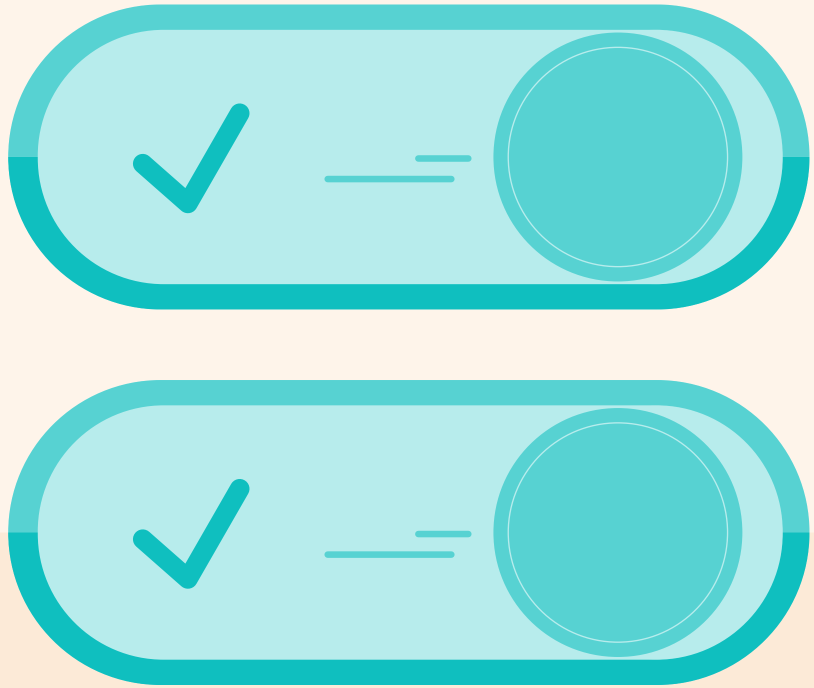
HubSpot + CAT MEDIA

Sales Hub™

Sales Hub Enterprise

Powerful or easy to use. Pick two.



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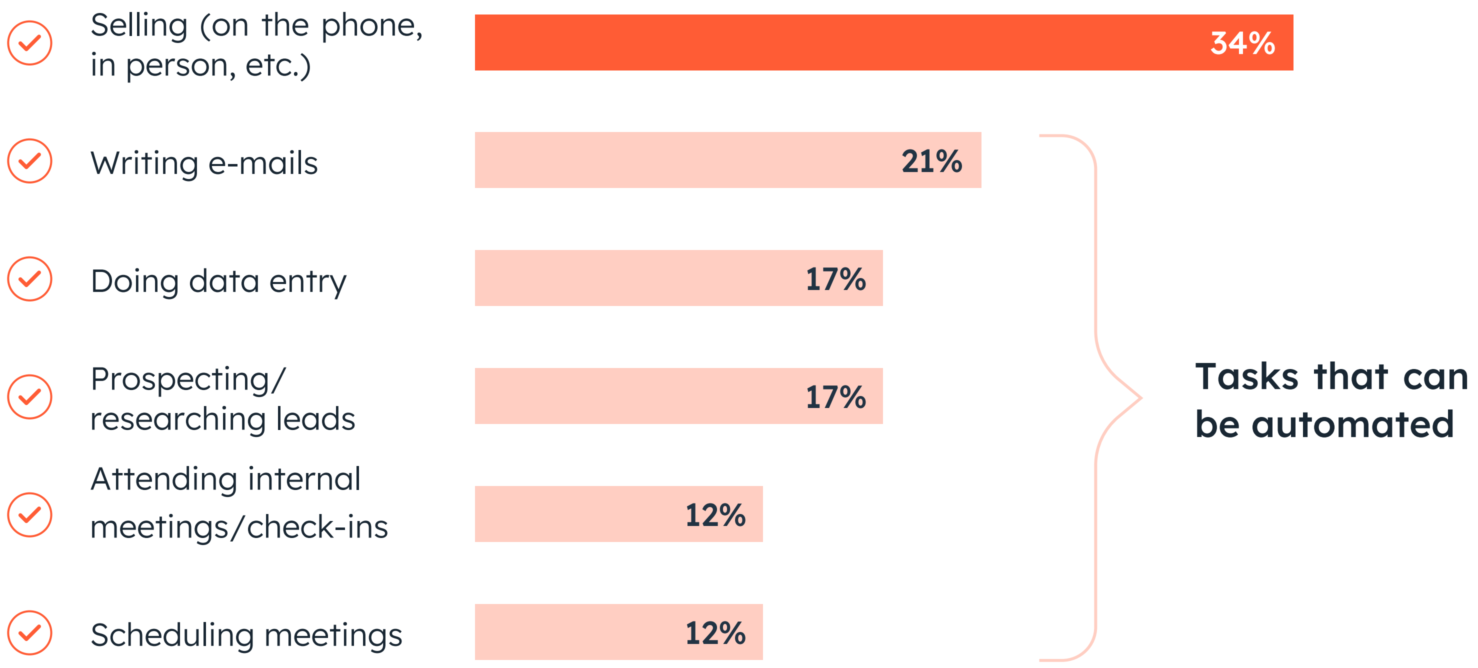
The Research

How much of the day do salespeople spend selling? According to 400+ salespeople surveyed in the United States and Europe, only about one-third. (source)

How much of your time do you spend doing the following?
(Average of responses)



The Problem

If your sales team is spending two-thirds of their day not selling, adding more headcount and (disconnected) tools won't help you grow better.

According to HubSpot research (source):

76%

of sales leaders believe their team only utilizes a small fraction of their CRM's capabilities

50%

of sales leaders say that their CRM is difficult to use

18%

say this has caused them to lose opportunities or revenue

The Problem

You can't increase sales productivity and scale effectively without:

Better Infrastructure

- A single source of truth for customer data → To drive connected customer experiences more consistently across departments
- A powerful and easy-to-use CRM reps love → To automate routine tasks, onboard and coach growing teams at scale, report on sales performance, set quotas, forecast accurately, reduce product creep, and decrease your total cost of ownership

Better Productivity

- Improved productivity per rep (PPR) → To spend more time selling and less time on everything else

Better Outcomes

- A better conversion rate → To meet/exceed sales goals
- Pipeline growth → To create more, higher value leads
- A stronger customer lifetime value → To retain existing customers

The Solution

An all-on-one, intuitive, enterprise-grade CRM that will:

- Help you drive revenue — with the flexibility, security, and sophistication to support your advanced sales organization

- Help your team outperform their wildest expectations — without bouncing between disconnected tools and juggling separate, full-time admin work

It’s easy to add complexity. The real challenge is to simplify.

Instead of addressing poor PPR and your path to scale with more people and more tech, focus on two things:

1. Improving CRM adoption

→ For quicker activation and better data, reporting, and insights

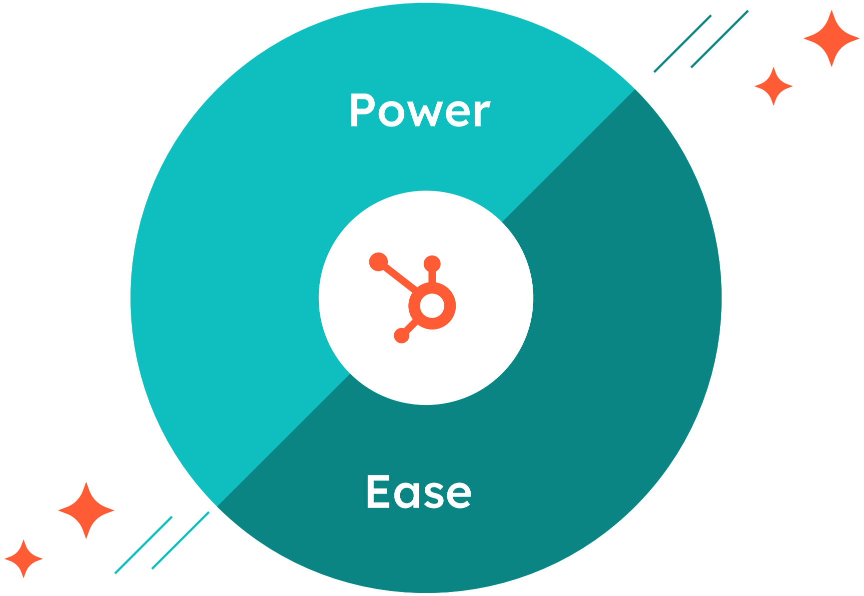
2. Streamlining processes

→ For increased PPR, less demand for headcount, and reduced reliance on additional resources to simply maintain or manage point systems

The Solution

With Sales Hub Enterprise, you don't have to choose between powerful and easy to use.

With HubSpot, you get a transparently priced powerhouse of a CRM with enablement platforms baked right in. Sales reps can bring their entire day into one place, with tools to help them eliminate repetitive/manual tasks, perfect their timing, and close more deals.



See what the G2 community has to say **about Sales Hub:**

Sales Hub Enterprise voted

#1 in Sales Enablement (source)

The Features

Sales Hub Enterprise is our most powerful sales CRM, with tools designed to empower and align fast-moving, data-driven, cross-functional teams intent on creating more connected customer experiences.

What's in it for you and your colleagues?

For SALES EXECUTIVES:
Chief Revenue Officer, Chief Sales Officer, Chief Growth Officer, Vice President of Sales

For SALES MANAGERS

For SALES REPS

FOR OPERATIONS:
VP of Operations, VP of Revenue Operations, Revenue Operations Manager, Operations Manager, Senior Revenue Analyst

For IT/SECURITY:
Chief Information Officer, Chief Technology Officer, Director of Technology, IT Director, IT Subject Specialist

For MARKETING:
Chief Marketing Officer, VP of Marketing, Marketing Director, Marketing Manager

For SALES EXECUTIVES:

Chief Revenue Officer, Chief Sales Officer, Chief Growth Officer, Vice President of Sales

- **Multi-touch Revenue Attribution**

  To attribute revenue to all touchpoints that influenced the closing of a deal (including sales activities like sequences, calls, and meetings).

- **Recurring Revenue Tracking**

  To track how much revenue you're generating/losing in a specific time range and better understand the $$ impact of renewals, upgrades, downgrades, and churns.

- **Forecasting**

  To spend less time reconciling spreadsheets and more time strategizing, creating dynamic sales forecasts, and setting goals (for calls logged, meetings booked, deals created, and revenue driven).

For SALES MANAGERS

Playbooks

To define the sales process, share sample call scripts and other sales enablement resources right where reps work, help you ramp new hires, and share what's working across the team.

→ Tip: With Sales Hub Enterprise, you can update properties while filling out the playbook, which helps with PPR and overall data hygiene.

Sales Analytics

To answer questions about sales performance by bringing all your data together in one place, without the need for an analyst.

→ Tip: With Pipeline Conversion Rate Analysis, you can identify where deals are getting stuck and guide reps to drive progression.

Custom Reporting

To build custom reports that leverage contact, company, and deal data from your contacts database alongside sales activity data, so you can answer key business questions without bouncing between tools.

Automatic Weighted Lead Rotation (via Workflows)

To add new leads to your CRM, assign them to reps round-robin style, and notify them — without lifting a finger.

→ Tip: You can add any number of reps to the rotation and leads will be evenly distributed among them. Don't have a designated sales person? No problem. With a round robin meeting link, a prospect can book a meeting with a rep with compatible availability.

Conversational Intelligence*

To record and analyze sales calls, coach new hires, and share product positioning, competitive intelligence, points of differentiation, objection handling, closing techniques, etc. from top performing reps.

Account-Based Marketing (ABM) Tools

To unite your marketing and sales teams with collaborative, intuitive ABM tools that create seamless buying experiences for your highest value accounts and increase wallet-share.

Quote-Based Workflows*

To help reps save time previously spent on manually created proposals and processing orders, improve customer service, and increase sales.

→ Tip: Reps can enroll quotes when they are created, use actions to send emails to contacts, and include delays between sends. Plus, the quote can auto-unenroll once the quote has been signed so the emails stop sending.

For SALES REPS:

- **A Single Contact Record (and Shared View of Contacts, Companies, Deals, and Custom Objects)**
  To engage with contacts (via call, email, text, and/or 1:1 video messaging) from one place and send the right message, at the right time.
- **Pipeline View**
  To see where every lead and prospect is in their pipeline.
- **Dashboards**
  To provide clear direction on daily tasks.
- **Dynamic Contact Lists**
  To prioritize and target top prospects.
- **Advanced Sequences**
  To enroll up to 50 contacts in a sequence at once, pause sequences based on task completion, add manual email steps to sequences, personalize your outreach, add LinkedIn-related tasks to sequences, bulk enroll contacts into a sequence, and more.
- **Automatic Sequence Enrollment (via Workflows)**
  To ensure all leads receive follow-up and nothing slips through the cracks.
- **Meetings Tool**
  To help prospects book a meeting directly and automate reminder emails.
- **Team Meeting Links**
  To display time slots when all selected team members are available to meet.
- **Task Automation**
  To reduce administrative work and free up more time for revenue-generating activities.
- **Automated Validation**
  To prevent data headaches.
- **Advanced Customization**
  To configure CRM records to suit reps' unique needs.
- **ABM Tools**
  To help you close target accounts.
- **Payments**
  To streamline the quote-to-cash process and concentrate on selling (vs. systems).

For OPERATIONS:

VP of Operations, VP of Revenue Operations, Revenue Operations Manager, Operations Manager, Senior Revenue Analyst

Custom Objects (New Custom Object Builder Included)

To give you the flexibility to fully reflect/represent your business in HubSpot, with the ability to store almost any type of data (including subscriptions, locations, shipments, and events) and view custom object records, set up workflows, and run reports on data associated with custom objects.

Advanced and Super Admin Permissions

To ensure the right teams have access to the right data, so everyone can stay efficient as you scale.

Duplicate Management

To keep your CRM clean.

App Marketplace

To keep every go-to-market team aligned around consistent data.

Field-Level Permissions*

To maintain data cleanliness.

Workflows

To automate lead rotation and sales introductions, with outreach timed to your prospects' time zones and working hours.

→ Tip: With Sales Hub Enterprise, reps can also use workflows to enroll and unenroll contacts in sequences. This helps with the Marketing to Sales handoff, where Marketing can trigger an automatic, 1:1 outreach on a sales rep's behalf after a prospect attended a webinar or visited a high intent page like a pricing page.

Why this matters:

- 35% to 50% of sales go to the vendor that responds first (source)
- When reps wait 10 minutes or more, the odds of qualifying the lead decrease by 400% (source)
- Following up within 5 minutes makes that lead 8x more likely to convert (source)
- Instead of sending someone over to a call center when someone submits a form, your team can avoid delays, book meetings ASAP, and unlock quicker response times for prospects

Predictive Lead Scoring*

To automatically score and rank leads based on hundreds of factors, and focus on customers that are most likely to close.

Sandbox Account*

To test various changes and functionalities in a safe environment before they go live — without impacting your main account.

For IT/SECURITY:

Chief Information Officer, Chief Technology Officer, Director of Technology, IT Director, IT Subject Specialists

- **Unified Data Model (and Single Source of Truth)**
  To bring all of your customer data — and teams — together.
- **App Marketplace**
  To connect your favorite tools to HubSpot (with 1,000+ out-of-the-box integrations to choose from).
- **Single Sign-On***
  To allow users to sign in to HubSpot using single sign-on credentials, making it easy for them to log in without compromising security.
- **Hierarchical Teams***
  To organize users on multiple levels based on team, region, business unit, brand, or any other dimension to suit the way your business works.
- **Advanced and Super Admin Permissions**
  To control who has access to what in your CRM.
- **Field-Level Permissions***
  To ensure the integrity of your data, with granular control over which users can view or edit which properties.
- **Optimizable UI Configuration**
  To enable you to configure default layouts/features of the CRM UI to optimize the experience for teams.
- **Custom Objects**
  To give you complete flexibility and control of the data in your CRM — and organize information that can't be classified under standard categories like companies, deals, and contacts.
- **Record Custom Tab [BETA]**
  To bring more information across your systems into one central place on the record. Developers can create custom cards with development tools to feature in an additional custom tab on the record. Create custom cards to interact with internal or external data: a button to trigger a HubSpot workflow, property list of external ERP data, or statistics with market trends.
- **Custom CRM Cards**
  To enable developers to display information from other systems on contact, company, deal, ticket records pages, or in the sidebar, using Canvas UI components to display internal HubSpot data or external data (i.e. homegrown systems, Google spreadsheets, and Amplitude charts).
  → Tip: This means reps can access all of the information they need — right within HubSpot. Developers can display HubSpot or external data in a table to give reps access to more information, show images, trigger a form or workflow from a button, or draw attention to important metrics.

For MARKETING:

Chief Marketing Officer, VP of Marketing,
Marketing Director, Marketing Manager

- **Multi-Touch Revenue Attribution**
  To help Marketing quantify their contributions to the bottom line — by measuring and assigning value to all content pieces and campaigns a buyer interacted with during his/her/their journey.
  → Tip: You can leverage Multi-Touch Revenue Attribution to bridge the gap between Marketing and Sales, report on return on investment, shift from sharing vanity metrics to a true analysis of which channels, content, and campaigns are performing best, and action a more data-driven marketing strategy.

- **Sales Engagement Tools (Including Playbooks and Sequences)**
  To provide Sales with resources to close more deals.

- **Lead Scoring**
  To quickly identify the most promising customers in the pipeline and hand off more, higher quality leads.

- **Conversational Intelligence***
  To learn what's resonating and what's not, and understand where buyers are falling off.
  → Tip: You can also use tracked terms to understand commonly used words in customer conversations and proactively create marketing strategies around them. For example, if competitor XYZ is often brought up, you might create a buyer evaluation guide and a checklist to help handle frequent objections.

*Unique to Sales Hub Enterprise

The Results

REP ADOPTION

(because your CRM is only as useful as the data inside it)

Accelerated Accelerated Activation

It takes less than 90 days to activate **Sales Hub Enterprise, on average.** (source)

Faster Feature Adoption Time

Customers with 50+ paid sales seats adopt most Sales Hub functionalities within one month and mark their first deal closed-won in just over twc months. (source)

Higher Win Rates

The more Sales Hubs features reps use, the higher their win rate. Reps who use 3+ features saw the highest win rate (45%), followed by those who used 1-2 features (34%), and then those who used no features (19%). (source)

Rep Satisfaction:
Ease of Use and Power of the CRM

In a third-party survey paid for by HubSpot:

65% of software end-users rated HubSpot as "very easy to use," compared to Outreach (51%), Pipedrive (52%), Salesforce (42%), and Salesloft (48%). (source)

46% rated HubSpot as "very powerful" compared to Outreach (24%), Pipedrive (27%), Salesforce (37%), and Salesloft (32%). (source)

The Results

STREAMLINED PROCESSES
(to help your team achieve more with less)

More Deals Closed

Sales Hub Enterprise customers see a 347% increase in deals closed-won after 12 months.[1]

Greater Deal Closed Rate

Sales Hub Enterprise customers show an 86% greater increase in deal close rate than Professional customers after 12 months.[2]

Sustained Year Over Year Growth

The majority of Sales Hub customers with 50+ paid sales seats saw their deal-won revenue, number of deals closed-won, win rate, and average deal size remain stable or improve year over year. (source)

72% saw their deal won revenue remain stable or improve year over year.

53% saw their number of deals closed-won remain stable or improve year over year.

57% saw their win rate remain stable or improve year over year.

63% of Sales Hub customers with 50+ paid sales seats saw their average deal size remain stable or improve year over year.

Calculate your return on investment

Want help ensuring a successful rollout?

Ask your sales contact about our 2,500+ certified partners.

Trusted by: