2018 Q1 Joburg HUG

Sales Enablement

By Steen Gordon - Principal Channel Manager at HubSpot

HubSpot
Joburg
USER GROUP

#JoburgHUG

MAZARS

Welcoming and announcements

Darren Leishman

MD Spitfire Inbound & JHB HUG Leader

@darrenleishman

Next HUG dates

Q2 – June 2018

- Contact re-engagement – TBC
- Speaker: Kareem Mostafa – Partner Marketing Consultant

Q3 – 22 August 2018

- Reporting and Metrics
- Alison Leishman and Jackie Stierlin

Q4 – 14 November 2018

- INBOUND wrap up
- Speaker TBC

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Announcements

1. Advanced User Groups
2. Job ads on the Joburg HUG website
3. Blog contributors
4. Speakers

Introducing speaker

Steen Gordon

Principal Channel Manager at HubSpot

#SteenGordon

MARKETING
SALES
CRM

Sales ROI from your HubSpot investment

[Steen Gordon]

The Hubspot Growth Stack

Hubspot offers a full stack of products for marketing, sales, and customer relationship management: powerful alone, and even better when used together.

HUBSPOT MARKETING

Bring your team, tools, and data together in one place.

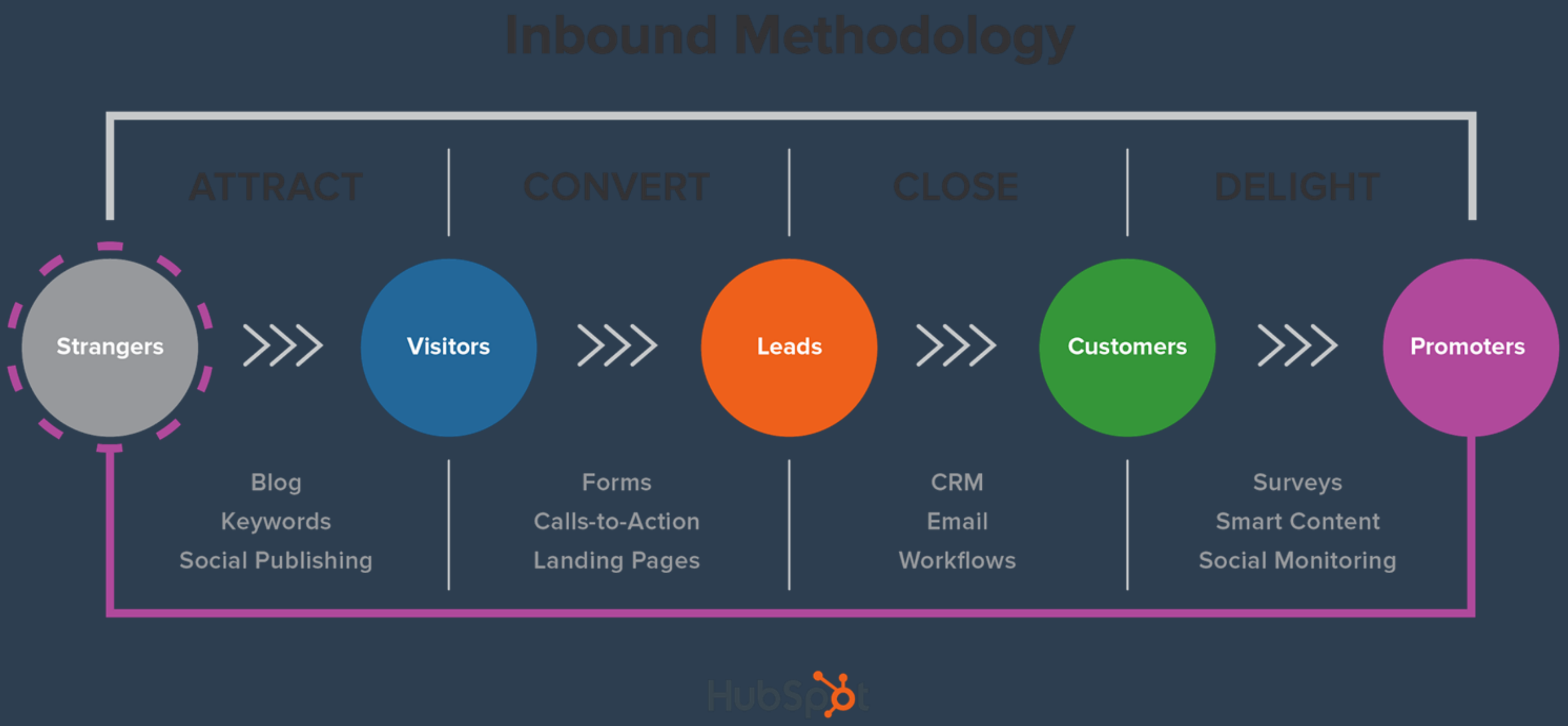
HUBSPOT SALES

Sell in an efficient, modern, human-friendly way.

HUBSPOT CRM

The-easy-to use crm system your sales team will love.

HUBSPOT MARKETING



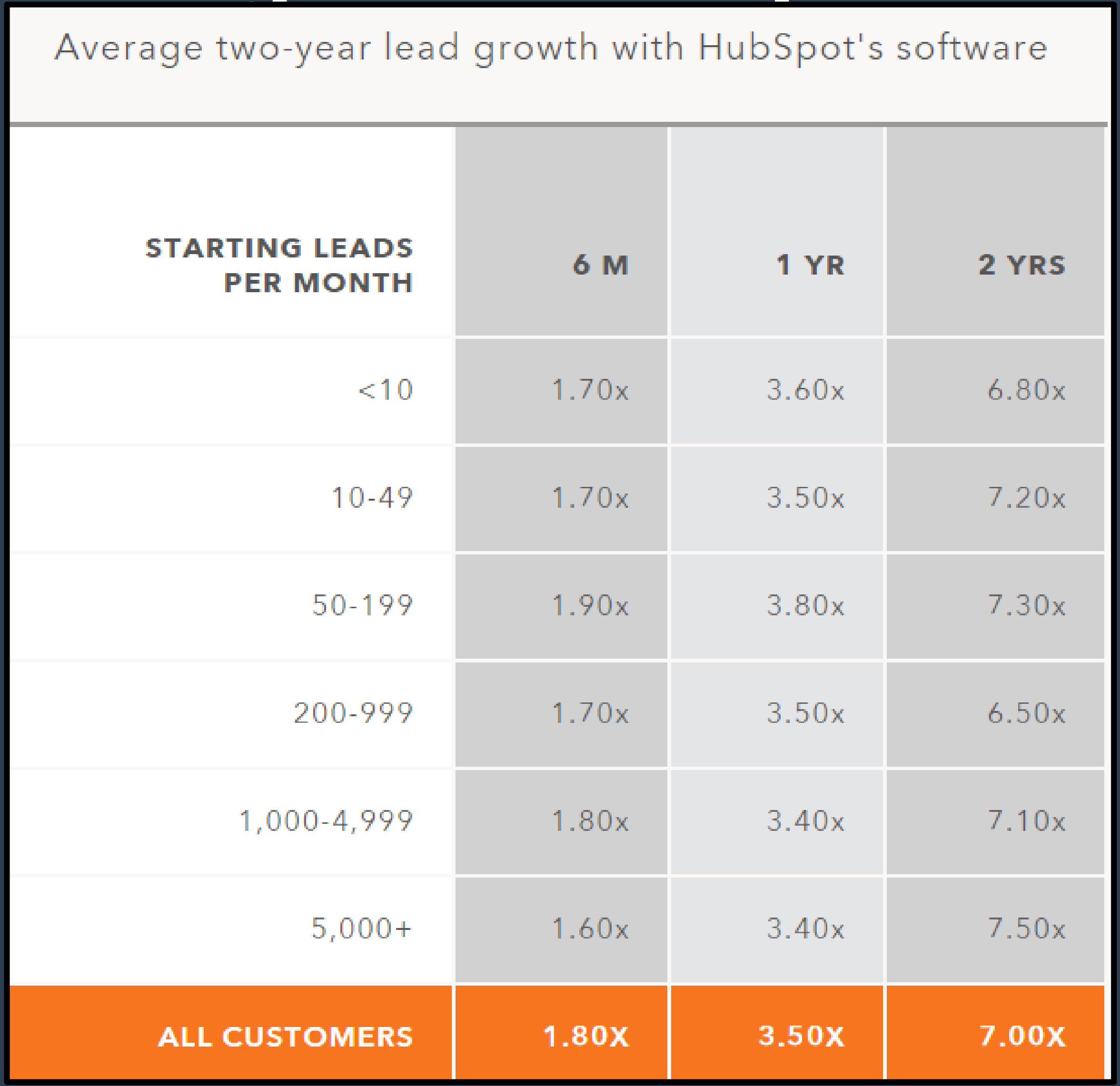
Inbound Methodology

ATTRACT	CONVERT	CLOSE	DELIGHT
Blog Keywords Social Publishing	Forms Calls-to-Action Landing Pages	CRM Email Workflows	Surveys Smart Content Social Monitoring

Strangers >>> Visitors >>> Leads >>> Customers >>> Promoters

HubSpot

The ROI of Using the HubSpot Growth Platform



Average two-year lead growth with HubSpot's software

STARTING LEADS PER MONTH	6 M	1 YR	2 YRS
<10	1.70x	3.60x	6.80x
10-49	1.70x	3.50x	7.20x
50-199	1.90x	3.80x	7.30x
200-999	1.70x	3.50x	6.50x
1,000-4,999	1.80x	3.40x	7.10x
5,000+	1.60x	3.40x	7.50x
ALL CUSTOMERS	**1.80X**	**3.50X**	**7.00X**

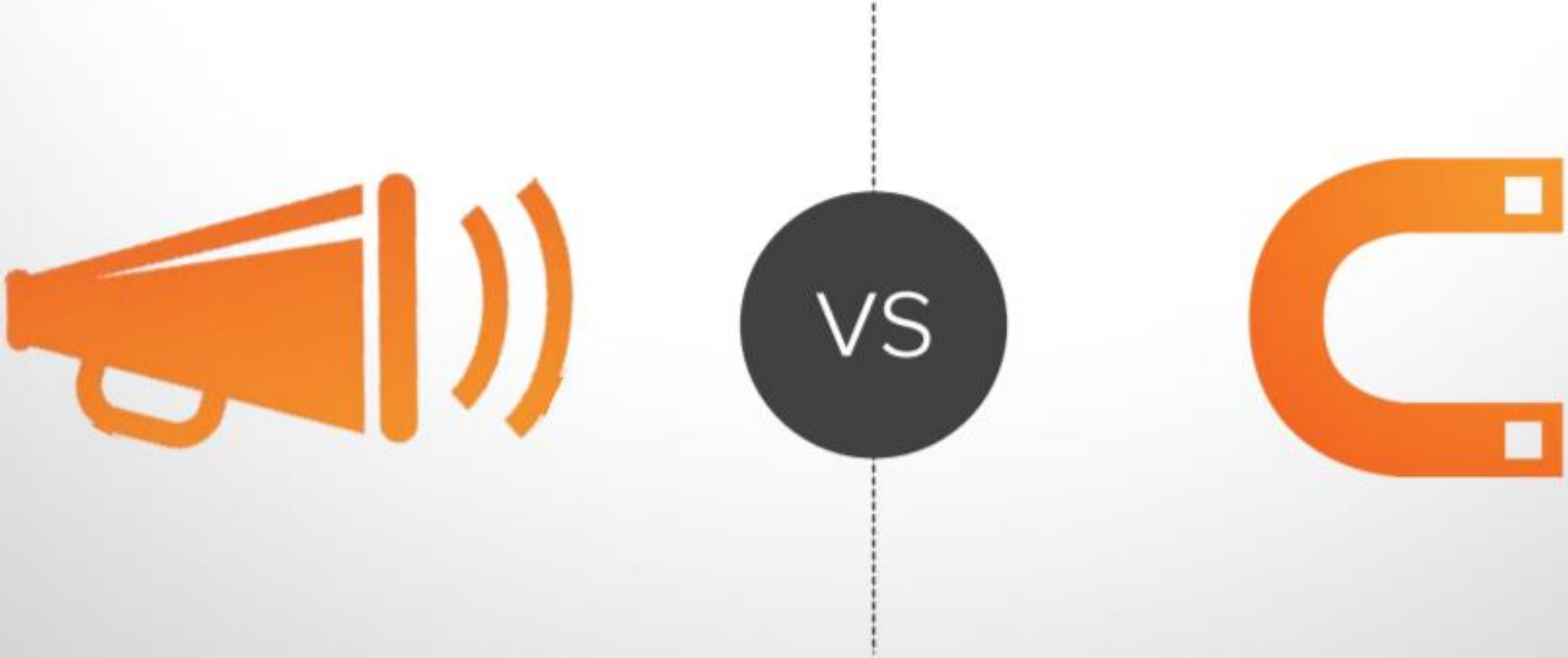
https://www.hubspot.com

Marketing Vs Sales

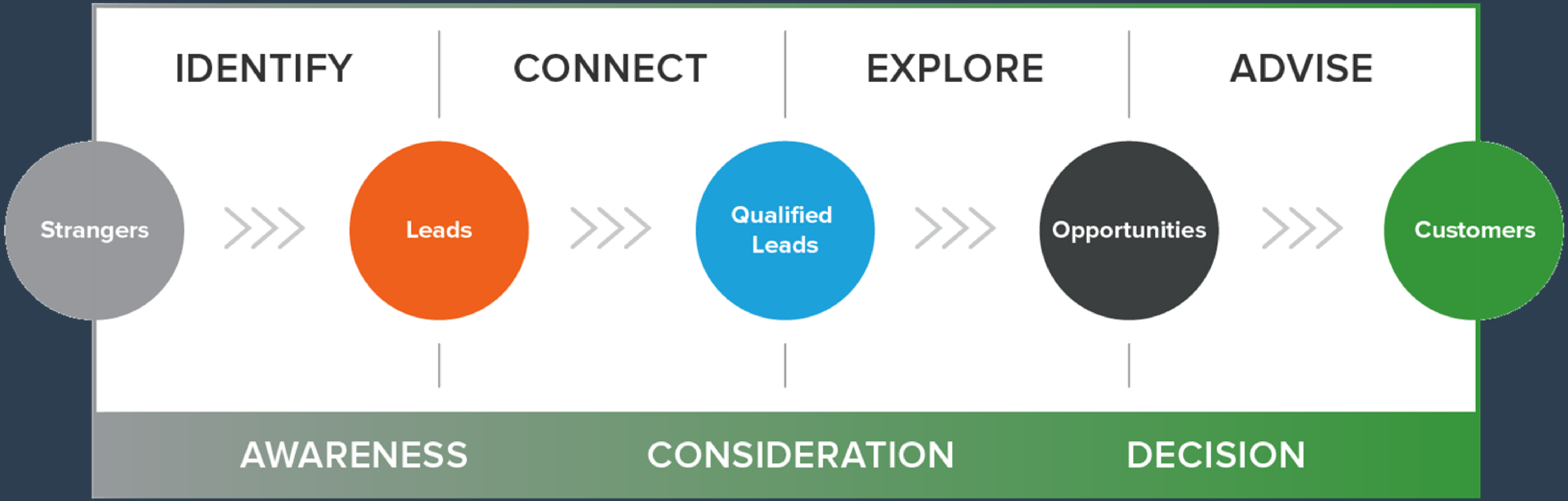
Leads

LEGACY

INBOUND



Inbound Sales methodology

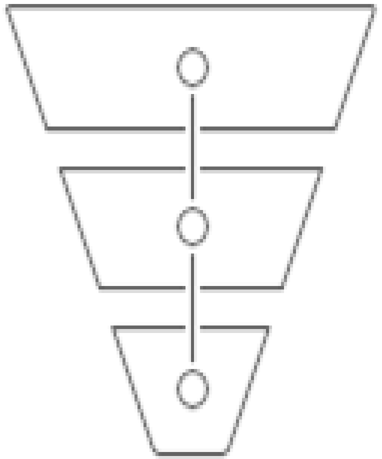

IDENTIFY
CONNECT
EXPLORE
ADVISE
Strangers
Leads
Qualified Leads
Opportunities
Customers
AWARENESS
CONSIDERATION
DECISION

Selling the Way Prospects Buy

Inbound Sales Methodology	Legacy	Inbound
IDENTIFY	Unaware of which buyers are active in a buying journey and identify buyers they believe are a good fit for their offering and start calling those buyers randomly.	Prioritize buyers that are active in a buying journey and use all of the clues available to them to determine who might need their service.
CONNECT	Focus their prospecting efforts on cold emails and cold voicemails that highlight the same generic elevator pitch and entice the buyer with an offer to see a presentation.	Lead with a message personalized to the buyer's context. They develop trust with buyers by showing a genuine interest in helping.
EXPLORE	Transition into presentation mode the moment a buyer expresses interest and revert to a generic presentation, outlining information buyers already have access to.	Transition into exploratory mode when a buyer expresses interest and leverages it in order to develop additional trust and uncover deep buyer goals through a conversation.
ADVISE	Deliver the same presentation and same case studies to all buyers and revert to "auto-pilot" and deliver their standard presentation.	Tailor the presentation to the buyer's context, leveraging the information gathered during the exploratory process.

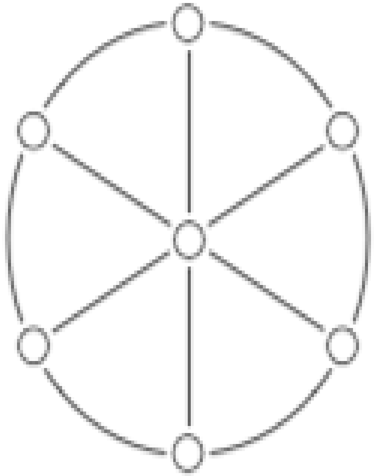
If the salesperson can not add value beyond the
information the buyer can find on their own,
the buyer has no reason to engage with the salesperson.

Sales Process



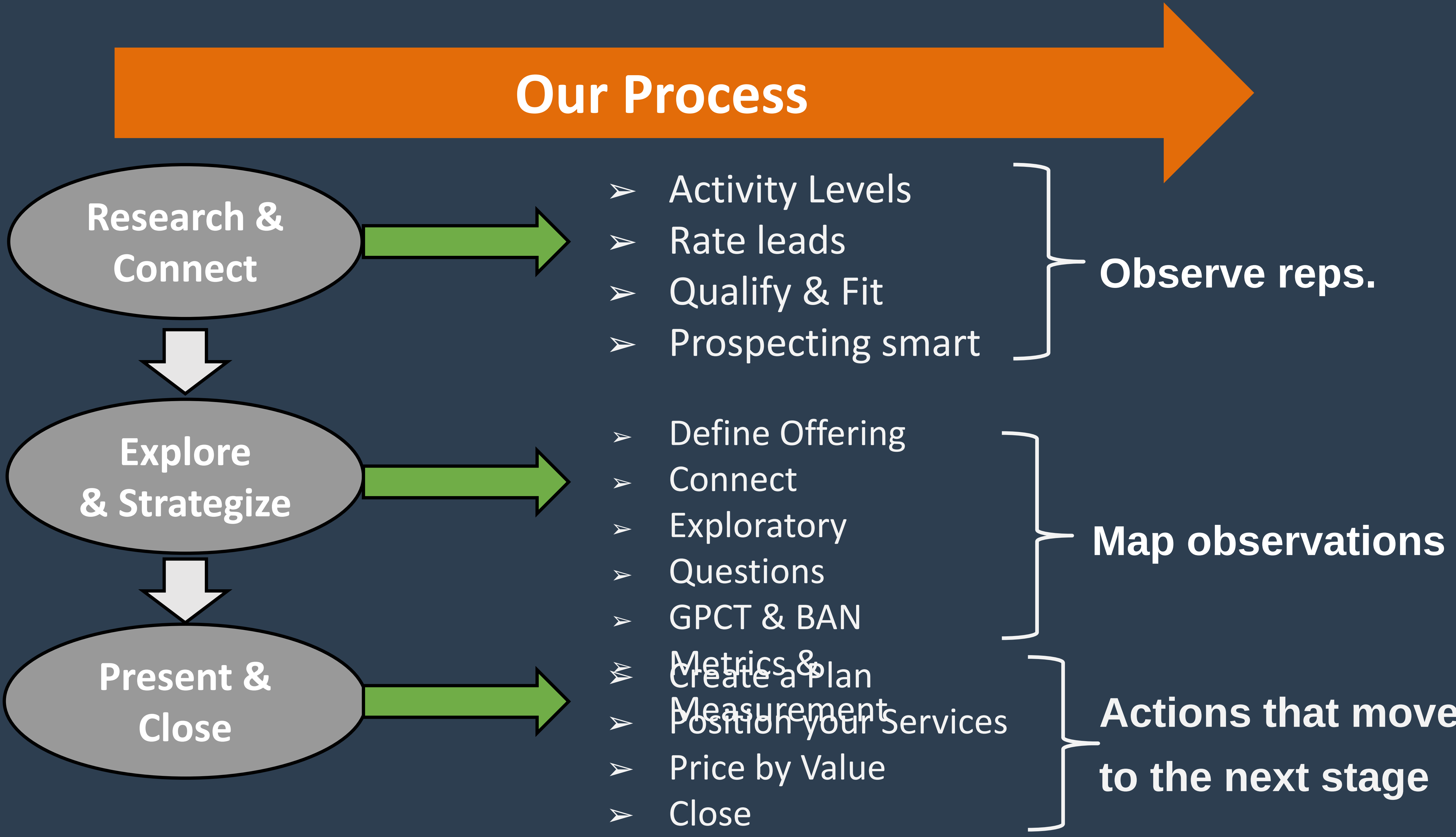
The specific steps employed by sales to close a new customer.

Sales Methodology



The philosophy that the company at large employs to grow through sales.

Our Process



Research & Connect

- ➢ Activity Levels
- ➢ Rate leads
- ➢ Qualify & Fit
- ➢ Prospecting smart

Observe reps.

Explore & Strategize

- ➢ Define Offering
- ➢ Connect
- ➢ Exploratory
- ➢ Questions
- ➢ GPCT & BAN

Map observations

Present & Close

Metrics & Measurement

- ➢ Create a Plan
- ➢ Position your Services
- ➢ Price by Value
- ➢ Close

Actions that move to the next stage

IDENTIFY

Define your prospect fit matrix

	Not Interested	Interested
Good fit	**Nurture Prospect**	★ ***Priority #1*** ★ **Contact Immediately**
Bad fit	**Remove Prospect**	**Nurture Prospect**

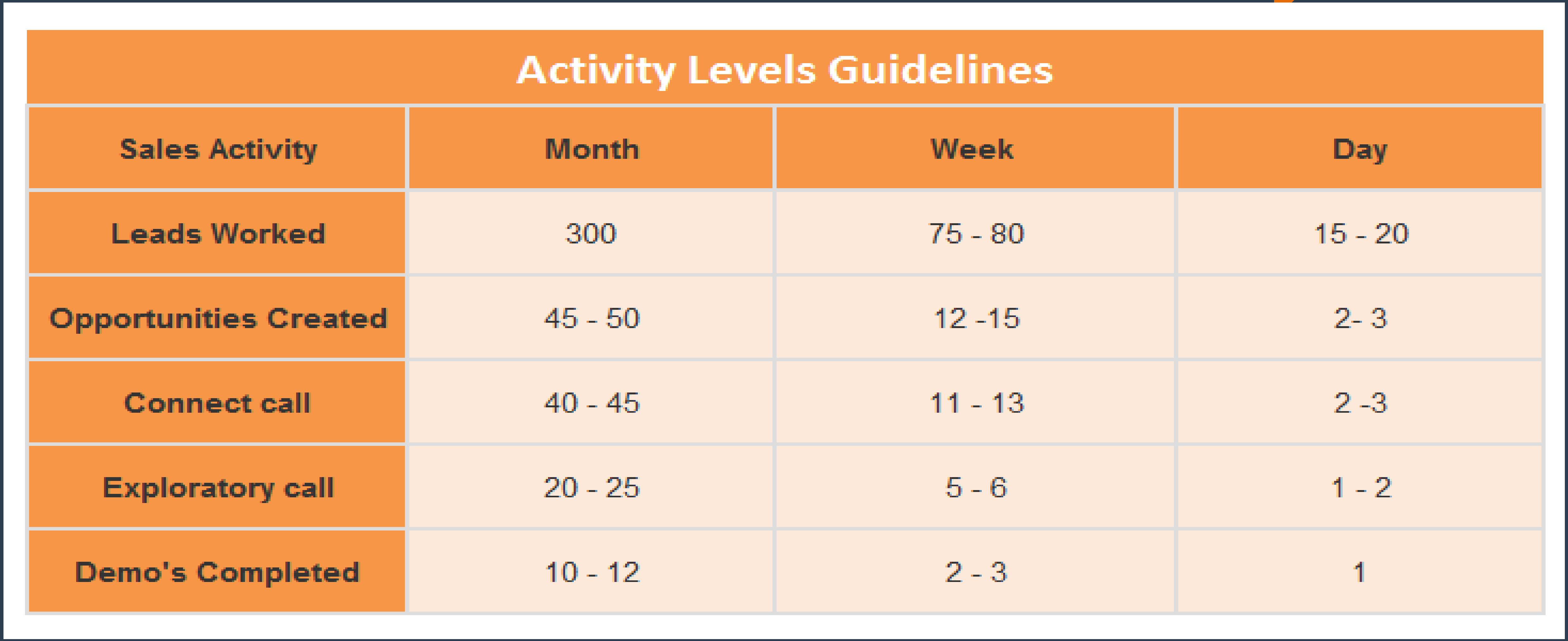
Your Success in Sales is driven by

Activity

Process

Skills

Sales Process Activity Levels



Activity Levels Guidelines

Sales Activity	Month	Week	Day
Leads Worked	300	75 - 80	15 - 20
Opportunities Created	45 - 50	12 -15	2- 3
Connect call	40 - 45	11 - 13	2 -3
Exploratory call	20 - 25	5 - 6	1 - 2
Demo's Completed	10 - 12	2 - 3	1

CONNECT

Connect Call- WHY open the conversation

- Establish an initial relationship
- Start to build credibility & trust
- Achieve Qualification Data points
- Advance the sales process…to exploratory call if appropriate

What the Connect Call is NOT…

- ☐ An elevator pitch
- ☐ An opportunity to explain about your product.
- ☐ A chance to budget qualify right away

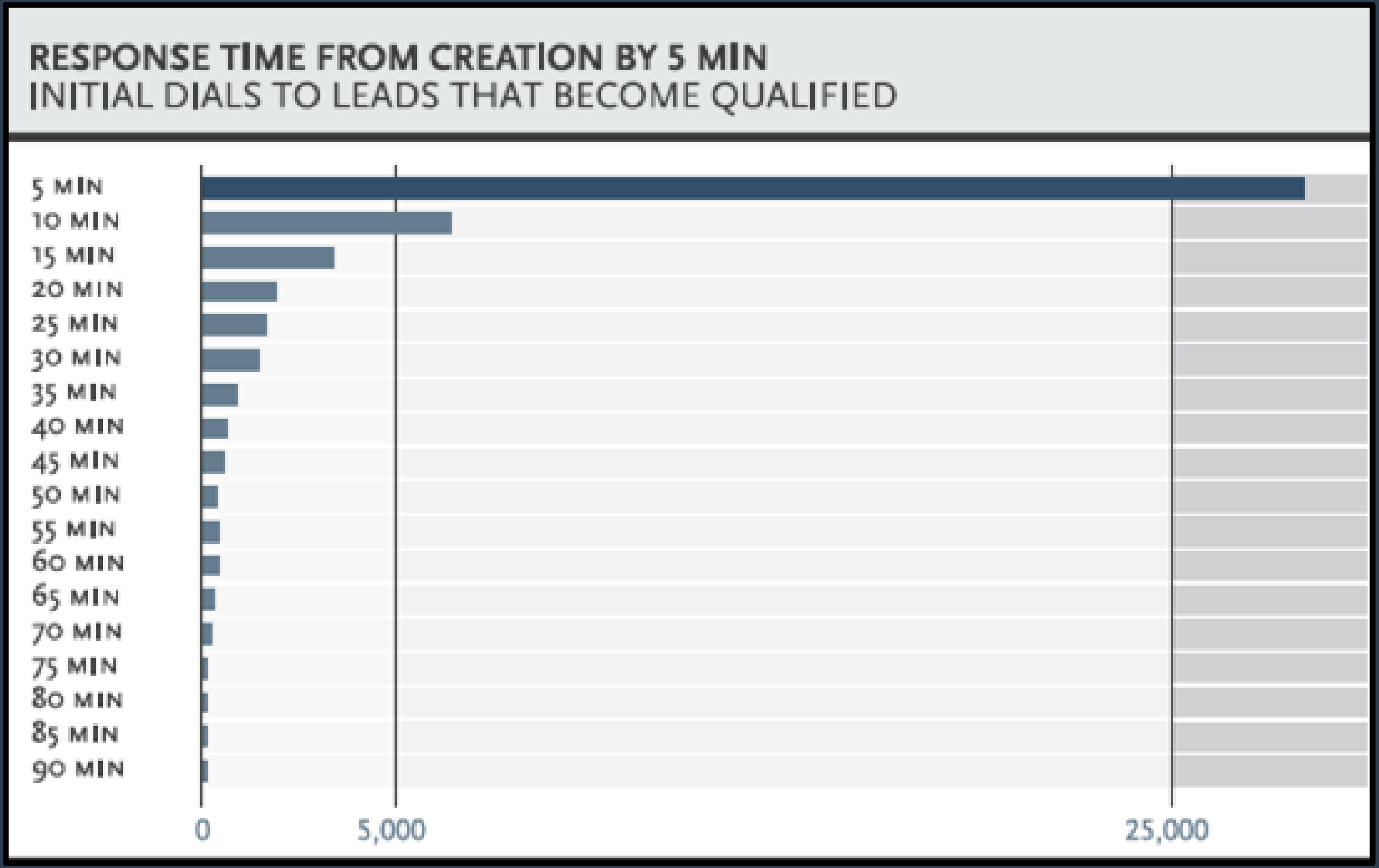
What it is..

- ☐ Do They have a Pain?
- ☐ Do They know They have a Pain?
- ☐ Do They want help with that Pain?
- ☐ Do They want that help from you?

Connect Call - WHEN ?

21X higher chance of qualifying a lead if called in 5 minutes versus 30 minutes

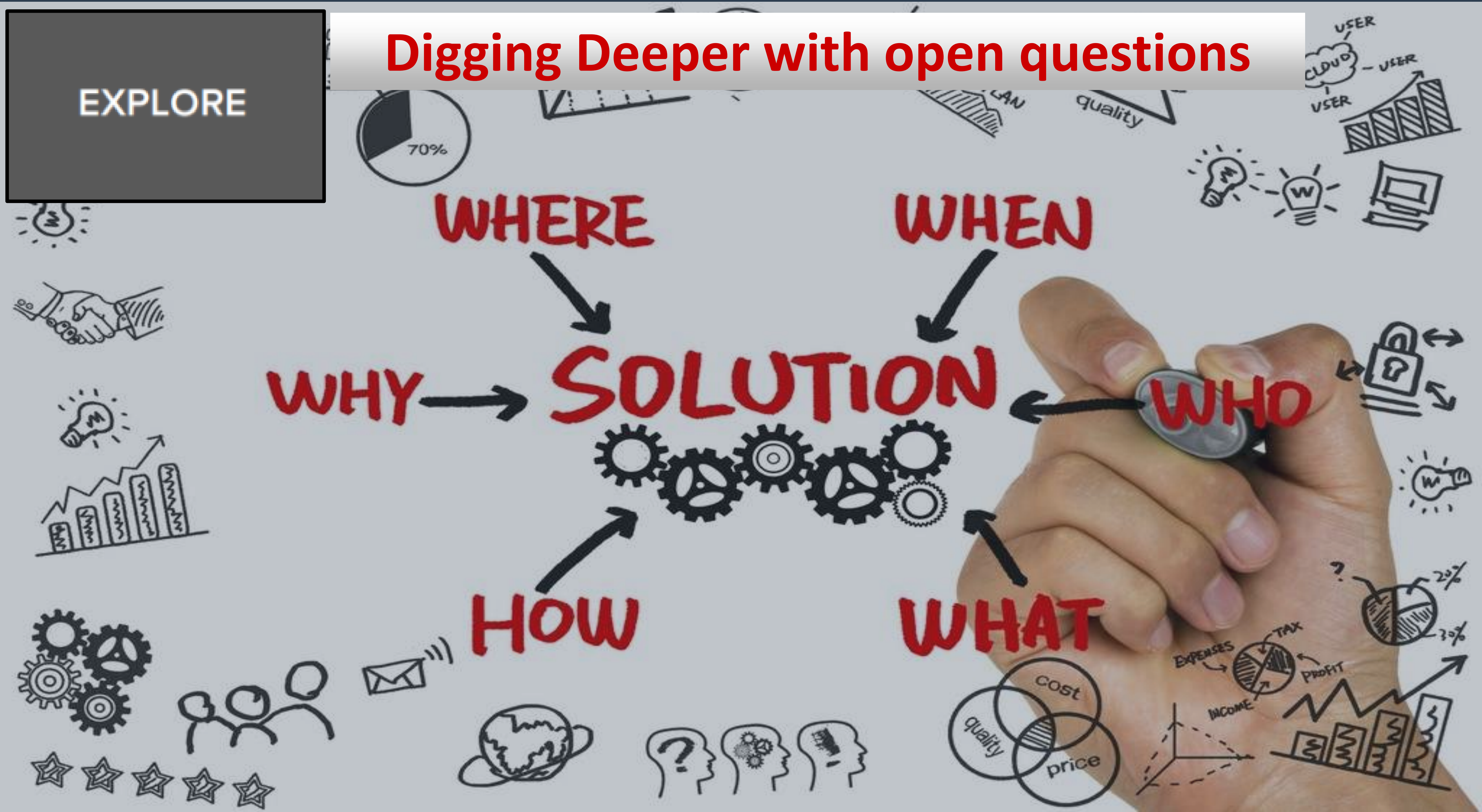
5 minutes to 10 minutes - chances of qualifying **decrease** 4 times.



http://www.leadresponsemanagement.org/lrm_stu

EXPLORE

Digging Deeper with open questions


WHERE
WHEN
WHY
SOLUTION
WHO
HOW
WHAT
70%
USER
CLOUD
USER
USER
quality
cost
quality
price
EXPENSES
TAX
PROFIT
INCOME
20%
30%

EXPLORE

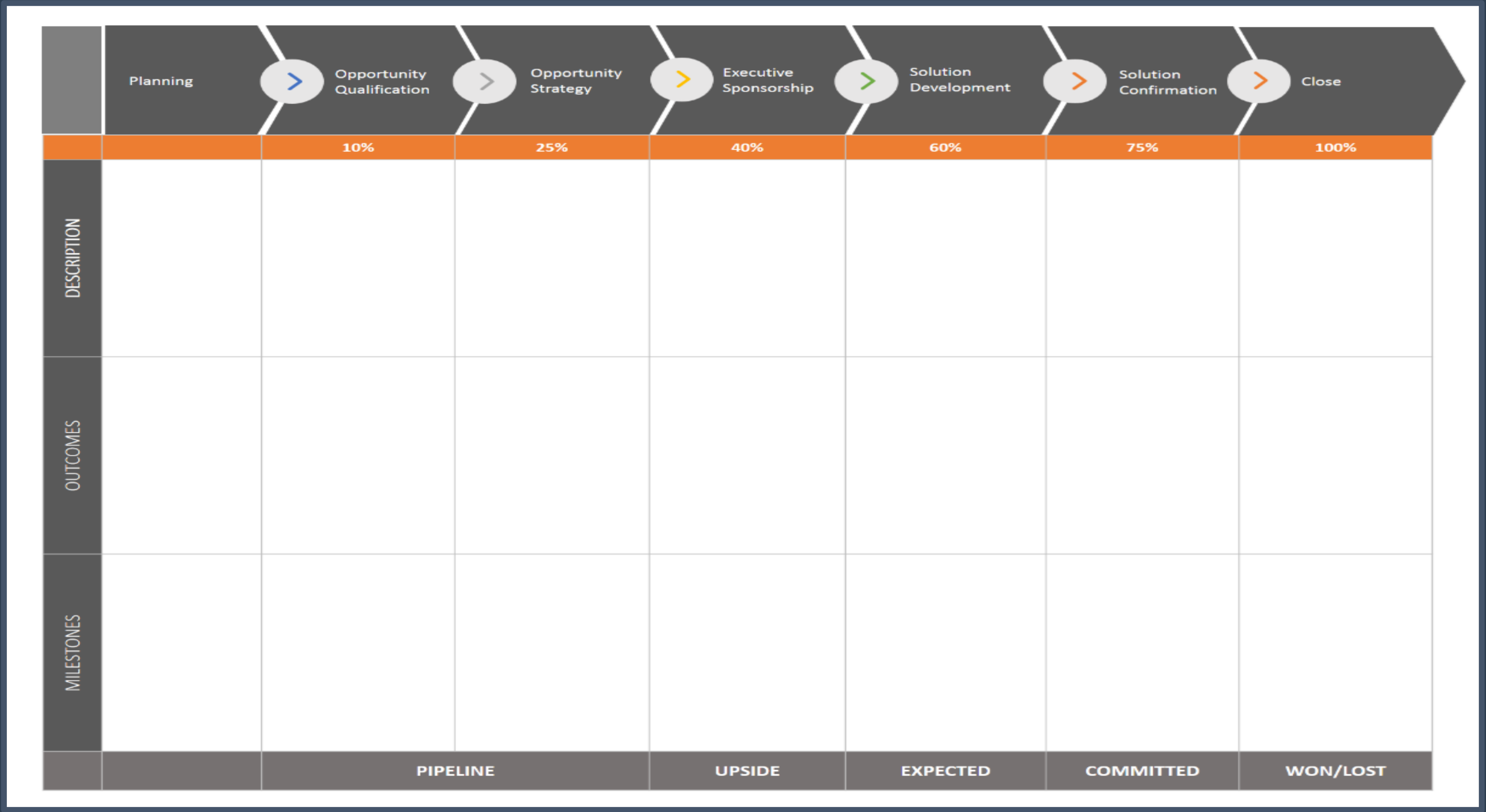
- Identify the pain
- Quantify the Pain
  - How many leads are you generating today?
  - If that continues will you meet your goals?
- Uncover how painful it is:
  - is that a problem for you
  - tell me more on that
  - If it remains unaddressed what happens?

ADVISE

Closing Framework

- Bringing it together
- Opportunity to bring everything together for a Closing Sequence (Contract)
- Summarize their Current Situation
- Summarize their Goals
- Share Challenges the Prospects is Facing
- Continue Qualifying to make sure you haven’t missed anything

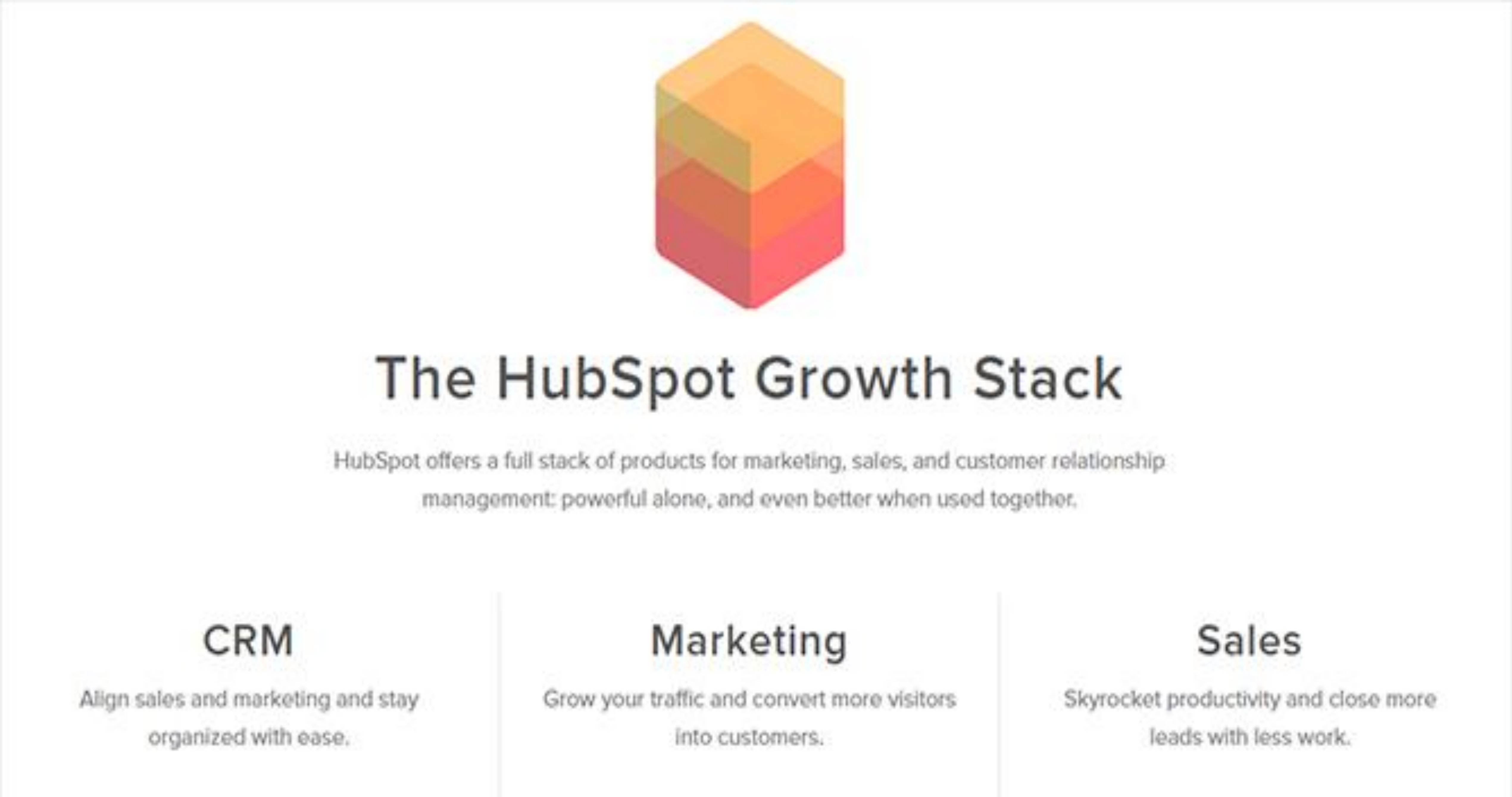
Defining a Sales Process



	Planning	Opportunity Qualification	Opportunity Strategy	Executive Sponsorship	Solution Development	Solution Confirmation	Close
		10%	25%	40%	60%	75%	100%
DESCRIPTION							
OUTCOMES							
MILESTONES							
		PIPELINE		UPSIDE	EXPECTED	COMMITTED	WON/LOST

https://offers.hubspot.com/sales-process-template

Bake your process into your CRM



The HubSpot Growth Stack

HubSpot offers a full stack of products for marketing, sales, and customer relationship management: powerful alone, and even better when used together.

CRM

Align sales and marketing and stay organized with ease.

Marketing

Grow your traffic and convert more visitors into customers.

Sales

Skyrocket productivity and close more leads with less work.

NEXT STEPS

* Write down the buyer’s journey and map your sales process to it

* Identify one or two of your recent calls and see if it aligns with the buyer’s journey

* Sign up for the Inbound Sales Certification Course in HubSpot

https://certification.hubspot.com/inbound-sales-certification-course

Thank you!

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