



Our Hubspot Sales Hub Implementation Process

Gain the full potential from HubSpot Sales Hub

REVIQ 

Introduction to Sales Enablement

HubSpot Sales can save you time and energy that can be better spent elsewhere. We can help you with everything you need to close more deals, fast.

We will help you create a new sales strategy, designed around all the great features HubSpot offers. There's no point investing in such an amazing tool for your team and not having a gameplan that makes the most of the platform.

You can use HubSpot at a surface level and get good results. Or, you can get a strategy designed by people who know the platform inside and out and get the results you want instead.

This Hubspot Sales Enablement guide will detail our HubSpot Sales strategy and is developed in collaboration with your teams and includes the following steps.

Do you want to gain the full potential from HubSpot Sales?

Hubspot Sales Enablement Process

Hubspot Specialists

Introduction to Sales Enablement...

Sales enablement is the processes, content, and technology that empowers sales teams to sell more efficiently at a higher velocity. To implement a sales enablement strategy at your company, your marketing and sales organisations are going to have to work closely together.

The following steps will help you evaluate the current state of your organisation so you can know where you should focus your efforts first.

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LETS GET STARTED...

**GRAB
A
COFFEE**



STEP#1 Review of your sales plans and create goals together.

Perform a Sales Enablement Self Assessment

Evaluate the current state of your organisation so you can know where you should focus your efforts first.

Aligning Your Teams Around a Unified Revenue Goal

With any large initiative, you need both a guiding vision and actionable goals. The activities in this section will help you develop a vision that will motivate your teams and help you turn that vision into a revenue goal that can be translated into goals for your individual teams.

STEP#2 Ensure sales & marketing alignment, perform a gap analysis.

Sales alignment refers to the steps your sales team takes to ensure they're aligned with Marketing.

- Coordinate your content marketing campaigns with Sales, Identify common sales objections, set shared goals & meet together regularly.
- Identify gaps in the buyers journey including content. Both teams should take the time to organise and understand what content works best for which stage of the buyer's journey.

STEP#3 Reviewing, understanding your current sales process & cycle.

We review your current sales process, steps, content and communication touch points through the sales cycle.

Review smart strategies that will help you land the sale even faster and how to shorten your sales cycle.

STEP#4 Define buyer profiles.

Developing Buyer Personas

If you want to sell efficiently at a higher velocity, you need a deep understanding of the people who tend to buy from you. A great way to get that understanding is to create a buyer persona.

A buyer persona is a semi-fictional representation of your target customer based on data.

STEP#5 Define and agree on your deal stages and lead status.

At this stage we dive into more detail and define the deal stages within your sales pipeline. Now's the time to automate where needed. You may want to send auto task reminders or emails for back office tasks.

We also customise the lead status property with relevant names/tags for the sales team. View our recommended best practices here: <https://www.startadesign.com/how-to/hubspot-lead-status-best-practices/>

STEP#6 Define marketing & sales qualified opportunities with the team.

In this section, we need to answer the following questions and define a lead qualification matrix.

Nurturing: How does marketing nurture unready leads to get them sales ready?

Qualification: How do you know when a lead has moved from being unready to being sales ready?

Notifications: How does marketing notify sales when a lead becomes sales ready? How frequently is sales notified (immediately, once a day, etc.)?

Unqualified Leads: How does sales send leads back to marketing?

Lead Details: What information needs to be included when marketing sends a lead to sales?

Data: What data do both teams need to input for the appropriate reports to be run?

STEP#7 Create and agree a service level agreements for your sales and marketing teams.

Some companies have an SLA between their Sales and Marketing departments or external agencies. Now that you know what a qualified lead is, you're ready to go out and achieve your revenue goal. If the revenue goal you've defined is more than the revenue your sales team typically produces, don't worry — that's what sales enablement is for. In this section, you'll learn how to optimise your marketing and sales efforts so you can hit that goal.

The core of this part of your sales enablement strategy will be your sales and marketing service-level agreement (SLA), which will require marketing to provide sales with a certain number of qualified leads and require sales to contact those leads within a certain timeframe.

STEP#8 Create a list of hot leads for your sales team based on scoring definitions we build together.

Decide what a Sales Qualified lead is for your business - a sales ready prospect.
Choose whether to qualify your leads based on engagement or best fit or both.
Utilise hubspot scoring and workflows to automatically assign scores for highly engaged prospects.

STEP#9 Create Sales related content

Content is a vital part of sales enablement. After all, sales enablement is the processes, content, and technology that help sales teams sell efficiently at a higher velocity.

We will help you develop a content strategy that will live at the heart of your sales enablement efforts. leads and require sales to contact those leads within a certain timeframe.

Create email sales templates, sequences, content based on personas...



Want to enable your sales team?

Contact our Hubspot team to start your Hubspot Sales enablement process and implementation.

Arrange a Call

Hubspot Sales Enablement Process



Hubspot Certified Specialists