

Troops for Slack & HubSpot Early Access Program



Transform the way your teams interact with your customer data.

Connect HubSpot CRM and Marketing Hub with Slack, using Troops, to empower your sales team with the right alerts, reports and data when and where they need it.

CRM data at your fingertips in Slack - be alerted to anything that impacts revenue wherever you are, whenever you want.

Picture this...

Improved sales follow up on qualified leads with real time notifications, improved CRM data hygiene and forecasting, and the ability to easily update contacts, deals and more right within slack.

A collage of three Troops notifications and a woman on a phone. The notifications are:

- Notification 1:** Troops.ai APP 9:00 AM. Opportunity has been in qualified for 14 days. First Name: Paul, Last Name: Britton, Owner: Greg Reich, Company: Globex, Email: paulb@globex.com, Status: In Progress, Last Activity: Open - Not Connected. Buttons: Closed Lost, Update Big 5, Close dates.
- Notification 2:** Troops.ai APP 9:00 AM. You have a new lead! First Name: Paul, Last Name: Britton, Owner: Greg Reich, Company: Globex, Email: paulb@globex.com, Status: In Progress, Last Activity: Open - Not Connected. Buttons: Convert Lead, Create Contact, Make a Call.
- Notification 3:** Troops.ai APP 9:00 AM. @adam one of your accounts is renewing in 90 days. Account: Acme Corp, Health score: 4 ➡ 9, Annual Revenue: \$5,000,000, Employee: 10,000, Account Type: Customer-Direct. Buttons: QBR Email, Update Next Step, Create Task.

In the background, there is a smartphone screen showing a call in progress with the number (718) 324-7000 and the text 'calling...'. A woman with long brown hair, wearing a black blazer, is holding a smartphone and looking at it. There are green dashed lines around her head.

Why Troops?

Because your entire team will benefit.

Real-time updates, coaching, actions and insights at your fingertips.

Sales Leaders

Know what's happening in real time and find coaching moments.

Sales Operations

Create and deploy new revenue processes that are adopted immediately.

Account Executives

Get back time every day and spend more time with customers.

Customer Success

Provide world-class customer experiences that increase retention.

C-Suite Executives

Get the revenue visibility you need to inform strategic business decisions.

Sales Engineers

Quickly confirm deals you're working on, without logging into HubSpot.

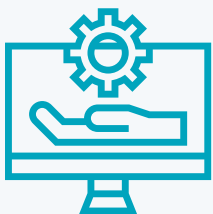
"Work rates of qualified leads improved by 50% when HubSpot used Troops to send Slack notifications instead of email notifications"

Kat Warboys, Head of Marketing ANZ, HubSpot.

Get early access

HubSpot are offering a limited number of spots in the integrations early access program. Don't miss out on this exclusive opportunity.

Register your interest today. You'll get access to:



Free 60-day access to Troops.



Full onboarding, success support and training sessions for your user base.



Regular bi-weekly check-ins with product and success teams.