

Study Guide

**Global Bilingual Sales Competition
Florida International University**

March 18-19, 2021



PLEASE READ

Disclaimer

Please note that this information is intended to be illustrative and was prepared by HubSpot to only be used for the purpose of the MAR4400 Personal Selling class. We ask that you do not share any documents and /or assessments produced from this case study externally without our prior written consent.



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What is HubSpot?



You may have heard the term
"inbound" before.

But what is it, exactly?



Inbound is a methodology for growing your organization.

It's based on building meaningful, lasting relationships with your prospects and customers through valuable content and experiences.

It's also about valuing and empowering these people to reach their goals at any stage in their journey with you.

Why is that important? Because when your customers succeed, you succeed.





The HubSpot CRM (Customer Relationship Management) Platform is a full suite of software built to power this inbound approach to help you — and your customers — grow better.

Let's look at how your marketing, sales, service, and IT teams can leverage the HubSpot platform to achieve their goals.



Ideally, your internal teams work together to support the inbound experience throughout the buyer's journey, in a seamless way.



Marketing

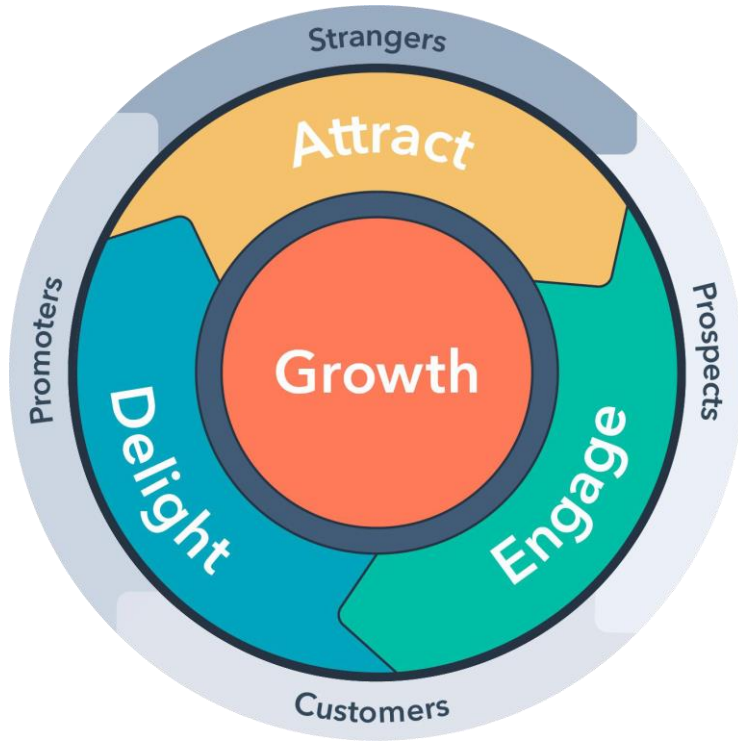
- Generate qualified leads.
- Generate content, capture leads, and nurture them until they're qualified and sales-ready.

Sales

- Turn leads into customers.
- Engage potential buyers, demonstrate the value of your offering, and close deals.

Service

- Turn leads into customers.
- Engage potential buyers, demonstrate the value of your offering, and close deals.



From funnel to flywheel, the flywheel is a model adapted by HubSpot to explain the momentum you gain when you align your entire organization around delivering a remarkable customer experience.

With the flywheel, you use the momentum of your happy customers to drive referrals and repeat sales.

Basically, your business keeps spinning, you align your entire organization around delivering a remarkable customer experience, and continuously produce happy customers.



Our Community

95k+

Customers

In over 120
countries

150

User Groups

In over 21
countries

26k

Attendees

INBOUND 2019
from over 100
countries

400+

Integrations

to customize
HubSpot to your
business



Our Products



The HubSpot CRM (Customer Relationship Management) Platform

HubSpot's all-in-one marketing, sales, and service platform provides you with the tools needed to build and grow remarkable customer experiences that help spin your flywheel faster.

It's all powered by the same database, so everyone in your organization — Marketing, Sales, Service & IT — is working off the [same system of record](#).



HubSpot CRM

With the easy-to-use HubSpot CRM, you'll never have to manually update reports or wonder how your team is tracking toward quota. Because you have more important things to do.

[Full list of tools here](#)

UNIFY YOUR MARKETING, SALES & SERVICE DATABASES



Contact Management



Company Records



Forms

SHARE CONTEXT BETWEEN TEAMS



Contact Activity



Contact & Company
Insights



Documents

ORGANIZE & TRACK CUSTOMER COMMUNICATIONS



Reporting Dashboard



Conversations Inbox



Team Email



Live Chat



Conversational Bots



Tasks



Deals



Ticketing

Marketing Hub

All-in-one inbound marketing software that has everything you need to get found, engage new people, and nurture them into leads that sales will love.

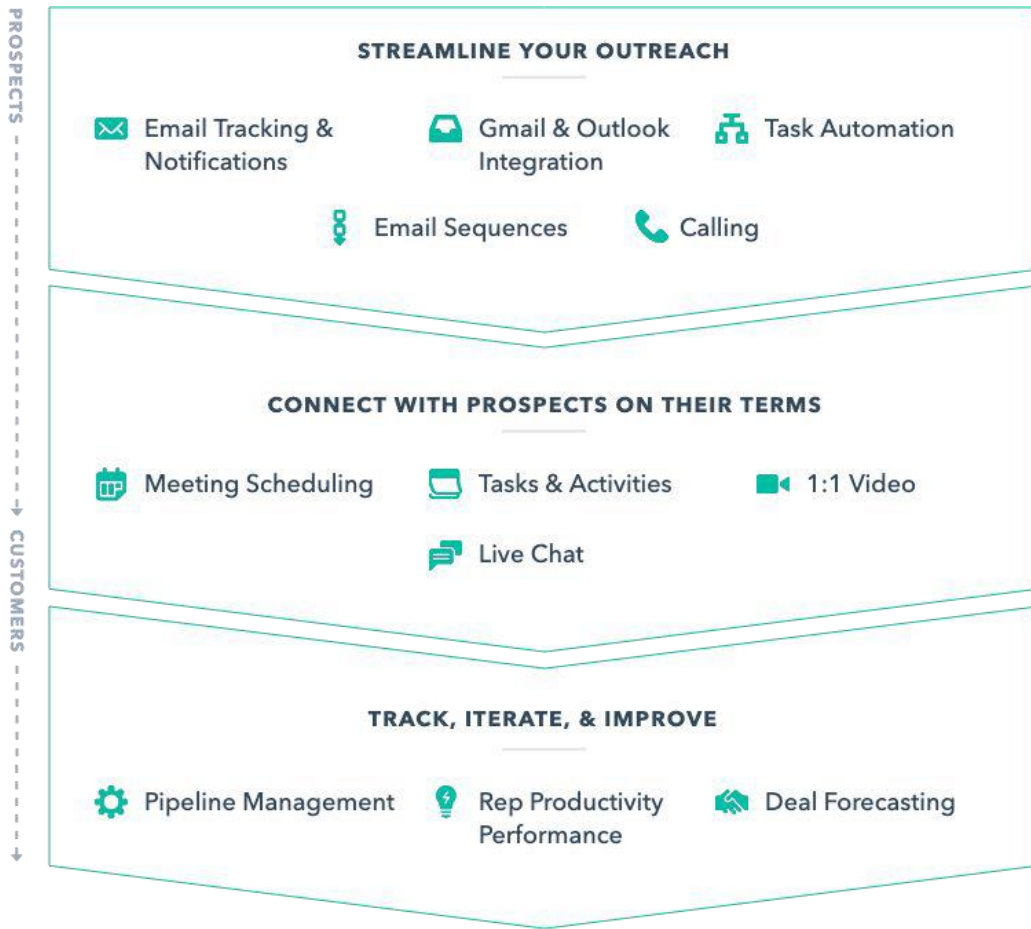
[Full list of tools here](#)

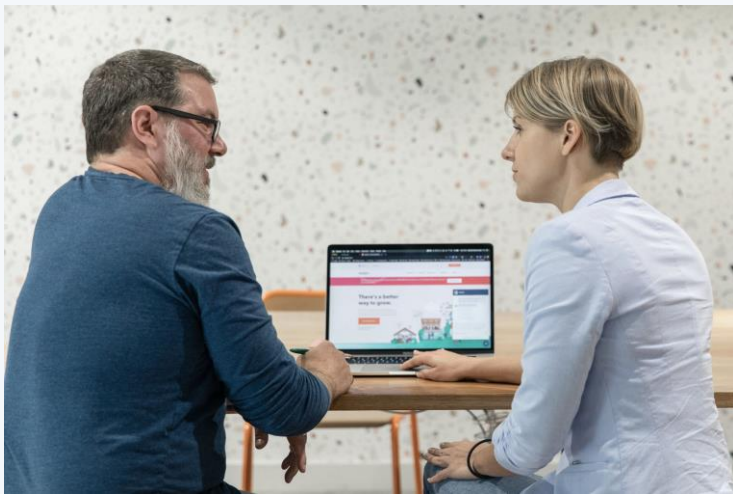


Sales Hub

A powerful suite of tools that gives you deeper insights into your prospects, automates busywork, and helps you close more deals faster.

[Full list of tools here](#)





Service Hub

Customer service tools to help you connect with customers, exceed their expectations, and turn them into promoters that grow your business.



CMS Hub

Flexible enough for marketers--and powerful enough for developers--to create amazing customer experiences.



PLEASE READ

Products for GBSC

For the purposes of the MAR4400 Personal Selling class, we'll focus on building solutions using only the following products:

- HubSpot CRM
- Marketing Hub
- Sales Hub



Needs Discovery



Key Goals and Objectives

Stop thinking of your conversation as just a sale.

Your goal is to help people evaluate and buy, and establish the following:

- Does my prospect have a problem that HubSpot can solve?
- Does my prospect know they have a problem?
- Does my prospect believe that HubSpot has a solution?
- Does my prospect believe and trust in me to solve their problem?



Role Play Objectives

Things you should uncover about your prospect

- Current strategies
- Prospect's problems and goals
- Plans to achieve those goals
- Team size and responsibilities
- Challenges they're facing or anticipate facing
- Budget & decision making process
- Timeline for achieving their goals
- Consequences of inaction



Role Play Objectives

In addition, you also need to:

- Build rapport with the prospect
- Identify a problem or challenge for their business
- Overcome their objections
- Display an understanding of Inbound Marketing methodology and the solution that the HubSpot platform provides
- Excite and strategize with the prospect



Helpful Strategies & Frameworks

What will be your framework for your meeting?

- [Try the GPCT method](#) - (Goals, Plans, Challenges, Timeline)

What kind of questions will you use to qualify your prospect's needs?

- Types of [open-ended qualifying questions](#) to drive conversation and dialogue
- Types of [open-ended follow-up questions](#) to seek clarification
- [The Art and Science of Layered Sales Questions](#)

How will you handle objections?

- Try the [LAER method](#) (Listen, Acknowledge, Explore, Respond)



Products & Plans



Grow better with the right plan.

HubSpot offers a number of tools to power their growth - either at a free or premium level - based on their current needs and challenges.

Let's go through the general features and benefits of both our free and premium tools.



Free Tools

Features

For each of our Hubs and HubSpot CRM, free tools allow organizations to do the following:

- Generate and email new leads, and measure success
- Includes 1 million free, [non-marketing contacts](#)
- HubSpot's free users also have access to the HubSpot Community at community.hubspot.com for support

[Full list of free tools here](#)



Free Tools

Benefits

- Great for small teams
- Great for initial lead generation
- Easy-to-use
- Ideal for teams looking to try and explore HubSpot's software without any commitment or cost



Premium Tools

Looking to further engage leads, close more deals, organize data, and scale your team? Want more customer support to keep you running?

That's where our premium tools and plans come in.

With HubSpot, you can pay for what you need (when you need it).

Let's unpack what this means with Marketing Hub, HubSpot CRM, and Sales Hub.



Marketing Hub



Marketing Hub

With Marketing Hub, you can choose between three plans based on the number of [marketing contacts](#) you'd like to engage with, the marketing tools you'll need to engage your marketing contacts, and the size of your team is:

- Starter
- Professional
- Enterprise

You'll also receive 24/7 customer support, have access to professional services, and continuing educational resources.

Resources

[Marketing Hub Overview](#)

[Plans & Pricing](#)



Marketing Hub

Starter

\$45/mo

Starts at 1,000 marketing contacts

Free tools plus:

ATTRACT AUDIENCE ATTENTION

- ✓ Landing pages
- ✓ Ad management
- ✓ Live chat
- ✓ Conversational bots
- ✓ Forms

UNDERSTAND YOUR LEADS

- ✓ Contact website activity
- ✓ List segmentation
- ✓ Email health insights

ENGAGE YOUR LEADS

- ✓ Email marketing
- ✓ Ad retargeting
- ✓ Form follow-up emails

Professional

\$800/mo

Starts at 2,000 marketing contacts

Starter plus:

AUTOMATE & PERSONALIZE YOUR MARKETING

- ✓ Marketing automation
- ✓ Multi-language content
- ✓ Smart content & reporting
- ✓ Contact and company scoring

GET FOUND ONLINE

- ✓ Blog
- ✓ SEO recommendations & optimizations
- ✓ Social media

OPTIMIZE CONVERSION RATES

- ✓ ABM tools
- ✓ A/B testing
- ✓ Ads optimization events
- ✓ Video hosting & management

BUILD CUSTOM REPORTS

- ✓ Website traffic analytics
- ✓ Salesforce integration
- ✓ Calculated properties
- ✓ Campaign reporting
- ✓ Custom reporting

Enterprise

\$3,200/mo

Starts at 10,000 marketing contacts

Professional plus:

MANAGE YOUR TEAMS & BRANDS

- ✓ Single sign-on
- ✓ Partitioning
- ✓ Hierarchical teams
- ✓ User roles
- ✓ Field-level permissions
- ✓ Email send frequency cap

EXTEND THE PLATFORM

- ✓ Custom objects
- ✓ Adaptive testing
- ✓ Webhooks
- ✓ Programmable chatbots

ADVANCE YOUR REPORTING

- ✓ Multi-touch revenue attribution
- ✓ Behavioral event triggers and reporting
- ✓ Predictive lead scoring

<https://app.hubspot.com/pricing/6396774/marketing?term=annual&edition=starter>

HubSpot CRM and Sales Hub



HubSpot CRM and Sales Hub

HubSpot CRM is free (forever). By adding Sales Hub, you enhance your ability to manage your sales process and remove friction in your buyer's journey.

Sales Hub offers three plans based on the number of users on your team and the sales tools you'll need for your sales process:

- Starter
- Professional
- Enterprise

Resources

[HubSpot CRM Overview](#)

[Sales Hub Overview](#)

[Plans & Pricing](#)



Sales Hub

Starter

\$45/mo

Starts at 2 paid users

Free tools plus:

ORGANIZE YOUR SALES PROCESS

- ✓ Deal pipeline
- ✓ Simple automation
- ✓ Custom properties
- ✓ Quotes

CONNECT WITH PROSPECTS ON THEIR TERMS

- ✓ Calling
- ✓ Meeting scheduling
- ✓ Live chat

TRACK, ITERATE & IMPROVE

- ✓ Goals
- ✓ Reporting dashboard

Professional

\$450/mo

Starts at 5 paid users

Starter plus:

MANAGE YOUR GROWING TEAM

- ✓ Sales analytics
- ✓ Teams
- ✓ Deal stage, task, and lead rotation automation
- ✓ Record customization
- ✓ Required fields
- ✓ Custom reporting

PERSONALIZE YOUR OUTREACH AT SCALE

- ✓ Sequences
- ✓ 1:1 video creation
- ✓ Smart send times

CONFIGURE, PRICE & QUOTE

- ✓ Products
- ✓ Calculated properties
- ✓ eSignature

Enterprise

\$1,200/mo

Starts at 10 paid users

Professional plus:

SCALE YOUR BUSINESS

- ✓ Custom objects
- ✓ User roles
- ✓ Record customization
- ✓ Single sign-on
- ✓ Webhooks
- ✓ Field-level permissions

COACH & ENABLE AT SCALE

- ✓ Playbooks
- ✓ Call transcription
- ✓ Predictive lead scoring

SUPERCHARGE YOUR PIPELINE

- ✓ Quote-based workflows
- ✓ Recurring revenue tracking
- ✓ Custom reporting
- ✓ Reporting dashboard



Resources



General Resources

- [About HubSpot](#)
- [Case studies](#)
- [Product pricing](#)
- [What is a CRM?](#)



**We hope you enjoy the
competition and learn a lot.
Good luck and work hard!**

