ACTIVITY: Introduce yourself

Hi, my name is .....

My company, [company name]

Provides/ is developing [value/ service/ outcome]

Inbound Strategy Workshops
& Hubspot consulting for successful teams.

- 15 years experience in sales & marketing
- Helped consult & train 350+ Hubspot customers
- Trained staff internally at Hubspot

@aboutinbound

GOAL

1. Implementing better structures when building a sales team
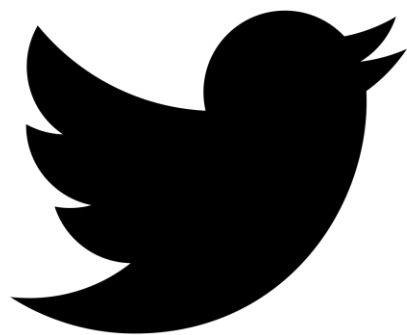
+

2. Implementing a robust sales process

=

3. Helps sales teams sell efficiently at a higher velocity

1. Building a sales team

1. Building a s~~al~~es team ^(Revenue)

What department is having the greatest impact on the sale?

70%

of a buyers research is done before they talk to sales.

Source: Hubspot

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It's a team effort.

"IN A WORLD WHERE OUR AIM IS TO CROSS-SELL MULTIPLE PRODUCTS INTO THE SAME COMPANY, IT'S MORE IMPORTANT FOR US TO DEFINE A TARGET COMPANY THAN A TARGET INDIVIDUAL"

ACTIVITY: BUYER PROFILE

1. Are there customer sizes that are ideal/ not ideal?

2. How do you define size?
   e.g. employees, customers revenue or another metric.

3. Are there geographic locations that are ideal / not ideal?

4. What types of business's do you sell to?
   e.g. b2b, b2c, ecommerce, software etc.

Ideal Mid-Market Company Persona

Company Attributes

- Usually B2B

- Evidence of budget; likely already paying for some kind of software or paid campaigns

Ideal Mindset

- Has smart ideas about their own goals & strategy, but still values our thought leadership.

- Already understands the role of tools like HubSpot Marketing and HubSpot CRM.

- May already be using a CRM system they perceive to be too complicated or too expensive.

- Marketers & salespeople interested in growth and improvement in their skills.

- Comfortable with technology, but value simplicity and speed over infinite flexibility.

- May need help getting set up early on; relatively autonomous once they hit th

Team Characteristics

- 11-200+

- 2+ marketers

- 3+ salespeople

Common Industries

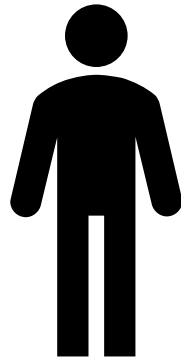- Software / Tech

- Manufacturing

- Business Services

- Telecom

- Human Resources

RECOMMENDATION >

Unite behind a single company persona instead of focusing on individual users.

H2H

Buyer

Seller

Build a team around your customer

Who is doing the selling?

- Is it your website?
- Is it your content?
- Is it your reps?

?

Seller

Finding the right seller for your team & keeping them engaged?

1. Hiring = coachability
2. Culture = employer branding, always be helping
3. Shared revenue goals = alignment
4. Continual learning = competitive advantage

2. Building a sales process

Sales methodology

Definition:

Your organisations philosophy or approach to driving sales effectiveness.

Examples:

- Inbound sales methodology
- Solution selling
- SPIN selling
- Challenger selling
- Consultative selling
- Strategic account selling
- Customer focused selling
- Conceptual selling

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Inbound sales methodology

Sales Process

Definition:
A set of repeatable steps your sales team takes with a prospect to move them from early stage to a closed customer

Examples:
- Inbound Process
- SPANCO
- BANT
- MEDIC
- GPCT

The two philosophies that drive inbound sales are:

1. Inbound sales teams base their entire sales strategy on the **buyer rather than the seller.**

2. Inbound salespeople personalise the entire sales experience to the **buyer's context**

Identify

Researching and identifying leads that are active in the buyer's journey

Identify

Buyer

Researching and identifying leads that are active in the buyer's journey

Active over passive

Buyer

Inbound sales people prioritise active buyers ahead of passive buyers.

Identify >   Connect >   Explore >   Advise

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Start with propsects showing signs of interest

Visits

Search for a visit

All visits

All saved filters >

All visits
721 visits   Options ▾

Internet service
provider is equal to   ✕
False

Min Revenue is
greater than or   ✕
equal to 1000000

+Add filter

Save   Reset

✉ Manage Notifications

☆			●		1	1	29 Jan 2018
☆			●		6	4	22 Jan 2018
☆			●		10	10	19 Jan 2018
☆			●		1	1	9 Jan 2018
☆			●		3	1	28 Dec 2017
☆			●		188	128	20 Dec 2017
☆			●		2	2	14 Dec 2017
☆			●		7	7	14 Dec 2017
☆			●		2	1	12 Dec 2017
☆			●		3	2	12 Dec 2017
☆			●		4	4	8 Dec 2017
☆			✔		17	10	23 Nov 2017

Identify >   Connect > 1 Explore> 6 7 Advise 11 Next ❯ 25 per page ▾

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Build off warm pathways that already exist

Identify >   Connect >   Explore >   Advise

Trigger events – other Sources of active buyers

We can reference these updates as trigger events to engage our prospects in **real** conversations.

Customize alerts to send real-time, daily, weekly, or monthly updates on whichever keywords are relevant to our prospects. We can use these to tailor our outreach.

Connect with prospects after they stop using a competitor's product to engage them while they're on the market for a better offering.

Identify contacts that are in engaged

< Back

Filtering on "All contacts"

Last page seen

⊙ contains

[Form submissions]

○ doesn't contain

○ is known

○ is unknown

[Apply filter]

Demographic

- City
- No. of employees
- Industry
- Annual revenue

Behavioural

- Email clicks/opens
- Social clicks
- Form submission
- Event attended
- Meeting booked

Frequency

- Number of visits
- No. of pageviews
- No. of submissions
- No. of events clicked
- No. of video views

Recency

- Last email open
- Time of last visit
- Recent conversion
- Became a lead date
- Most recent social click

Identify >   Connect >   Explore >   Advise

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Connect

Connecting with leads that are active in the buying process with personalised messaging.

WE AUTOMATED THINGS!

EMAILS SENT THIS MONTH

more emails & calls usually doesn't equate to better results.

PEOPLE ENGAGING THIS MONTH

Instead of blasting out thousands of untargeted messages in the hopes of a few worthy replies...

Identify >   **Connect >**   Explore >   Advise

Choose a worthy starting point and tailor each message

New note   Email   Call   + Log activity   Create task   Schedule

Templates   Sequences   Documents   Meetings ▾

To   caragh kennedy (ckennedy@hubspot.com)   Cc Bcc

From   Vourneen Taylor (vourneen@aboutinbound.com ▾)

Subject   Fixing problems and moving forwards

Hi caragh,

Thanks for taking the time to share a little about as well as the goals and challenges you face.

If you would like to learn how other companies are dealing with challenges like yours, I would be happy to schedule a call. We could also talk a bit more about your challenges and determine whether or not I might be able to offer some help.

If you would like to talk some more, please use this link to my calendar where you can schedule a mutually convenient time for us to speak.

https://app.hubspot.com/meetings/vourneen

Identify >   **Connect >**   Explore >   Advise

Use snippets within Outlook or Gmail to quickly add content and personalise your message

Use sequences to engage leads

Initial touch

IF REPLY, TERMINATE SEQUENCE

company & HubSpot | Your recent download has me thinking...

Hi firstname

I'm reaching
for compan

I schedule
other simila

I have thes
couple new

Thoughts?

All the best
salesforcec

If no reply, after 2 days send

IF REPLY, TERMINATE SEQUENCE

HubSpot & company | Marketing discussion

Hi firstname,

You
for

- D
- C
- N

Not
our

I'm
ins

Be:
sa

If no reply, after 2 days send

IF REPLY, TERMINATE SEQUENCE

Email buried?

Hi firstname,

My intent is certainly not to be a bother. I've worked with many similar companies - I wouldn't be reaching out if I didn't think I could be helpful.

I have some ideas that I can explain in 10 minutes that can get help company increase lead flow in 2016. I can also share some case studies and valuable info on how you are stacking up to your direct competition.

For convenience you can easily schedule some time here: sales_rep_owner_meeting_url

Best,
salesforceownername

Explore

Explore qualified leads' goals or challenges to assess whether they are a good fit.

Use survey's to get more context before a call

Send Update

To... Vourneen Taylor;

Subject About Inbound M

Location Skype: vtaylorhub

Start time Mon 15/01/2018

End time Mon 15/01/2018

Let's talk via Skype so I can share my

To get us started I have created a pre

There are 8 questions in total and sh

If you have any other material which

(If you would prefer me to call you le

ABOUT INBOUND – Pre-project client survey

(1) What are the project deliverables? What do you need help with? e.g. website development, content strategy, training workshop, persona development, rebranding, conversion optimisation, consulting etc.

(2) How will we know if we've been successful with the project deliverables? What is your <boss/board/colleagues> expecting from this engagement? What has failed previously with similar projects?

Use the tools that are collecting information on your buyers to apply context

SEPTEMBER

Kristen Wyatt visited your **Pricing Page**   09/10/15 at 1:13PM

Kristen Wyatt registered for your event via Eventbrite   09/04/15 at 2:27PM

Kristen Wyatt logged in to a trial   09/02/15 at 2:01PM

AUGUST

Kristen Wyatt opened your tracked email   08/08/15 at 12:10PM
Saw this article, thought of Quantify.ly

Log notes and follow up after a call with helpful relevant content & clear next steps

✎ New note	✉ Email	☎ Call	＋ Log activity	▭ Create task	📅 Schedule

Due Date

Enter your task

Tomorrow ▼   Add a time

- Take notes & Log activity

- Use snippets to insert a call script guide

- Create a task as a reminder

- Schedule your next call with your prospect

..... all from the same window!

B *I* U ✐ ▤

Type	Assigned to	Email reminder	Queue
To-do ▼	Vourneen Taylor ▼	The day of ▼ ⏰ 08:00 ▼	None ▼

Advise

Advise prospects on why your solution is uniquely positioned to address the buyer's needs.

Before you dive into a demo customise it to the buyers context based on what you've learnt

Listen for signs of interest to tailor the next step.

Document deal stages in your CRM to keep on track

Slides & additional resources

Aboutinbound.com/HFS

Hubspot for Startups Onboarding Package

Aboutinbound.com/HFS