a message that says "You have no negative attributes."

12% increase in deals created after 1 year¹

Turn prospects into pipeline with AI-powered sales engagement tools.



ALL PLANS

AI-ASSISTED SELLING

Content assistant

- 1 Leverage generative AI to write better and more relevant sales emails faster.
- 2 Provide your talking points, research insights, and the tone that's most appropriate for your audience, and watch content assistant write a highly personalized and engaging email in seconds.
- 3 Use the suggested copy directly without having to copy-paste from one platform to another.

1. HubSpot Revenue Impact Survey 2022

Generate content

Email type *

Introduction email

What are you selling? *

Ex: Sales software that increases rep productivity and drives revenue

Who are you selling to? *

Ex: Mary Doe, the Chief Sales Officer of Acme, Inc.

In a few words describe what you want to communicate in this email

Describe why your product is a great fit for the prospect and include any benefits. Mention any personal connections or points you want to make.

Select the tone of your email

☐ Professional ☐ Helpful ☐ Witty ☐ Formal ☐ Optimistic

12% increase in deals created after 1 year¹

Turn prospects into pipeline with
AI-powered sales engagement tools.



ALL PLANS

AI-ASSISTED SELLING

HubSpot insights

1

Save time and improve data reliability by automating the process of gathering and updating company information.

2

Automatically populate company information with accurate and up-to-date data pulled from various reliable sources.

3

Keep all your company information in one place so you can stay focused on your work and make informed decisions quickly.

✓ **About HubSpot**

Name
HubSpot

Company
HubSpot

Industry ⓘ
Computer Software ▼

Phone number ⓘ
+1 888-482-7768

This property was filled from the HubSpot Insights database.

See history

1. HubSpot Revenue Impact Survey 2022

12% increase in deals created after 1 year¹

Turn prospects into pipeline with
AI-powered sales engagement tools.

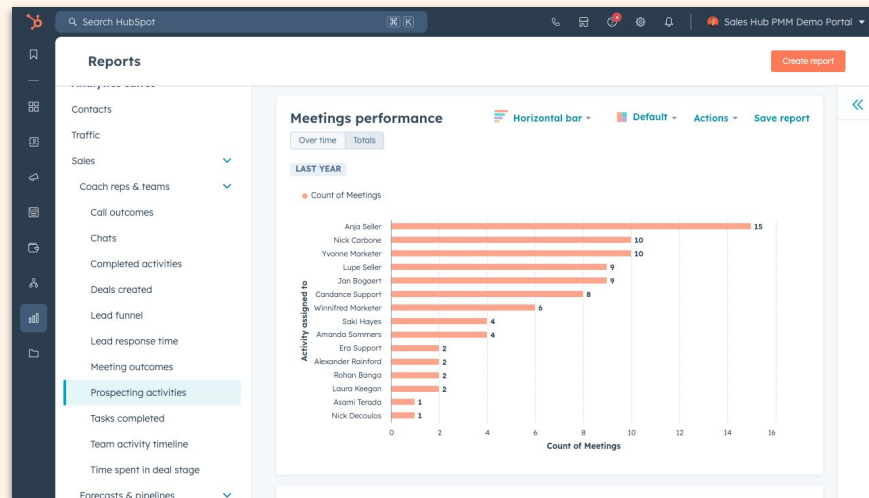


PROFESSIONAL

INSIGHTS & PREDICTABILITY

Prospect activities reporting

- 1 Get a holistic view of your reps' outreach activities, including conversion rates, activities per contact, and activities per rep.
- 2 Quickly identify trends in prospecting efficiency over time and compare performance across your team.
- 3 Use the data to develop effective strategies to increase conversion rates and optimize outreach performance.



3.3x higher deal close rate for Sales Hub customers¹

1. [Source](#)

Turn prospects into pipeline with
AI-powered sales engagement tools.



PROFESSIONAL

INSIGHTS & PREDICTABILITY

Lead reporting

1

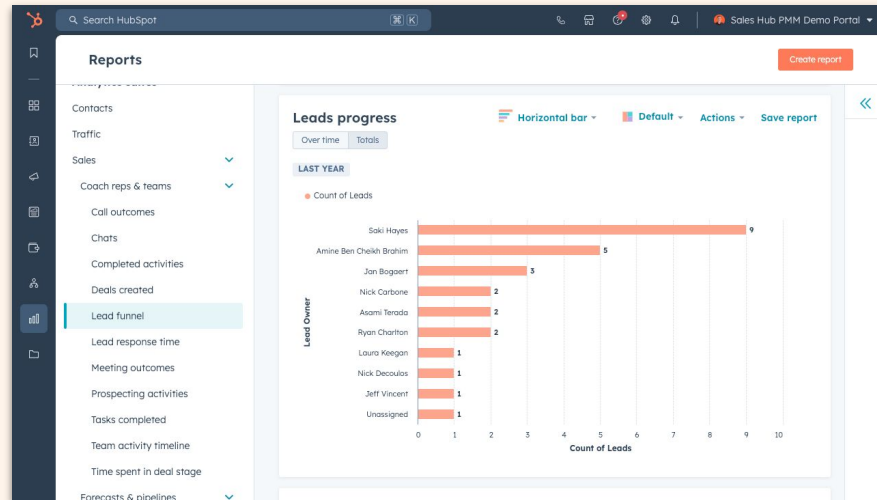
Demystify the road from lead gen to revenue and rally your marketing and sales teams around clear goals and insights.

2

Uncover how reps are engaging with your quality leads and why they convert with lead contact rate report.

3

See how your inbound, sales, or your product-qualified lead sources perform and contribute to high-value leads with lead source report.



3.3x higher deal close rate for Sales Hub customers¹

1. [Source](#)

Turn prospects into pipeline with AI-powered sales engagement tools.

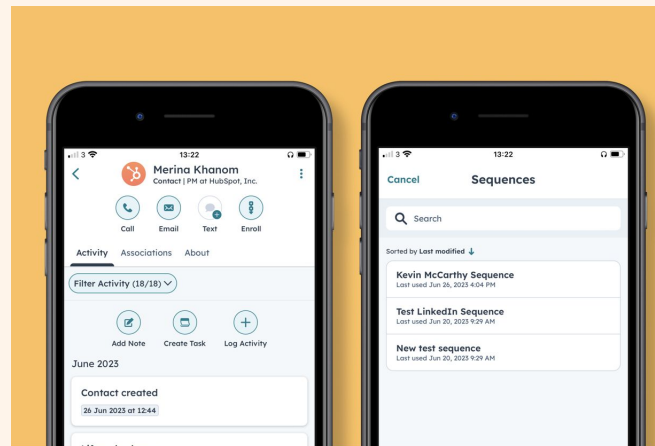


PROFESSIONAL

UNIFIED CONTACT DATABASE

Mobile prospecting tools

- 1 Never stop generating revenue when you're on the road or at a conference.
- 2 Enroll, pause, or unenroll contacts in a sequence from your mobile phone.
- 3 Generate AI-powered sales emails on the go.



1. [Source](#)

12% increase in deals created after 1 year¹



Build better pipeline

12% increase in deals created after 1 year¹



Before, we were manually prospecting a list. It's really crucial for our team to have visibility into the prospects that are coming to our website and then be able to reach out to them in a timely fashion to convert them faster through our funnel.

DOUGLAS BOTCHMAN

Ceros, Director of RevOps

ceros

[Source](#)



Build better pipeline

26% shorter sales cycles



When you have a platform like HubSpot that's so customizable and easy to use, you can put control into the hands of your people. It transforms my role from salesperson to more of a sales resource.

ANDY WAGNER

AAXIS Digital, Executive Director

AAXIS

[Source](#)

Close more deals

Features & customer quotes



Close more deals faster with delightful
AI-powered deal management tools.



ALL PLANS

DEAL MANAGEMENT

Pipeline management

1

Organize and track your entire sales cycle in one place.

2

Easily add, edit, and delete deal stages, and move deals forward by assigning tasks to your team. Then drag and drop deals between stages as they progress.

3

Quickly identify roadblocks, track performance, and zero in on the most lucrative deals, and use that data to customize your process and multiply your revenue.

DEAL NAME	DEAL STAGE	DEAL TAGS	CLOSE DATE (EDT)	DEAL ON
Adelia Rodriguez - DemoS...	Appointment Scheduled (De...	Good Fit	Jul 7, 2024 6:52 AM EDT	A
Chang Rowe - DemoSpot D...	Appointment Scheduled (De...	Good Fit	Jun 25, 2024 6:52 AM EDT	L
Diann Schultz - DemoSpot ...	Outreach Attempted (Demo ...	Good Fit	Jun 25, 2024 6:52 AM EDT	L
Salvador DuBuque - Demo...	Outreach Attempted (Demo ...	Good Fit Risky	Jun 16, 2024 6:52 AM EDT	L
Andreas Lindgren - DemoS...	Appointment Scheduled (De...	Good Fit Risky	Jun 17, 2024 6:52 AM EDT	L

1. [Source](#)

36% more deals on average after 1 year¹

Close more deals faster with delightful
AI-powered deal management tools.



STARTER

DEAL MANAGEMENT

Deal inspection

1

Uncover insights effortlessly and prioritize your deals effectively with the deal inspection view and never lose sight of a high-value deal again.

2

Prioritize your deals with ease through contextual insights into the health of your pipeline and sales process.

3

Categorize your deals with colored labels and keep your deals on track with a new sidebar summary of recent touchpoints and activities.

The screenshot displays the HubSpot Deals interface. At the top, there's a search bar and navigation tabs for 'All deals' and 'My deals'. Below this is a summary table with columns: TOTAL DEAL AMOUNT (\$2.6M), WEIGHTED DEAL AMOUNT (\$2M), OPEN DEAL AMOUNT (\$651.3K), CLOSED WON (\$1.7M), and NEW DEAL AMOUNT (\$0.5M). Each column includes an average value per deal. Below the summary is a search bar and a table of deals categorized by pipeline stage: APPOINTMENT SCHEDULED (79), QUALIFIED TO BUY (16), PRESENTATION SCHEDULED (3), and DECISION (1). The 'DECISION' stage is expanded, showing a detailed view for 'Arnold Watsica - DemoSpot Deal'. This view includes a sidebar with 'Key factors' (Days in current stage, Deal probability, Number of times deal amount has increased, Number of associated contacts, Days since last activity) and a central area with a large '60' indicating days in current stage. The deal details show an amount of \$8,461, a close date of 04/04/2024, and a stage of 'Decision Maker Bought-In'. The pipeline is 'Sales Dashboard Pipeline'. At the bottom, there are 'Save', 'Cancel', and 'View record' buttons.

1. [Source](#)

36% more deals on average after 1 year¹

Close more deals faster with delightful
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ALL PLANS

UNIFIED CONTACT DATABASE

Core CRM with mobile app

1

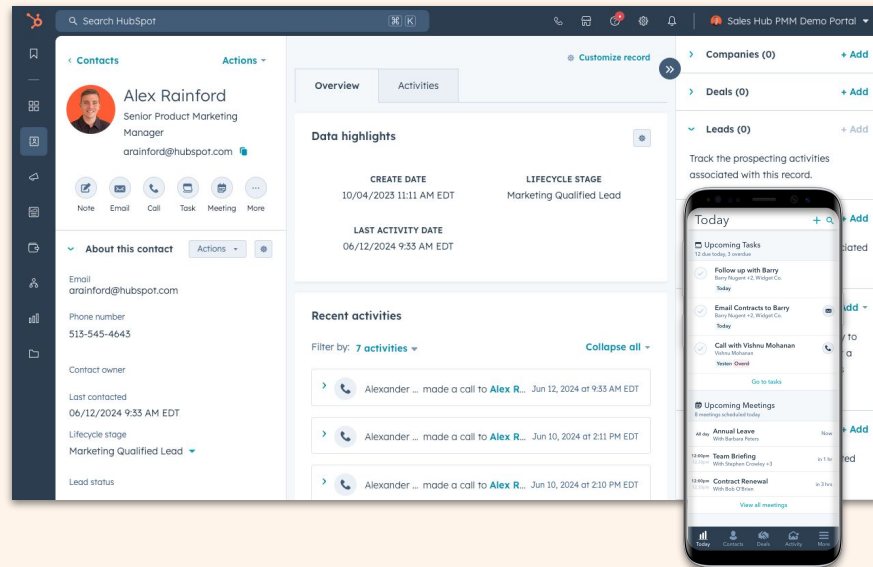
Track all your data in one place. Add contacts, companies, deals, and tasks, log sales activities automatically, and easily keep records up to date.

2

See interactions with contacts — across every part of your business — and use this data to craft better conversations and close more deals.

3

Use the mobile app to keep up with your leads while you're on the move or away from your desk.



36% more deals on average after 1 year¹

1. [Source](#)

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PROFESSIONAL

UNIFIED CONTACT DATABASE

Account-based marketing

1

Unite your marketing and sales teams with collaborative, intuitive ABM tools that create seamless buying experiences for your highest-value accounts.

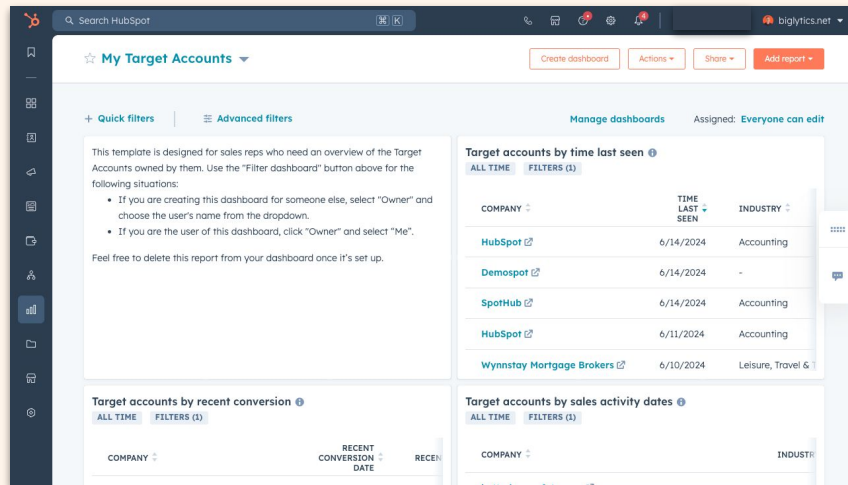
2

Use workflow templates to define your ideal customer profiles and identify good-fit target accounts.

3

Track and measure key milestones throughout an account's journey, continuously using data to adapt and iterate on your ABM strategy.

1. [Source](#)



36% more deals on average after 1 year¹

Close more deals faster with delightful
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PROFESSIONAL

TARGETED COACHING & SUPPORT

Sales playbooks

1

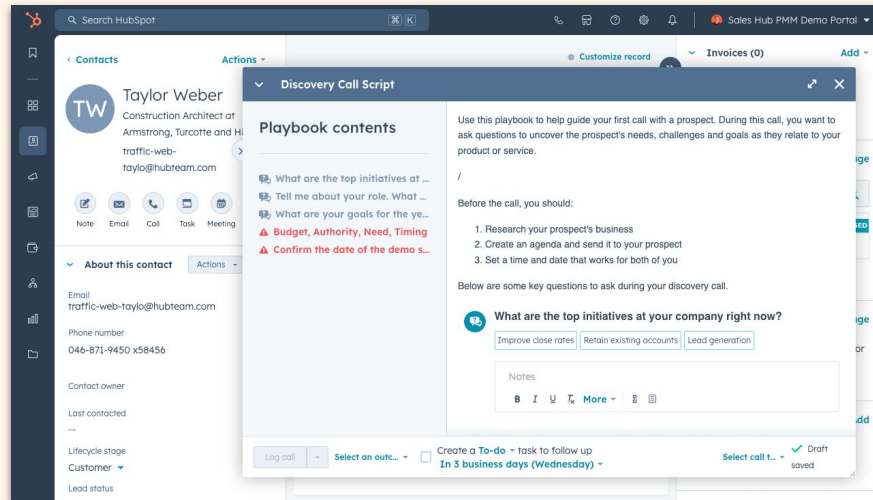
Build sales enablement content for anything your team needs to win the day, from product sheets to pricing guidelines.

2

Get reporting on what types of sales collateral are used most often so you can make data-driven decisions about new resources.

3

Empower reps to take notes from within the interface and save them to the corresponding record.



3.3x higher deal close rate for Sales Hub customers¹

1. [Source](#)

Close more deals faster with delightful
AI-powered deal management tools.



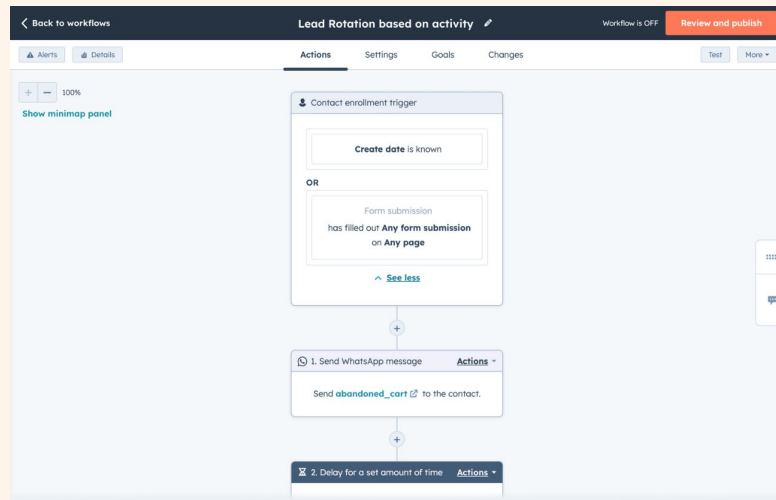
ALL PLANS

Deal Management

Sales Workflows

- 1 Streamline your sales process and use workflows to rotate leads, create deals, and automate tasks.
- 2 Manage your data in bulk by updating properties, copying values, and more.
- 3 Trigger notifications for your team when a contact takes meaningful action and create tasks to alert your team about contacts they should follow up with.

1. HubSpot Revenue Impact Survey 2022



12% increase in deals created after 1 year¹

Close more deals faster with delightful AI-powered deal management tools.



ALL PLANS

CPQ TOOLS

Quotes

1

Send over beautifully designed sales quotes that match your company's brand within seconds of receiving the request and stay fresh on your buyer's mind.

2

Automatically pull in all information tied to the deal record with CRM data, including contact and product information.

3

Designate signers and counter-signers to gather legally binding electronic signatures. Your buyer can sign and send the quote back without needing to print, scan, or fax anything.

1. [Source](#)

The screenshot displays the 'Quote Details' form in the Biolytics system. At the top, a progress bar indicates the steps: Edit a quote, DETAILS (active), BUYER INFO, YOUR INFO, LINE ITEMS, SIGNATURE & PAYMENT, and REVIEW. The form fields include:

- Quote template ***: A dropdown menu with 'Modern' selected.
- Quote name ***: A text field containing 'Renewal Deal'.
- Domain ***: A text field with 'https:// www.biolytics.net'.
- Content slug ***: A text field with '72eeabc2a39cd67b16b9'.
- Quote URL**: A text field with 'https://www.biolytics.net/72eeabc2a39cd67b16b9'.
- Expiration date ***: A date field set to '04/20/2023'.
- Quote language**: A dropdown menu with 'English' selected.
- Locale**: A dropdown menu with 'English - United States' selected.
- Comments to buyer**: A text area with the placeholder 'Enter any extra notes that you would like to appear in this quote.'

On the right, a preview of the quote is shown, featuring the Biolytics logo and a 'Renewal Deal' title. The preview includes a 'Comments from our Support' section and a 'Total' of '\$0.00'. At the bottom of the form, there are 'Exit', 'Save', and 'Next >' buttons.

36% more deals on average after 1 year¹

Close more deals faster with delightful
AI-powered deal management tools.



ALL PLANS

CPQ TOOLS

Products library

1

Store and retrieve every detail about every product—in a single place.

2

Associate products with individual deals to track what you're selling to customers.

3

Report on the sales performance of different products to understand your pipeline and optimize your strategy.

1. [Source](#)

Product library







Quotes

Buy now

Search products

Actions ▾

Create product

<input type="checkbox"/>	NAME	SKU	SOURCE	UNIT PRICE	CREATE DATE
<input type="checkbox"/>	<div>Nintendo - Switch 32GB Console - Neon R...</div> <div>Show off your personality when playing favorite S...</div>	3849058	 Shopify	\$299.99	2 minutes ago
<input type="checkbox"/>	<div>Nintendo - Switch 32GB Console - Gray Jo...</div> <div>Choose this Nintendo Switch console to play favori...</div>	1Z28SJ920	 Hubspot	\$299.99	8 days ago
<input type="checkbox"/>	<div> Nintendo Switch Games</div> <div>Actions ▾</div>				2 minutes ago
<input type="checkbox"/>	<div>Xbox One S 1TB Starter Bundle</div> <div>Own the Xbox One S Starter Bundle (1TB), and div...</div>	1Z28SJ920	 HubSpot	\$299.99	14 days ago
<input type="checkbox"/>	<div>Sony - PlayStation 4 Pro Console - Jet Black</div> <div>Battle friends and foes with the Sony PlayStation 4...</div>	1Z28SJ920	 HubSpot	\$399.99	15 days ago
<input type="checkbox"/>	<div>Sony - PlayStation 4 1TB Console - Black</div> <div>Conquer virtual enemies with this Sony PlayStation 4...</div>	1Z28SJ920	 HubSpot	\$299.99	7 days ago

36% more deals on average after 1 year¹

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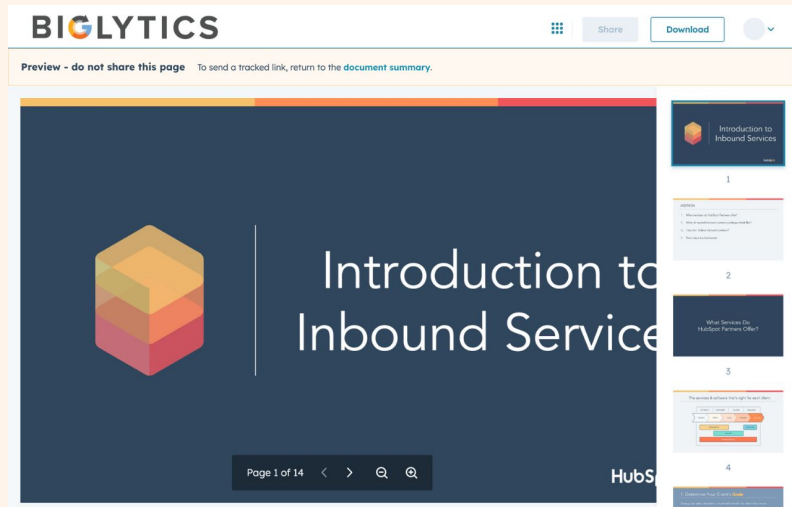
ALL PLANS

TARGETED COACHING & SUPPORT

Document tracking

- 1 Build a unified library of trackable sales content for your team to share from Gmail, Google Workspace, Outlook, Office 365, and more.
- 2 Set up notifications so that sellers get notified when prospects open or share a doc so they can send relevant and timely follow-ups.
- 3 Get insightful reporting about how sales content is helping prospects move toward conversion.

1. [Source](#)



3.3x higher deal close rate for Sales Hub customers¹

Close more deals faster with delightful
AI-powered deal management tools.

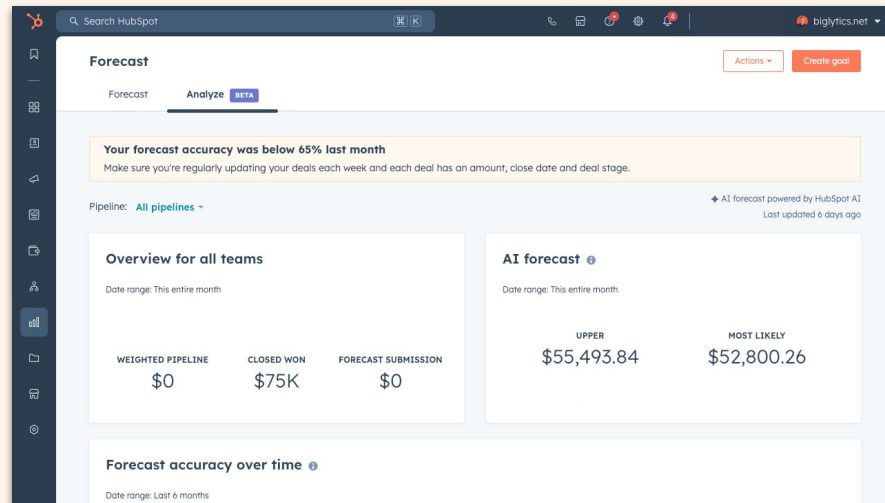


INSIGHTS & PREDICTABILITY

AI Forecasting

- 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 Stay on track with insights on how your forecast and pipeline are trending through the quarter.

1. [Source](#)



3.3x higher deal close rate for Sales Hub customers¹



Close more deals

36% more deals on average¹



HubSpot will give your team the best process available to be able to work deals efficiently while also giving management the easiest way to stay involved in deals and understand what's happening to then translate that into effective forecasts and ultimately, predictable revenue coming into the business.

BEAU BROOKS

Teamwork, VP of Worldwide Sales

teamwork.

1. [Source](#)



Close more deals

36% more deals on average¹



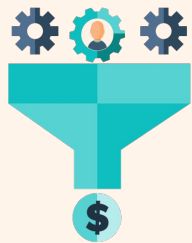
HubSpot CRM not only helps us increase revenue, it also saves us time so we can focus on deals, nurture clients, and push the business forward.

CHRISTINA KAY

Reseller Ratings, VP of Marketing
and RevOps

Reseller**Ratings** 

1. [Source](#)



Close more deals

36% more deals on average¹



HubSpot shone for us by visualizing our pipeline. It allowed us to identify leads with a viable path to revenue, share that visibility with everyone in our organization, and connect with them seamlessly.

TRACI SHOEMAKER

WeightWatchers, Director of
Health Solutions Commercial
Growth



1. [Source](#)

Additional Slides



Scale insightfully

Features & customer quotes



Improve predictability and optimize process with integrated reporting and CI tools.



PROFESSIONAL

INSIGHTS & PREDICTABILITY

Custom report builder

1

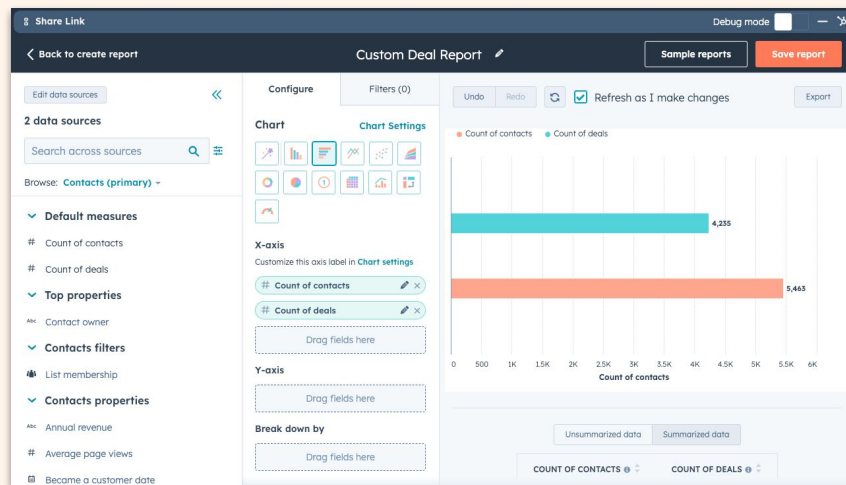
Create custom reports to answer your most complex business questions and track your team's progress and performance.

2

Report on any single object and cross-object data within your CRM.

3

Easily visualize reports on anything that's relevant to your unique business needs—from lead funnels to target account engagement and custom objects.



1. [Source](#)

3.3x higher deal close rate for Sales Hub customers¹

Improve predictability and optimize process with integrated reporting and CI tools.



PROFESSIONAL

INSIGHTS & PREDICTABILITY

Deal journey reporting

1

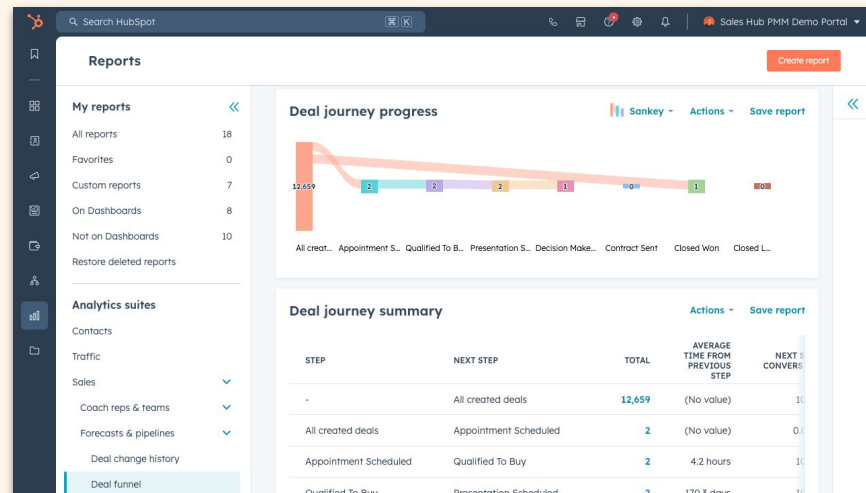
Track how your prospects, deals, and customers are moving through your sales pipeline from end-to-end.

2

Measure how fast deals leads convert into revenue, identify bottlenecks in your sales process and measure everything from lead quality, to cost per lead.

3

Get a true reflection of the path from prospect to revenue and see where your deals are dropping of or skipping steps.



1. [Source](#)

3.3x higher deal close rate for Sales Hub customers¹

Improve predictability and optimize process with integrated reporting and CI tools.



ALL PLANS

INSIGHTS & PREDICTABILITY

Data quality tools

- 1 Stop data headaches before they begin with a sales software that cleans itself.
- 2 Easily catch errors in CSV imports and protect your Database from spam submissions.
- 3 Enforce consistency when reps enter data and fix formatting issues that may fall through the cracks.

COLUMN HEADER FROM FILE	PREVIEW INFORMATION @	MAPPED	IMPORT AS @	HUBSPOT PROPERTY	MANAGE EXISTING VALUES @
First Name	John John Michael	✓	Contact properties	First Name	<input type="checkbox"/> Don't overwrite
Last Name	Carmack Romero Abrash	✓		Last Name	<input type="checkbox"/> Don't overwrite
Specialty	Graphics Gameplay Graphics	✗		Specialty	<input type="checkbox"/> Don't overwrite
Email	johnca@id.com johnrom@id.com abrash@id.com	✓		Email	<input type="checkbox"/> Don't overwrite

1. [Source](#)

3.3x higher deal close rate for Sales Hub customers¹

Improve predictability and optimize process with integrated reporting and CI tools.

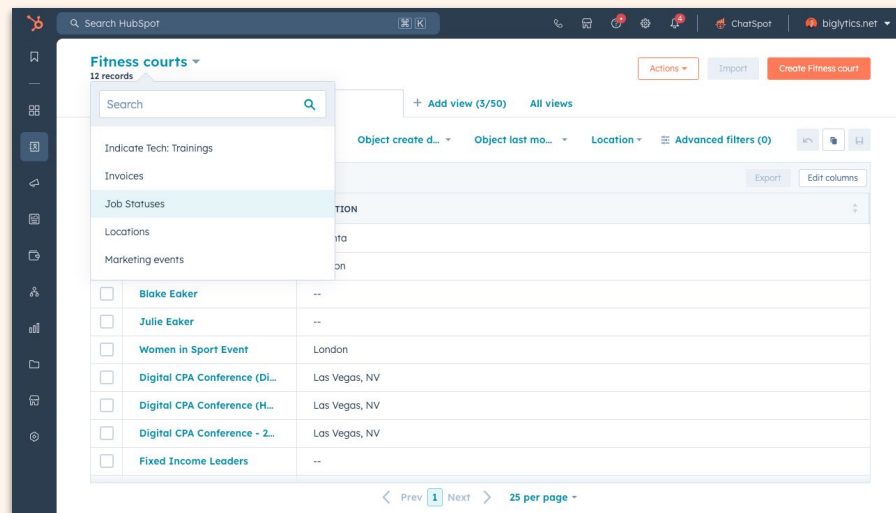


INSIGHTS & PREDICTABILITY

Custom Objects & Custom Events

- 1 Store specific *things* with custom objects and track *activities* with custom events.
- 2 Have complete flexibility and control over matching your CRM data to your business.
- 3 Meet customers where they are and with what they need based on their customer journey stage.

1. [Source](#)



3.3x higher deal close rate for Sales Hub customers¹

Improve predictability and optimize process with integrated reporting and CI tools.



ALL PLANS

INSIGHTS & PREDICTABILITY

User permissions

1

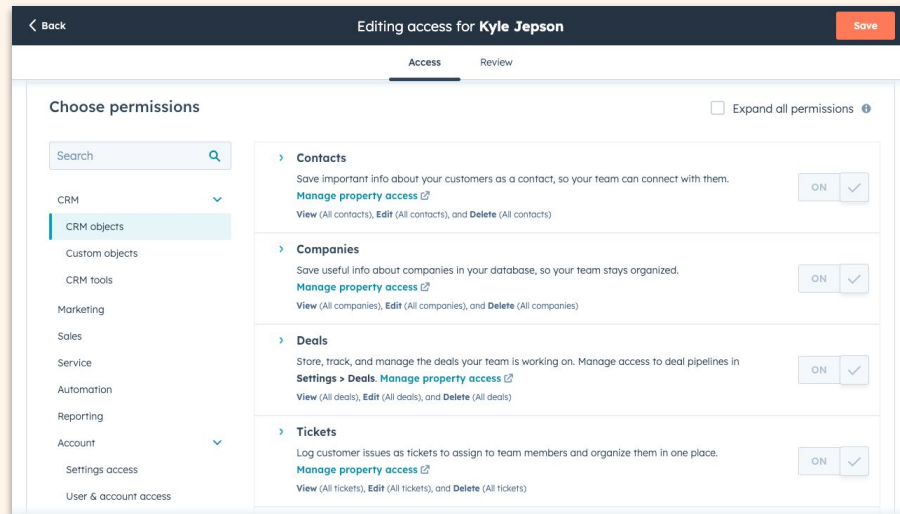
Control access across areas of the HubSpot platform such as records, content, and tools in order to make your teams more focused and efficient.

2

Keep your team organized and efficient by ensuring every rep has access to the right records and fields.

3

Quickly view and manage rep permissions, status, and availability across your team.



1. [Source](#)

3.3x higher deal close rate for Sales Hub customers¹

Improve predictability and optimize process with integrated reporting and CI tools.



INSIGHTS & PREDICTABILITY

Permission sets

- 1 Create consistency across job functions and the level of access needed for individual employees.
- 2 Define your own custom permissions template and manage multiple permission sets.
- 3 Differentiate permissions between sales managers, leads, and individual contributors.

1. [Source](#)

A screenshot of the "Create Permission Set" dialog box in Salesforce. The dialog has a teal header with a close button (X). Below the header is a text input field for "Permission Set name". Underneath is a checkbox labeled "Set as Super Admin" with a help icon. Then, there are two small square icons for "Show internal role names:". Below that is a link "View user(s) in Atlas". The main section has two tabs: "Choose how to narrow access" (selected) and "Narrow access with permissions". The "Choose how to narrow access" tab has a "Start from scratch" link. Below the tabs, there is a text line "Permissions narrow down access to HubSpot tools and features." and a link "Learn more about permissions". At the bottom, there is a row of buttons: "CRM", "Marketing", "Sales", "Service", "Reports", "Account", and "More". At the very bottom, there are "Cancel" and "Save" buttons.

3.3x higher deal close rate for Sales Hub customers¹

Improve predictability and optimize process with integrated reporting and CI tools.



TARGETED COACHING & SUPPORT

Conversation intelligence

1

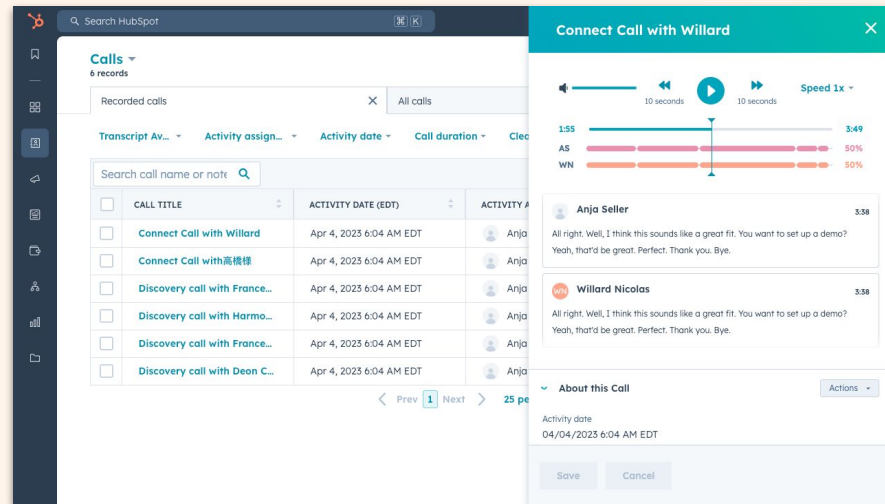
Automatically capture voice data in your CRM to understand how your team is performing on calls and get a complete overview of customer interactions.

2

Leverage insights to train new reps, identify top performers, see performance patterns, and leave feedback on specific moments in a call.

3

Use tracked terms to identify specific conversations, report on outcomes, and automatically trigger workflows.



3.3x higher deal close rate for Sales Hub customers¹

1. [Source](#)



Scale insightfully

3.3x higher deal close rate¹



HubSpot makes it easy for our CEO and other executives to see what's happening without getting into the nitty-gritty. Its super easy to report out on where we stand.

JOHN ISOLA

GrowthLab, Revenue Operations
Manager



1. [Source](#)



Scale insightfully

3.3x higher deal close rate¹



HubSpot is an ideal solution because of its adaptability. It scales as we scale and provides us with a single source of truth featuring all the enriched data we need to be a successful organization.

DOUGLAS BOTCHMAN

Ceros, Director of RevOps



ceros

1. [Source](#)

Sales Hub helps you...



Prospect smarter with:

Unified communication

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

Automated prospecting

- Workflows
- Smarter sequences **NEW!**
- Seamless lead handoffs **NEW!**
- Email templates

AI-assisted selling

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



Accelerate revenue growth 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



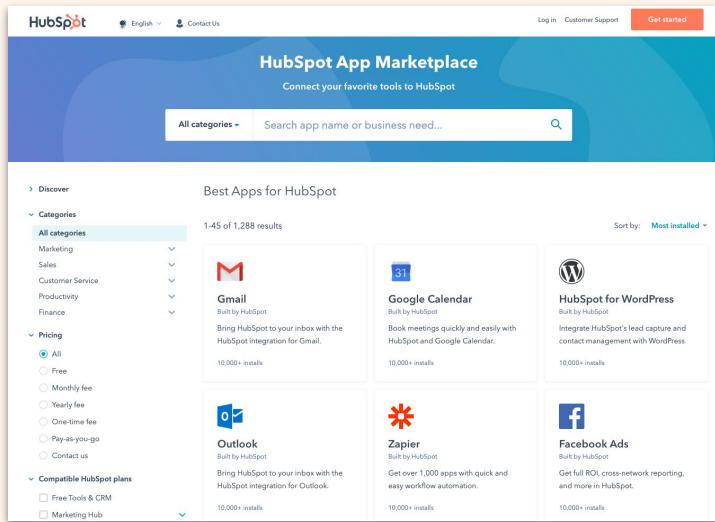
Scale insightfully with:

Insights and predictability

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

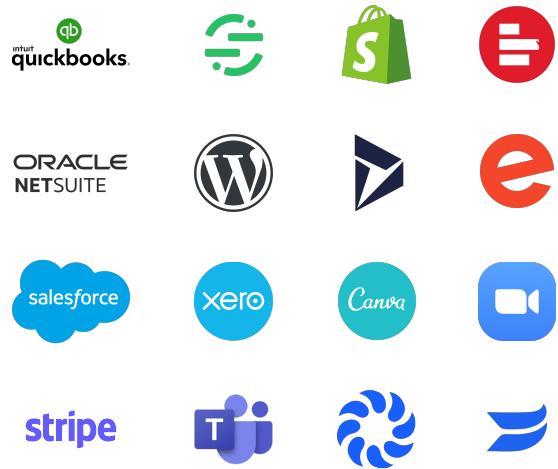
Targeted coaching and support

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



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

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



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 Tiers

Starter

\$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

\$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!**
 - Seamless handoffs* **NEW!**
 - Prospect engagement report* **NEW!**
 - Lead* & velocity reporting **NEW!**

Enterprise

\$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
 - Forecast intelligence **NEW!**

* Requires Sales Seat

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



GLOBAL REAL
ESTATE BROKER
5k brokers | 120 markets

With Sales Hub, Avison Young was able to **consolidate their CRMs, boost adoption,** and **gain visibility** into sales activities.

RESULTS:

- **1 consolidated CRM** instead of 4 CRMs
- **23% to 90%** adoption rate increase
- **95%** of North America revenue tracked

[Full case study](#)



Disconnected sales tools
creating friction and
inaccuracies



Connected platform
enables accurate reporting
and forecasting



**Low adoption rate
& productivity**
among brokers



Easy-to-use features
power high user adoption and
productivity



Manual, time consuming
processing



Easier, more automated and
collaborative processes

Handled.

HOME SERVICES CONCIERGE
25-200 Employees | NAM

Using Sales Hub, Handled was able to **streamline their processes, improve programmable automation, increase personalization**, and meet their business goals out of one CRM system.

RESULTS:

- **121** new locations in 18 months
- **360** visibility into leads and customers
- **1** consolidated platform for all sales, marketing, and customer service needs

[Full case study](#)



Limited outreach hinders growth opportunities



Automated communications reduce time-spent on tasks



Disconnected tools hurt customer experiences



Complete ecosystem for seamless app integration



Limited visibility over sales activities and process



Real-time dashboard and reporting with comprehensive view into sales pipeline



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



FOOD AND BEVERAGE
SERVICES
25-200 Employees | APAC

Since implementing Sales Hub, Vinomofo was able to scale it's business by **centralizing all it's sales data, increasing personalization efforts, and create an engaging experience** across all sales touchpoints.

RESULTS:

- **120x** return on investment
- **21%** increase in sales conversion
- **50%** improvement in customer re-engagement

[Full case study](#)



Time-consuming tasks
reduce productivity



Simplify repetitive tasks
through the use of automation
and personalization



**Lengthy
and prolonged**
sales cycles



Fasten sales cycles to
generate, nurture, and close
deals quicker



**Low adoption rates and
delayed ROI** from
complex setups



Seamless implementation
with user-friendly features

“

HubSpot is easy to use, easy to train people on, and easy to customize. It **empowers people** to do what they do best.

PHOEBE SCOTT
Global Director

AVISON
YOUNG



Why HubSpot

MORE **CONNECTED**



HubSpot houses all the information about a customer, including every touchpoint, under one roof so everyone's looking at the same thing.

LINDSAY ROTH LISBERGER
Marketing Operations



MORE **PRODUCTIVE**



Having a long list of prospecting or nurturing tasks can be deflating, but HubSpot organizes and kind of gamified these tasks, which brings out the competitive nature of our team and helps drive performance.

FEYI OLOPADE AYODELE
CEO



MORE **SUPPORTED**

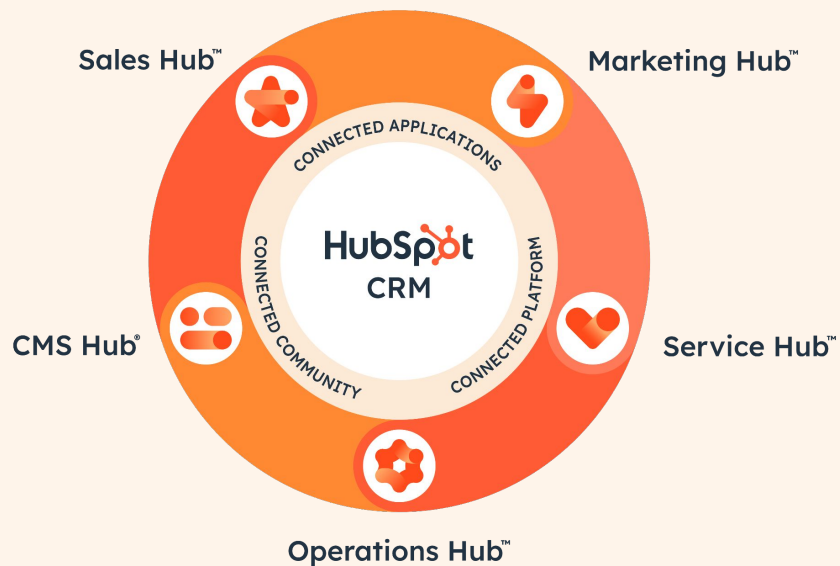


The amount of content and resources available, including chat and help, was great. It was the best experience we ever had with this kind of support.

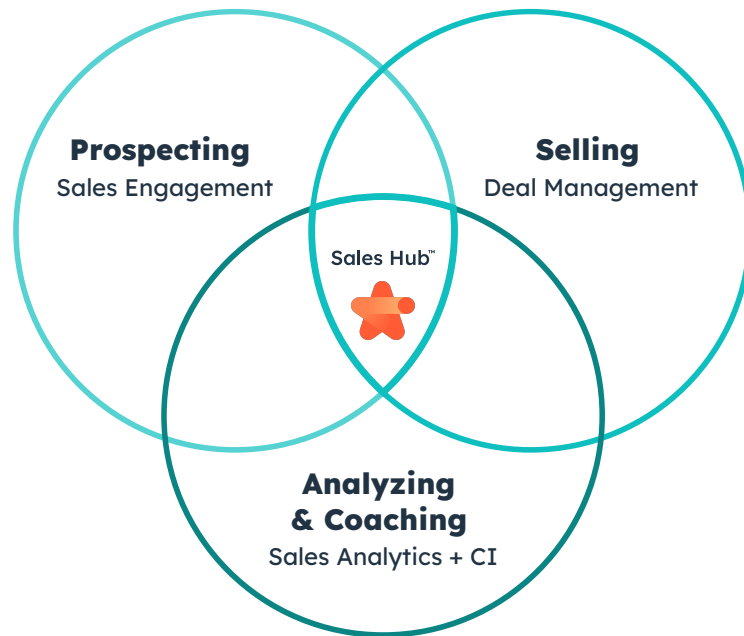
COLUM LUNDT
CRO



HubSpot A connected customer platform



Sales Hub™ The core of a connected, modern sales stack



Extensibility

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

Reach prospects faster
& convert more leads

Sales intelligence



bombora

LinkedIn Sales Navigator

Direct mail/gifting

Sendoso

Reachdesk

POSTAL.IO

Automate sales tasks
& close larger deals

CPQ

dealhub

REVOPS

e-Signature

DocuSign

Dropbox Sign

Sales comp

QUOTAPATH

SalesScreen

Proposals

PandaDoc

QWILR

e-Commerce

shopify

WOOCOMMERCE

Accounting/ERP

quickbooks

Dynamics 365

Leverage data to coach reps
& optimize processes

Conversation intelligence

GONG

CHORUS

Sales enablement

Seismic

mindtickle

Competitive intelligence

SEMRUSH

CRAYON

+ 1,250+ ready-to-use integrations

HubSpot





Additional Slides



Sales Hub

Powering productivity through relevance.



Sales Hub

Powering productivity through relevance.



Sales Hub

Powering productivity through relevance.



✗ Buyers are **harder to reach**.

✗ Performance **is down**.

✗ Budgets **are stagnant**.

✗ Leaders **can't meet goals**.



Selling has become
harder than ever.



- ✗ Buyers are **harder to reach**.
- ✗ Performance **is down**.
- ✗ Budgets **are stagnant**.
- ✗ Leaders **can't meet goals**.



The best sales teams
create better customer
connection through
relevance.



The best sales teams
create better customer
connection through
relevance.



Where sales
teams need
to **focus** today
and in the
future...

Focus on

quantity



quality

Value

activities



outcomes

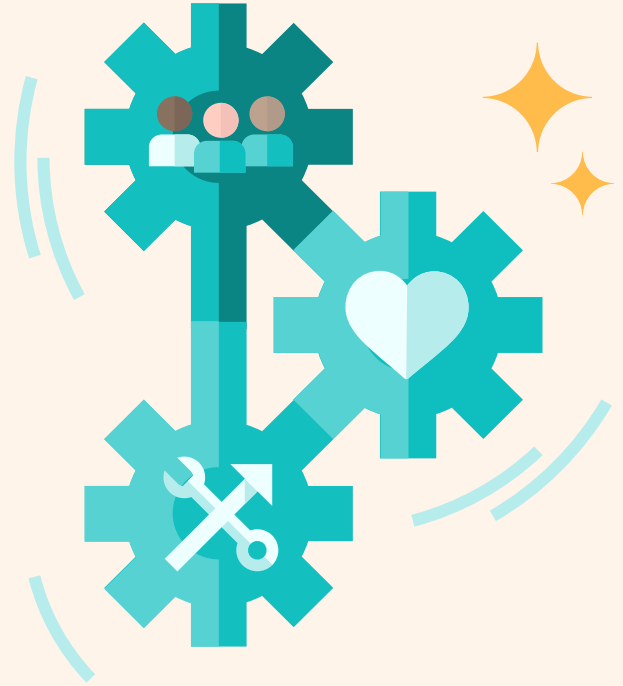
Prioritize

pushing
products



helping
humans

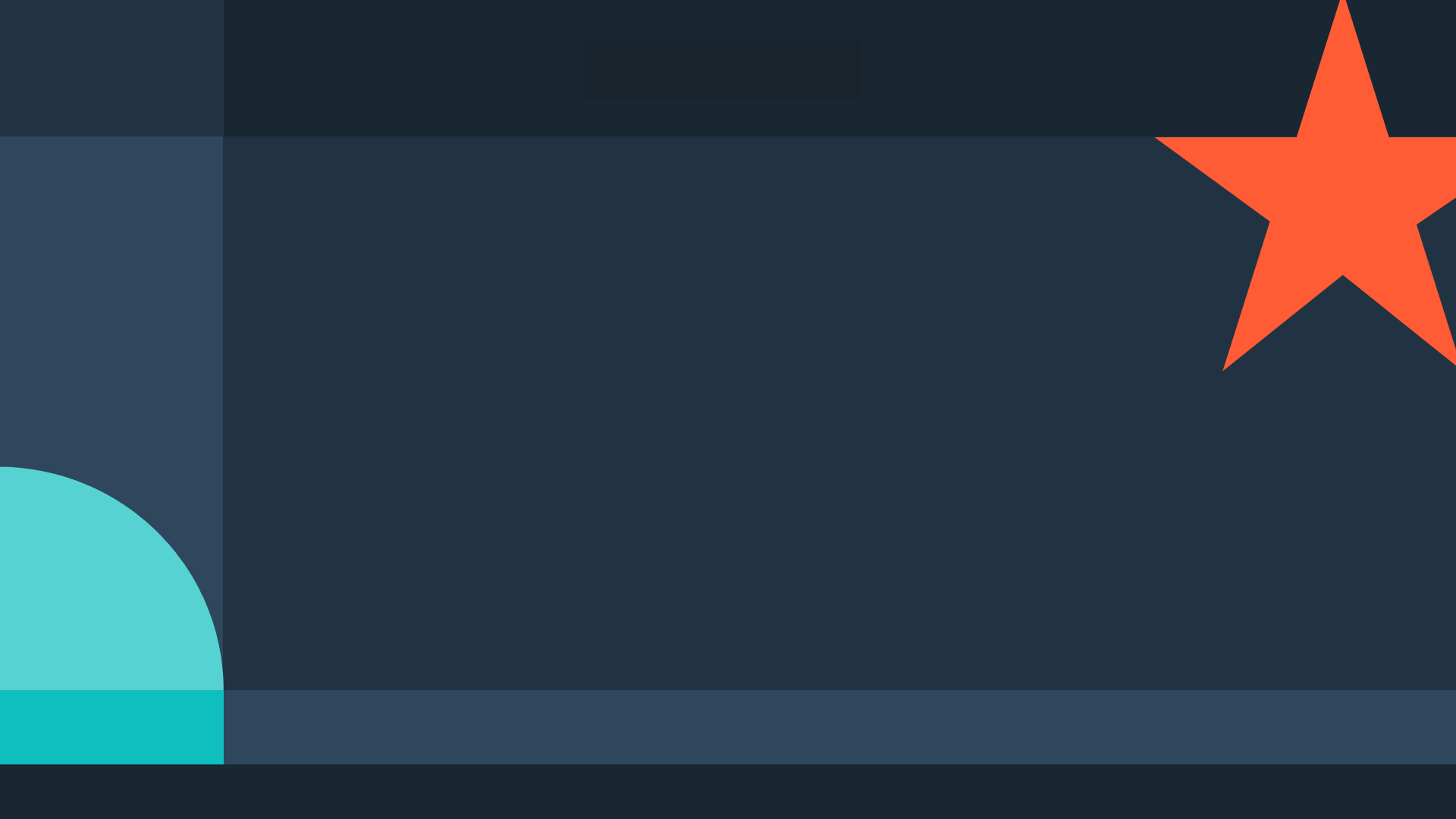
Sales Hub
powers productivity
through **relevance.**



Feature Slides

Insert to highlight specific features





Prospect smarter

Features & customer quotes



Accelerate revenue growth

Features & customer quotes



Scale insightfully

Features & customer quotes

