

# Supercharge Your Sales Process With HubSpot's Sales Acceleration Tools

*Starting Shortly!*



Did you know HubSpot recently launched its first podcast for Aussies and Kiwis?

Unconventional Business can be found on Apple or Spotify, or at [unconventionalbusiness.com.au](https://unconventionalbusiness.com.au)

who  
gives a  
crap

sendle

tile  
cloud

koala



# Supercharge Your Sales Process With HubSpot's Sales Acceleration Tools



Lucy Seed

Principal Channel Consultant  
HubSpot



Kieran Krohn

Principal Channel Account Manager  
HubSpot



# Housekeeping

---

- We're recording the session and will send it to you, along with the slides and other assets.
- There will be time for questions at the end and we'll get to as many as we can
- Make sure you use the Q&A box, not the chat box, as that isn't being monitored
- If you do have any follow-up questions after the session, book time in with your Inbound Growth Specialist and they'll be happy to answer them



# Today's Agenda

1. What is Sales Acceleration?
2. Introduction to Sales Hub Enterprise
3. Sales Acceleration Tools
4. Demo Time
5. Case Study
6. Q&A



# Meet Our Guests!



Ryan Watkins



Craig Varcoe



# Sales Acceleration

Strategies that help businesses move prospects through the sales pipeline with **greater efficiency**



Sales acceleration software provides **sales and marketing** teams with timely data and insights designed to increase the velocity and relevance of customer conversions



# Benefits



Increased sales  
productivity



Better sales  
coaching &  
training



Improved data  
insights



Sales and  
marketing  
alignment



More engaged  
employees



Today's most disruptive companies are  
winning on **customer experience**.



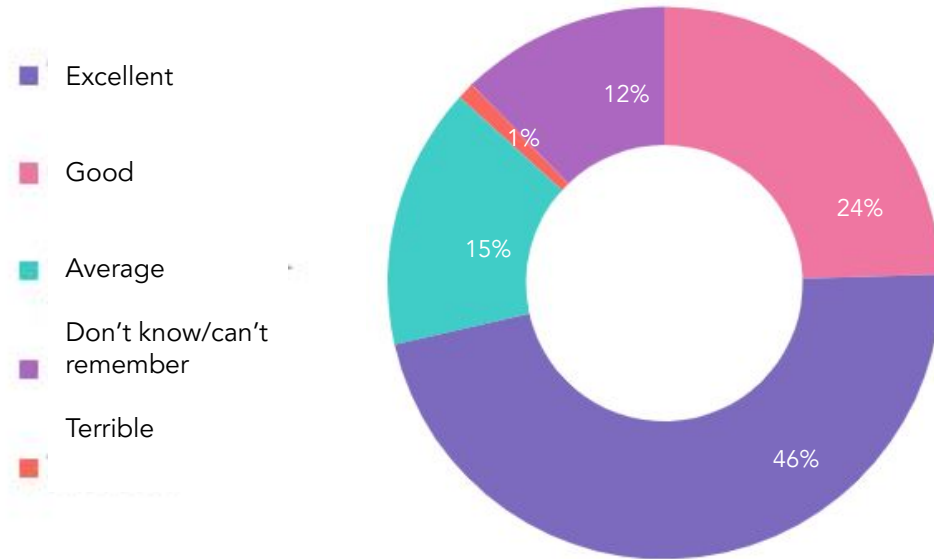


But what constitutes as a good customer experience?



# Rating the customer experience

Thinking about a recent purchase over \$300, how would you rate the sales experience?



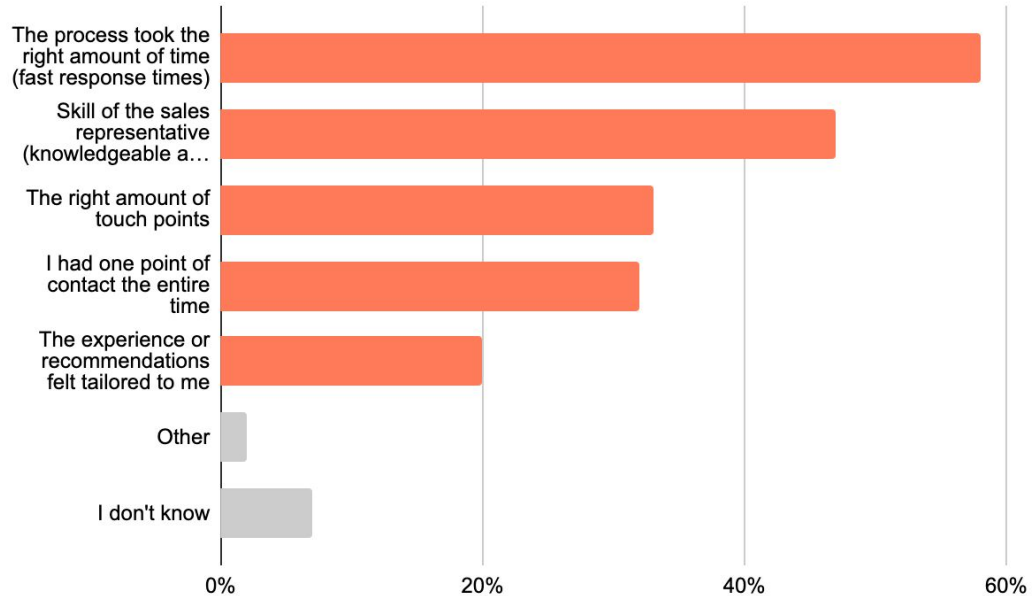
**24%** rated their most recent sales experience as excellent



# Reasons for a positive experience



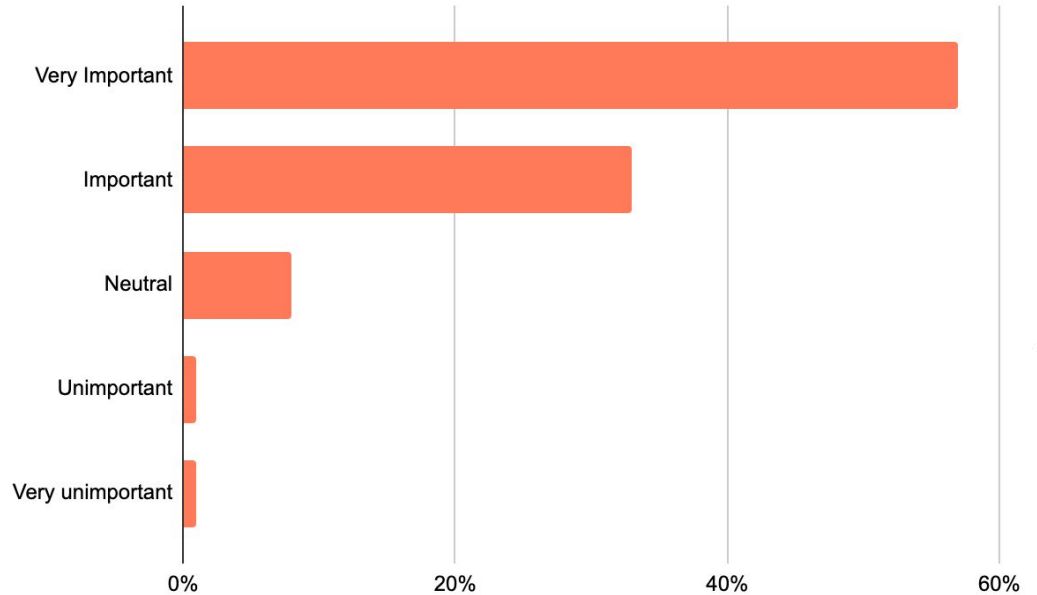
**58%** of consumers agree that fast response times leads to a positive sales experience



# Immediacy

90% of consumers consider an immediate response to be important, if not very important, when reaching out to a representative

## How important is an immediate response?



# Reasons for *delivering* a negative experience



In aiming for *infinite flexibility*, most CRM systems became *endlessly complicated*.

More than  $\frac{1}{3}$  of CRM implementation projects eventually fail.

\*According to a 2017 analysis by CIO magazine, [seen here](#)





# Sales Acceleration Tools



# AI-Powered Sales Acceleration

---

Back New sequence

Steps Settings

3 steps | 14 days to complete

A con

1. Automated email

When this task is created, you can make changes to the email template before you send it.

Got it

Template: Inbound lead from

Subject: Checking in

Hey **Contact: First name**

I just got a note that you'd requested some more information about X PRODUCT as your main point of contact.

See more

Choose step

- Automated email  
Send an email automatically.
- Email  
Create a task to send an email yourself.
- Call  
Create a task to call a contact.
- To-do  
Create a task for an action item.

LinkedIn Sales Navigator **NEW**

- Sales Navigator - InMail  
Create a task to send InMail.
- Sales Navigator - Connection request  
Create a task to send a connection request.

Cancel





It's Demo Time!



## Advanced Sequences

# Orchestrate the sales process across every channel

Available Now | Starting in Sales Hub Professional

The screenshot displays the 'New sequence' interface in Salesforce. The top bar is dark blue with the text 'New sequence' and a pencil icon. Below this, there are two tabs: 'Steps' (selected) and 'Settings'. The main content area is divided into two sections. The left section shows a list of steps with a red plus icon at the bottom, indicating where to add new steps. The right section is titled 'Choose a step' and lists four options: 'Auto Email', 'Manual Email', 'Call', and 'To-do'. Each option has an icon and a brief description. Below these options, there is a section for 'LinkedIn Sales Navigator' with two options: 'Sales Navigator - Send InMail' and 'Sales Navigator - Connection request', each with an 'in' icon and a description.

**New sequence**

Steps Settings

steps | 14 days to complete  
enrolled from this sequence in any o

y adding an email template or task  
o your new sequence.

**Choose a step**

- Auto Email**  
This will explain what this thing does
- Manual Email**  
This will explain what this thing does
- Call**  
This will explain what this thing does
- To-do**  
This will explain what this thing does

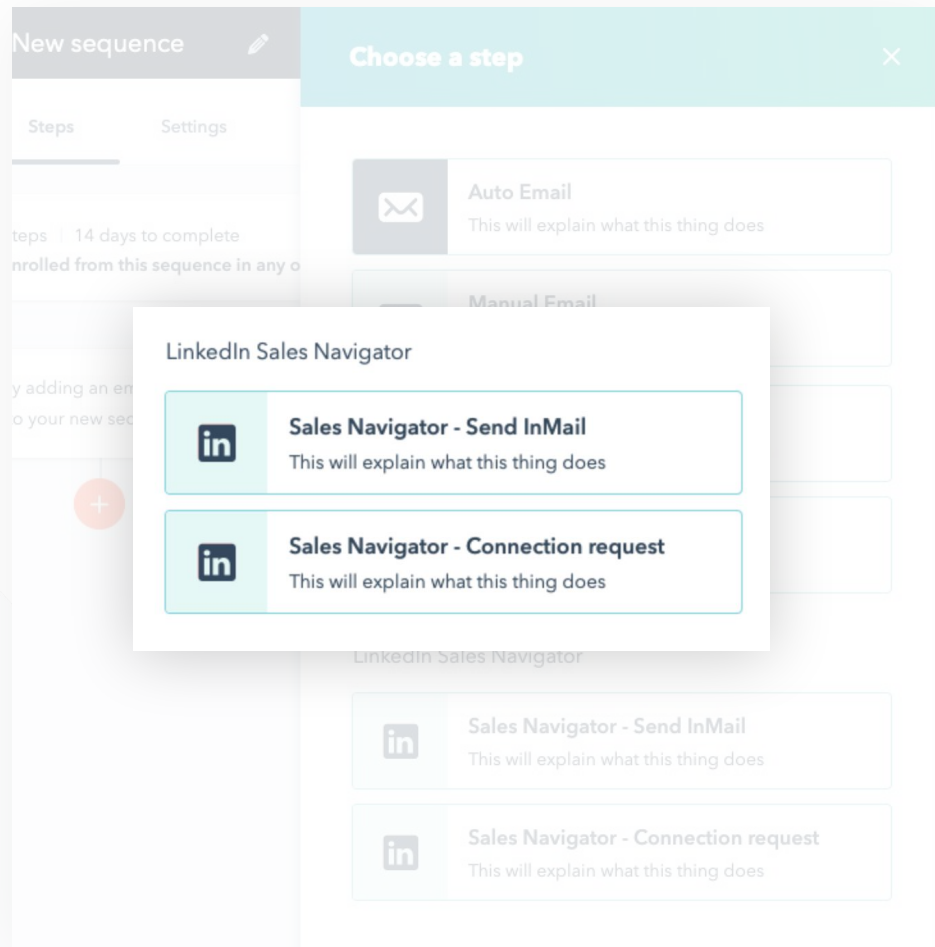
LinkedIn Sales Navigator

- Sales Navigator - Send InMail**  
This will explain what this thing does
- Sales Navigator - Connection request**  
This will explain what this thing does

## LinkedIn in Sequences

# Send LinkedIn InMail & connection requests natively from HubSpot

Available Now | Starting in Sales Hub Professional



\*Requires LinkedIn Sales Navigator Subscription

## Today View

# A single streamlined home for your sales reps

Available Now | All Sales Hub users

The screenshot shows the Salesforce Today View dashboard. At the top, there is a navigation bar with tabs for Contacts, Conversations, Marketing, Sales, Service, Automation, and Reports. A search icon, settings gear, and notification bell are also present. The user's name, Brittany Lambert, is in the top right corner.

The main content area is divided into several sections:

- Today**: A summary card with a title "Give your prospecting strategy a powerful boost" and a sub-header "Prospect activity". It contains a paragraph of text and two buttons: "Learn more" and "Got it".
- Today**: A table view of tasks with filters for "All due today", "High priority", and "Most engaged". A "Start 9 tasks" button is in the top right of this section.
- Up next**: A card showing the time range "10:00 AM - 10:30 AM" and the event "Client Demo with Marco Vierra, +1". It includes a "Create note" button.
- Your weekly activity**: A card with three metrics: EMAILS (17, +4), CALLS (25, +7), and MEETINGS (4, -4). It includes a "Compared to last week" label.
- Your task progress**: A card with a bar chart comparing "Tasks completed" (blue) and "Tasks scheduled" (grey) for "Yesterday", "Today", and "Tomorrow".

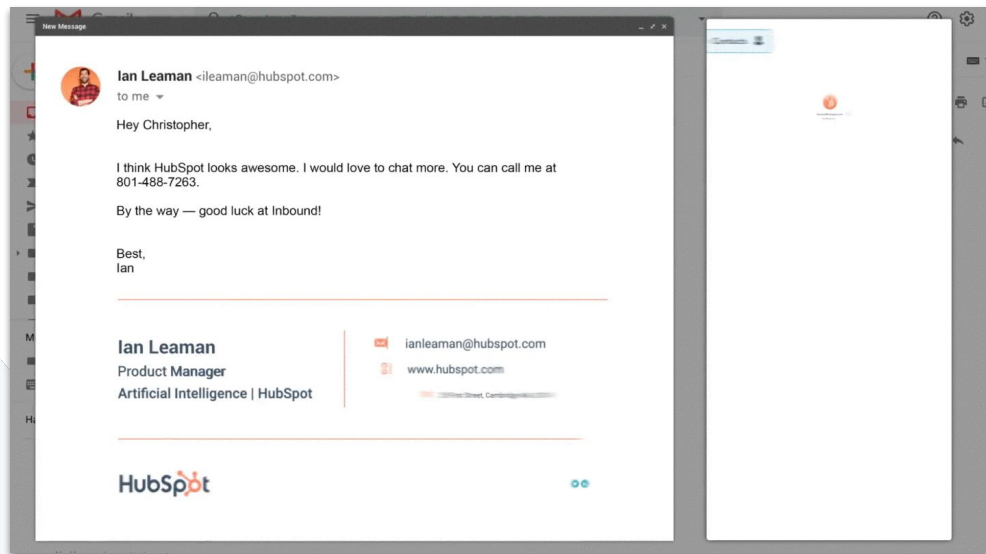
	ASSOCIATED WITH	LAST CONTACTED	LAST ENGAGEMENT
<input type="checkbox"/> Follow up	Duane Lindsay	11 days ago You emailed	4 days ago Duane Lindsay opened email
<input type="checkbox"/> Follow up	Cordelia Hodges	7 days ago You called	15 days ago Cordelia Hodges replied to...
<input type="checkbox"/> Follow up	Lois Brewer, +1	3 days ago You emailed	--
<input type="checkbox"/> Follow up	Victoria Stephens	3 days ago You emailed	6 days ago Victoria Stephens opened e...
<input type="checkbox"/> Follow up	Lucy Gregory	3 days ago You emailed	9 days ago Lucy Gregory clicked link



Artificial Intelligence

# Automatically populate your CRM with important data

Available Now | All Sales Hub Users



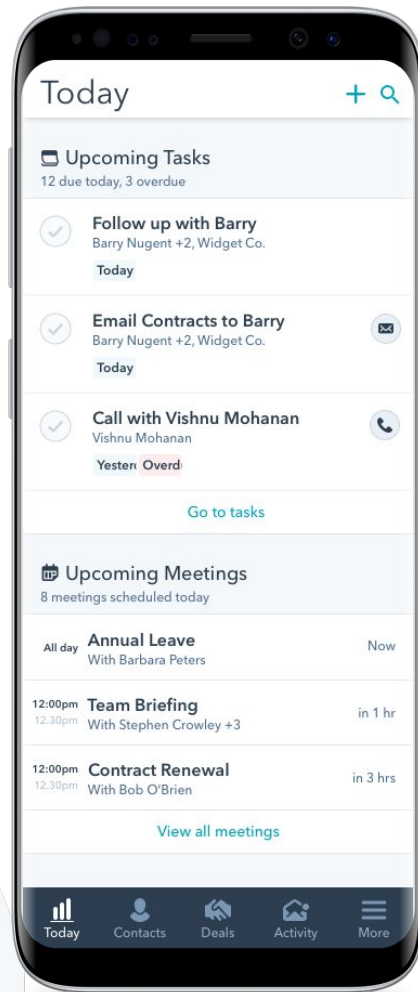
## Mobile App

Always at your fingertips,  
wherever you go

Available Now | All Users



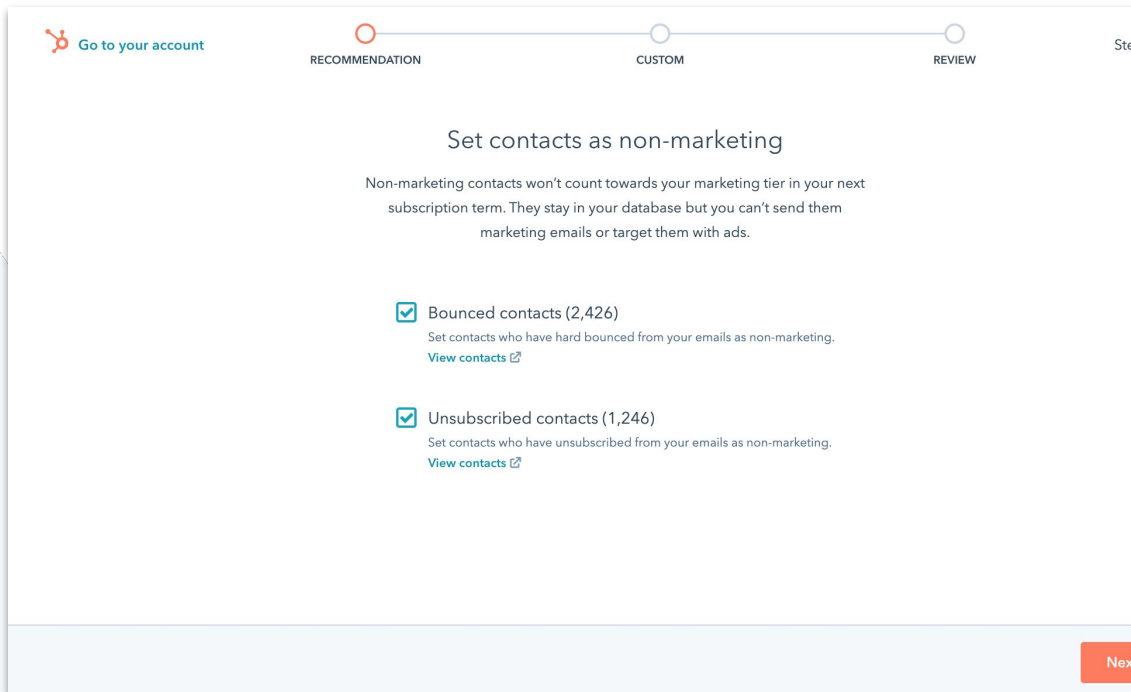
Install on  
your phone



## Marketing Contacts

# Pay for what you need (when you need it).

Coming Soon | Marketing Hub Starter,  
Professional, and Enterprise



The screenshot shows a wizard interface with three steps: RECOMMENDATION, CUSTOM, and REVIEW. The 'CUSTOM' step is active. The main heading is 'Set contacts as non-marketing'. Below it, a paragraph explains that non-marketing contacts won't count towards the marketing tier in the next subscription term. There are two list items, both checked:

- Bounced contacts (2,426)  
Set contacts who have hard bounced from your emails as non-marketing.  
[View contacts](#)
- Unsubscribed contacts (1,246)  
Set contacts who have unsubscribed from your emails as non-marketing.  
[View contacts](#)

At the bottom right, there is a 'Next' button.



# Marketing Contacts

Available October 21

(Existing Marketing Hub customers up for renewal in October can switch starting October 1)

## Mark Eligibility with Ease

The marketing contacts eligibility flow makes identifying your marketing contacts as simple as a few quick clicks with automatically generated lists of bounces and unsubscribes -- plus, the ability to add custom filters and lists of your own.

## All of Your Contacts in One Place

Enjoy unlimited contact storage up to one million contacts, plenty of room to fit the needs of every corner of your business. No more storing contacts in complicated sheets or databases.

## Keep Your Contacts Clean

Automatically categorize new contacts as marketing or non-marketing from forms and integrations with help from quick settings updates or a simple workflow.

## Unlimited Growth Potential

Larger contact bands give you more room to grow -- which means you can spend less time worrying about hitting contact limits and more time providing an excellent customer experience.

Plus, scaled contacts pricing makes individual contacts cheaper as you grow -- giving you economies of scale.





# Case Study



# Questions?



# Up Next: The Future of Work Depends on Data and Revenue Communications

Thursday 15th October, 9:00 AM (AEDT)



James  
Moore



Scott  
Britton



Michael  
Brain



Thank you

