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Sales Hub and the Prospecting Workspace

From qualifying leads to closing deals



Meet the Speaker



Nick Decoulos

Sales Professor
HubSpot Academy

I teach people how to
do sales in Sales Hub

Agenda

- 1 Sales Challenges in 2024**
- 2 Lead qualification and management**
Demo and walk through of lead management tools
- 3 Managing pipelines, deals and reporting**
Demo and overview of deal management and analytics
- 4 Q&A**
Live Q&A and resources to help up your Sales Hub game

Tell us in the chat:

What are some of the biggest challenges salespeople face in 2024?



The **problem?**



Productivity

The **old** solution



More
Reps



More
Tools



More
Activities

The **NEW** way



Right
Activities

Connection-oriented

Effective
Reps

AI-Assisted

Productivity

Driven by:



Relevance



Intelligence



Diagnosis

Sales Journey



Prospecting

Qualifying leads



Challenges

- Breaking through the noise and reaching leads
- Connecting leads with the right BDR/Rep
- Tailoring your sales software to your processes

HubSpot Value

Quickly route and connect with prospects - with custom flows that fit your business

Market Research

- Only 59% of sales pros say the leads from marketing are high quality.
- 28% of sales pros say the sales process is taking too long - the biggest reason? Prospects backing out of deals

Key Features

- Lead form routings
- Scheduling Meetings
- Sequences

Demo

Prospecting

Managing and working leads



Challenges

- Working across multiple tabs and systems
- Automating prospecting activities and saving time
- Syncing data and reaching the decision maker

HubSpot Value

Bring the best data in, while automating processes and focusing reps on prospecting

Market Research

- Sales pros are only spending around 2 hours a day actually selling - the rest is on manual/admin
- AI can save sales pros 2+ hours a day, 78% already say it helps them be more efficient in their job.

Key Features

- Prospecting workspace and leads
- Engagement tools
- Lead Object

Demo

Deal Management

Managing pipelines and working deals



Challenges

- Deal cycles slowing and larger buying committees
- Slowing revenue growth and smaller deals
- Sales team productivity and prioritization

HubSpot Value

Close more deals faster with intelligent & delightful deal management tools.

Market Research

- Sales cycles now include on average 5 decision makers.
- 1 in 4 sales leaders say they have too many tools.
- 48% of sales leaders think tech can greatly help with deal management processes.
- 40% of leaders say actually closing deals is their top challenge, compounded by having to do more with less.

Key Features

- Deal board
- Deal interface and score
- Key sales tools

Demo

Sales Reporting and Analytics

Measuring performance and forecasting results



Challenges

- Lack of visibility into sales performance
- Trouble forecasting and predicting revenue
- Lack of insight into best performing activities

HubSpot Value

Give leaders complete visibility into performance and identify trends

Market Research

- 45% of sales pros are overwhelmed by the amount of tools in their tech stack.
- 44% of sales leaders want to invest more in the quality and depth of customer insights.
- 64% of leaders think reporting and analytics is the biggest area where tech can help.

Key Features

- Sales Reports
- Insights and Forecasting
- Coaching tools

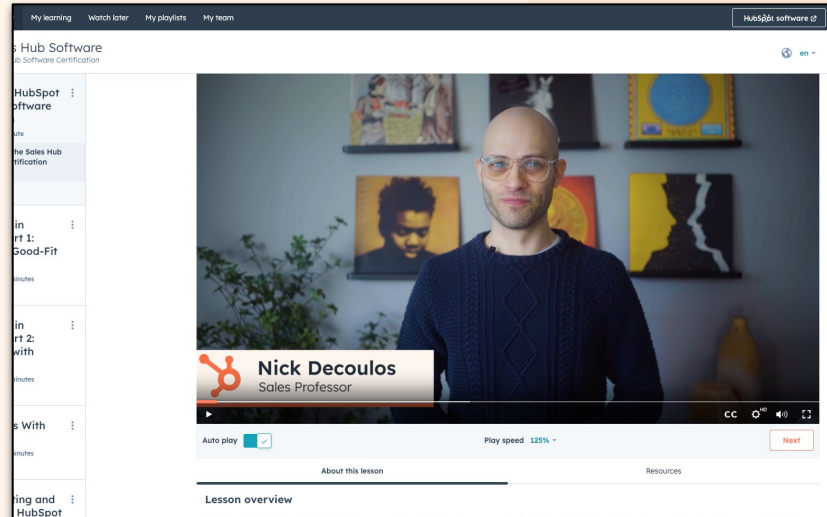
Demo

10 MINS

Audience Q&A

Resources

- [Lead Management & Prospecting Software](#)
- [HubSpot Academy's Sales Hub Software Certification](#)
- [Use the prospecting workspace](#) knowledge base article
- [Manage leads in the prospecting workspace](#) knowledge base article
- [Set up leads](#) knowledge base article



Sales Hub

Powering productivity through relevance.

