

An Introduction to
Sales Hub Enterprise



A Note About Forward Looking Statements

This presentation includes statements regarding planned or future development efforts for our existing or new products or services. These statements are not intended to be a promise or guarantee of future availability of products, services, or features but merely reflect our current plans based on factors currently known to us. They also are not intended to indicate when or how particular features will be offered or at what service tier(s) or price. These planned and future development efforts may change without notice. Purchasing decisions should not be made based on reliance on these statements. These statements are being made as of August 27th, 2020 and we assume no obligation to update these forward-looking statements to reflect events that occur or circumstances that exist or change after the date on which they were made. If this presentation is viewed after this date, these statements may no longer contain current or accurate information.



Today's most disruptive companies are
winning on **customer experience**.
CRM is at the center of it all.



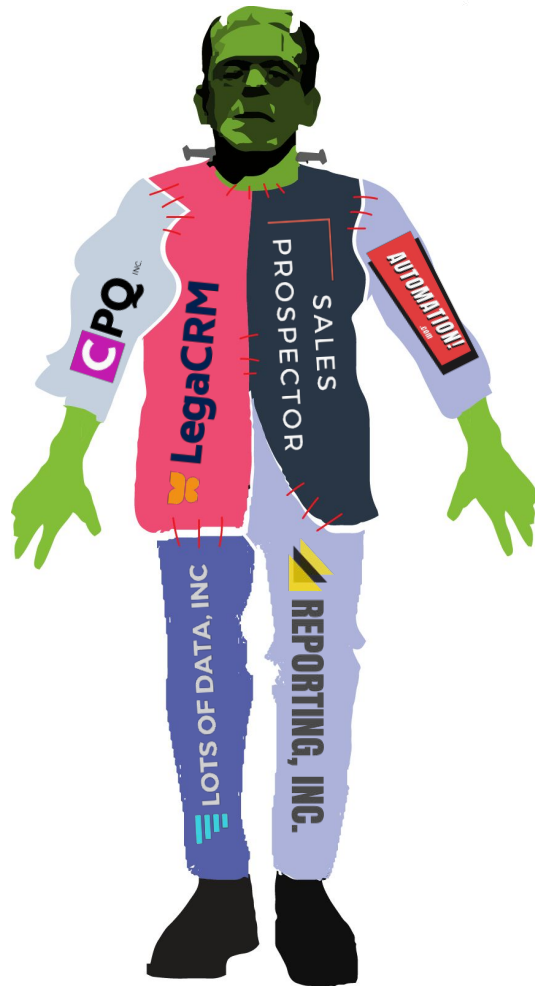


Command your customer experience with the most sophisticated CRM system of all time!

FEATURES:

- | | | |
|---------|---------|---------|
| ● _____ | ● _____ | ● _____ |
| ● _____ | ● _____ | ● _____ |
| ● _____ | ● _____ | ● _____ |
| ● _____ | ● _____ | ● _____ |
| ● _____ | ● _____ | ● _____ |





 **LegaCRM**



In aiming for
infinite flexibility,
most CRM systems became
endlessly complicated.

More than $\frac{1}{3}$
of CRM implementation
projects eventually fail.

*According to a 2017 analysis by CIO magazine, [seen here](#)



In building for the
budget holders,
they forgot about their
day to day users.

More than 50%
of sales leaders say their
CRM is difficult to use.

*According to a market research survey of sales leaders, conducted by HubSpot in June 2020.



While they can technically
do everything,
they turn out to be
surprisingly incomplete
without a lot of “extras.”

47% of sales leaders
don't believe their current CRM
is powerful enough to help
them grow over the next three
years.

*According to a market research survey of sales leaders, conducted by HubSpot in June 2020.



In 2020, you no longer have to choose
between **powerful** and **easy to use**



A woman with dark curly hair is shown in profile, looking out of a window. She is wearing a white lace top and has a gold bracelet on her wrist. The background shows a brick wall and some office furniture. On the left side of the image, there are large, abstract, overlapping shapes in shades of blue, orange, and pink.

Sales Hub Enterprise

Powerful or easy to use. Pick two.



The Sales Hub Advantage

HubSpot Product

HubSpot Platform

Partner Ecosystem



A more complete and easier to use product

HubSpot Product

HubSpot Platform

Partner Ecosystem

Enterprise-grade
CRM Features

AI-powered
Sales Acceleration

Connected
CPQ Tools

Streamlined
Sales Reporting



Built on the HubSpot Platform

HubSpot Product

HubSpot Platform

Partner Ecosystem

Easier to implement because everything works together.
Sales, Marketing, Service, & CMS - easy to add more as you need more.



A broad and deep ecosystem

HubSpot Product

HubSpot Platform

Partner Ecosystem

Hundreds of certified integrations with popular tools. A huge network of certified partners who can provide any sort of help you need.



...and getting even better in 2020.

HubSpot Product

HubSpot Platform

Partner Ecosystem

Enterprise-grade
CRM Features

CUSTOM OBJECTS
DEEP PERMISSIONS
NATIVE ABM FEATURES

AI-powered
Sales Acceleration

TODAY VIEW
ADVANCED SEQUENCES

Connected
CPQ Tools

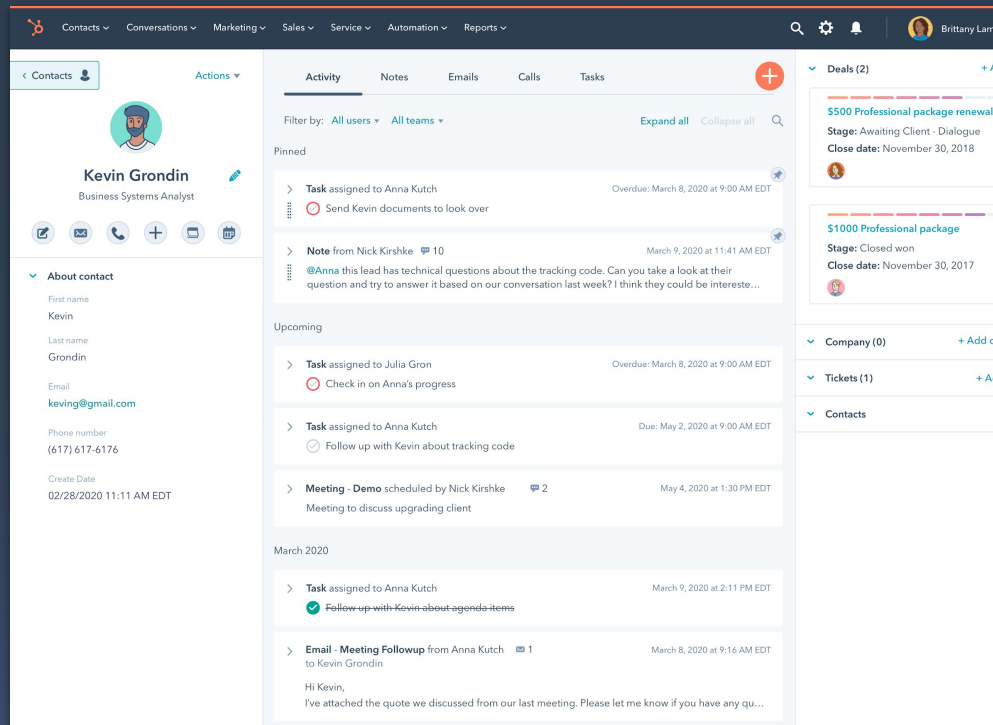
FLEXIBLE PRODUCTS
CUSTOM PROPOSALS

Streamlined
Sales Reporting

SALES ANALYTICS
FORECASTING TOOLS



Enterprise Grade CRM Tools



The screenshot displays a CRM application interface. The top navigation bar includes tabs for Contacts, Conversations, Marketing, Sales, Service, Automation, and Reports. The left sidebar shows the contact profile for Kevin Grondin, a Business Systems Analyst, with fields for First name, Last name, Email, and Phone number. The main content area is divided into sections: Pinned, Upcoming, and March 2020. The Pinned section contains a task assigned to Anna Kutch and a note from Nick Kirshke. The Upcoming section lists tasks assigned to Julia Gron and Anna Kutch, and a meeting demo scheduled by Nick Kirshke. The March 2020 section shows a task assigned to Anna Kutch and an email meeting followup from Anna Kutch to Kevin Grondin. The right sidebar displays a list of deals, including a \$500 Professional package renewal and a \$1000 Professional package.

Contacts Conversations Marketing Sales Service Automation Reports

Kevin Grondin
Business Systems Analyst

First name
Kevin

Last name
Grondin

Email
keving@gmail.com

Phone number
(617) 617-6176

Create Date
02/28/2020 11:11 AM EDT

Activity Notes Emails Calls Tasks

Filter by: All users All teams Expand all Collapse all

Pinned

- Task assigned to Anna Kutch
Send Kevin documents to look over
Overdue: March 8, 2020 at 9:00 AM EDT
- Note from Nick Kirshke 10
@Anna this lead has technical questions about the tracking code. Can you take a look at their question and try to answer it based on our conversation last week? I think they could be interested...

Upcoming

- Task assigned to Julia Gron
Check in on Anna's progress
Overdue: March 8, 2020 at 9:00 AM EDT
- Task assigned to Anna Kutch
Follow up with Kevin about tracking code
Due: May 2, 2020 at 9:00 AM EDT
- Meeting - Demo scheduled by Nick Kirshke 2
Meeting to discuss upgrading client
May 4, 2020 at 1:30 PM EDT

March 2020

- Task assigned to Anna Kutch
Follow up with Kevin about agenda items
March 9, 2020 at 2:11 PM EDT
- Email - Meeting Followup from Anna Kutch 1
to Kevin Grondin
Hi Kevin,
I've attached the quote we discussed from our last meeting. Please let me know if you have any qu...
March 8, 2020 at 9:16 AM EDT

Deals (2)

- \$500 Professional package renewal
Stage: Awaiting Client - Dialogue
Close date: November 30, 2018
- \$1000 Professional package
Stage: Closed won
Close date: November 30, 2017

Company (0) Add

Tickets (1) Add

Contacts



Core CRM

All of your data, across
the customer lifecycle

The screenshot displays a CRM interface with a top navigation bar containing links for Contacts, Conversations, Marketing, Sales, Service, Automation, and Reports. A user profile for Brittany Lambert is visible in the top right corner. The main content area is divided into three sections:

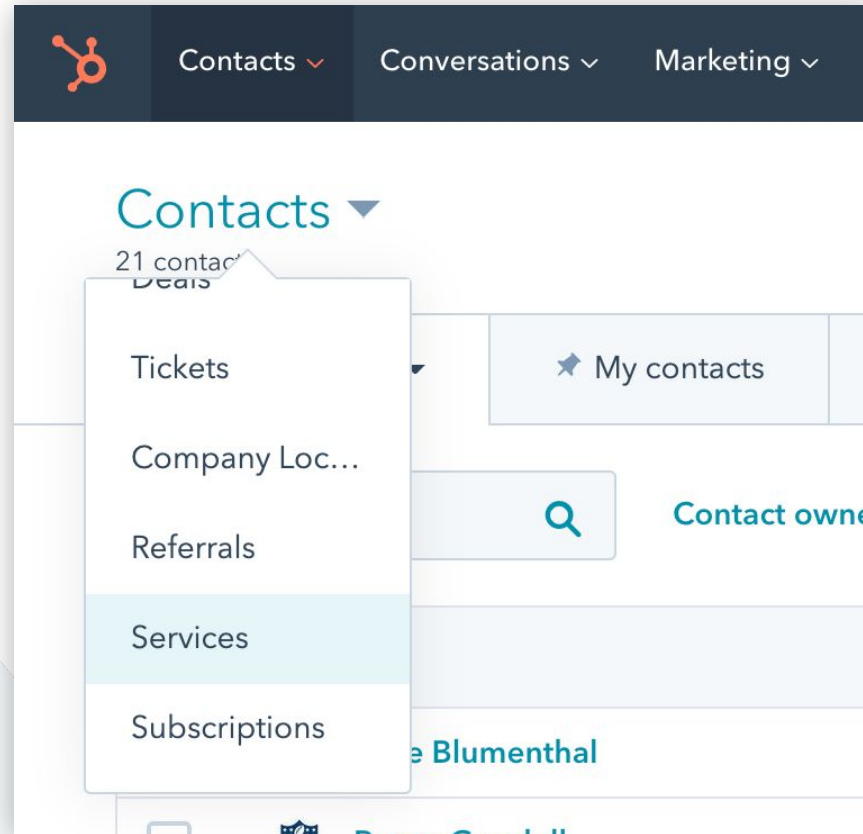
- Contact Profile:** Displays the contact's name (Kevin Grondin), title (Business Systems Analyst), and various contact details including email (keving@gmail.com), phone number ((617) 617-6176), and creation date (02/28/2020 11:11 AM EDT).
- Activity Feed:** A central section showing a list of activities categorized by date (March 2020). Activities include tasks assigned to Anna Kutch, notes from Nick Kirshke, and a meeting demo scheduled for May 4, 2020.
- Deals Section:** A sidebar on the right showing a list of deals, including a \$500 Professional package renewal and a \$1000 Professional package renewal, both with their respective stages and close dates.



Custom Objects

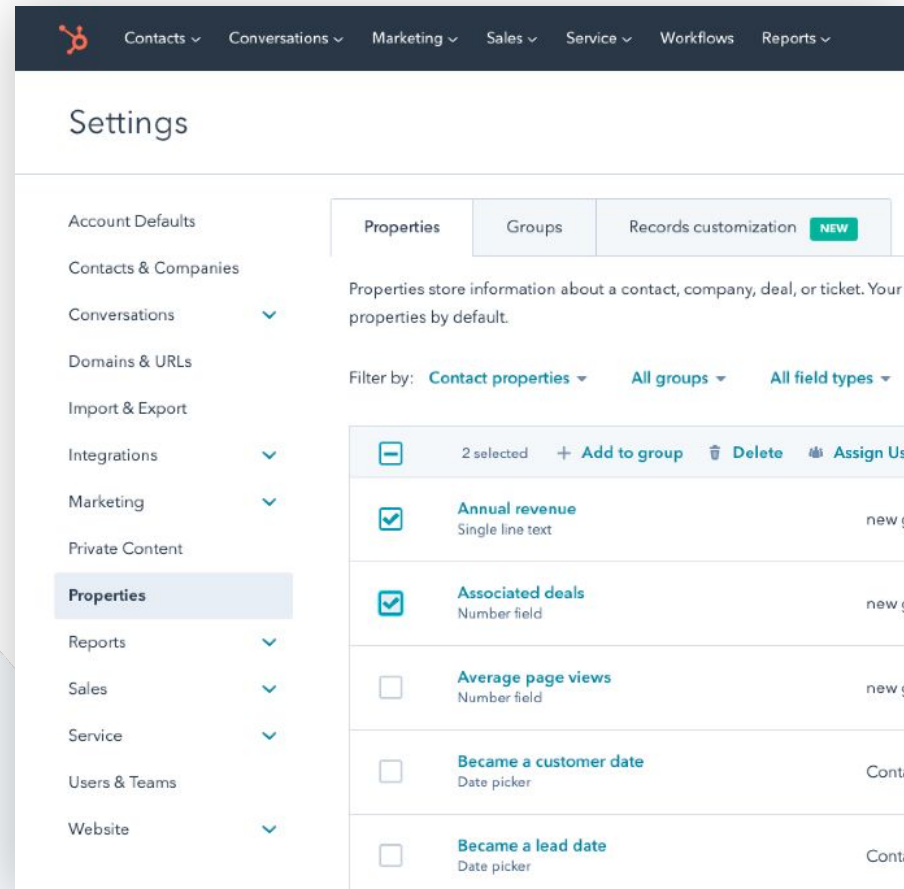
NEW

Match Sales Hub to the
specific needs of your business



Teams & Permissions

Robust tools to manage
and administer large teams



The screenshot shows the HubSpot Settings interface. The top navigation bar includes links for Contacts, Conversations, Marketing, Sales, Service, Workflows, and Reports. The main heading is "Settings". On the left, a sidebar lists various settings categories: Account Defaults, Contacts & Companies, Conversations, Domains & URLs, Import & Export, Integrations, Marketing, Private Content, Properties (highlighted), Reports, Sales, Service, Users & Teams, and Website. The main content area is titled "Properties" and includes tabs for Properties, Groups, and Records customization (marked as NEW). A description states: "Properties store information about a contact, company, deal, or ticket. Your properties by default." Below this, there are filter options: "Filter by: Contact properties", "All groups", and "All field types". A table lists several properties, with the first two selected. The table has columns for a selection checkbox, the property name and type, and a status indicator.

	Properties	Groups	Records customization NEW
Properties store information about a contact, company, deal, or ticket. Your properties by default.			
Filter by: Contact properties All groups All field types			
2 selected + Add to group Delete Assign Us			
<input checked="" type="checkbox"/>	Annual revenue Single line text		new
<input checked="" type="checkbox"/>	Associated deals Number field		new
<input type="checkbox"/>	Average page views Number field		new
<input type="checkbox"/>	Became a customer date Date picker		Cont
<input type="checkbox"/>	Became a lead date Date picker		Cont



Account-Based Marketing & Selling

Easily start running an account-based strategy

The screenshot displays the HubSpot Account Overview dashboard. The top navigation bar includes links for Contacts, Conversations, Marketing, Sales, and Service. The main section is titled "Target Accounts" and shows a list of target accounts with filters for Owner and Team. A summary card indicates 53 target accounts across all networks. Below this, a list of companies is shown, including Xuatico, A2 Robotics, Wash Plus, Root Legal, Webb Appliances, LD Associates, PN&M, and Cordafone. The right sidebar features an "Account overview" section with a table of activity metrics for the current month. The "Activity" table includes columns for Page Views (89, +3.01%), Sessions (47, +2.98%), New Contacts (5, +7.12%), 1:1 Emails Sent (13, +13.45%), Logged Calls (2, +1.07%), and Meetings (1, +2.98%). Below the activity table is a "Contacts" section with a search bar and a table of contacts. The "Contacts" table includes columns for Contact, Buying Role, Last Touch, Last Engagement, and Scheduled. The "Internal stakeholders" section at the bottom shows a table with columns for Stakeholder, Total Activity, Last Touch, and Scheduled.

Target Accounts

Owner: All Team: All

All target accounts

- No open tasks
- No logged calls
- No meetings
- No open deals
- No decision maker
- Blockers

Recommendations

- Potential target accounts
- Prospects

Target Accounts Summary

53 Across all networks

COMPANY

- Xuatico
- A2 Robotics
- Wash Plus
- Root Legal
- Webb Appliances
- LD Associates
- PN&M
- Cordafone

Account overview

Activity This month

PAGE VIEWS	SESSIONS	NEW CONTACTS	1:1 EMAILS SENT	LOGGED CALLS	MEETINGS
89 ▲ 3.01%	47 ▲ 2.98%	5 ▲ 7.12%	13 ▲ 13.45%	2 ▲ 1.07%	1 ▲ 2.98%

Contacts ☐ Buying roles only

Search contacts

CONTACT	BUYING ROLE	LAST TOUCH	LAST ENGAGEMENT	SCHEDULED
Amy Andrews CEO at S2 Bogota	Decision Maker	3 days ago Ethan Kopit called	1 hour ago Opened email from Ethan Kopit	
Brian Boxer VP Marketing at S2 Bogota	Champion	5 days ago Nate Lacy sent email	2 days ago Opened email from Nate Lacy	Meeting Task
Callie Craven VP Finance at S2 Bogota	Economic Buyer Blocker	2 weeks ago Nate Lacy sent email	3 days ago Viewed Why HubSpot?	Sequence
LT Lacey Thomas		No outreach	5 days ago Viewed ABM 101	
LT Lissa Terry		No outreach	5 days ago Viewed ABM 101	

< Prev 1 2 3 4 5 Next > 25 per page

Internal stakeholders

STAKEHOLDER	TOTAL ACTIVITY	LAST TOUCH	SCHEDULED
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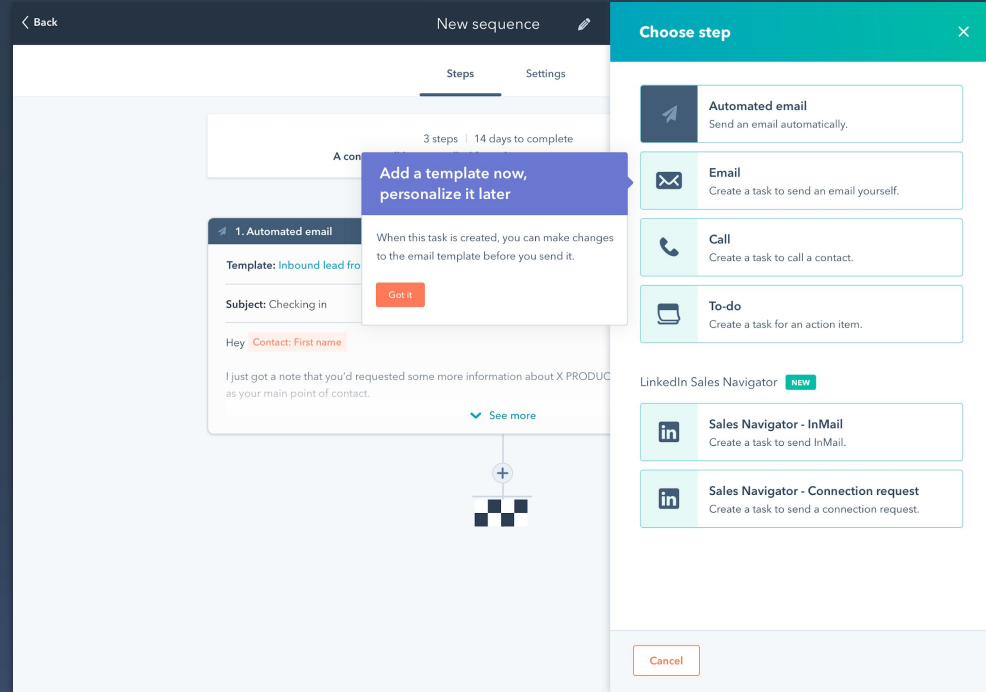


...and everything else you need to build a seamless customer journey.

- ✓ Sales Automation
- ✓ Lead Rotation
- ✓ Prospecting Tools
- ✓ Inbox Integration
- ✓ Deep Customization
- ✓ Product Library
- ✓ Single Sign On

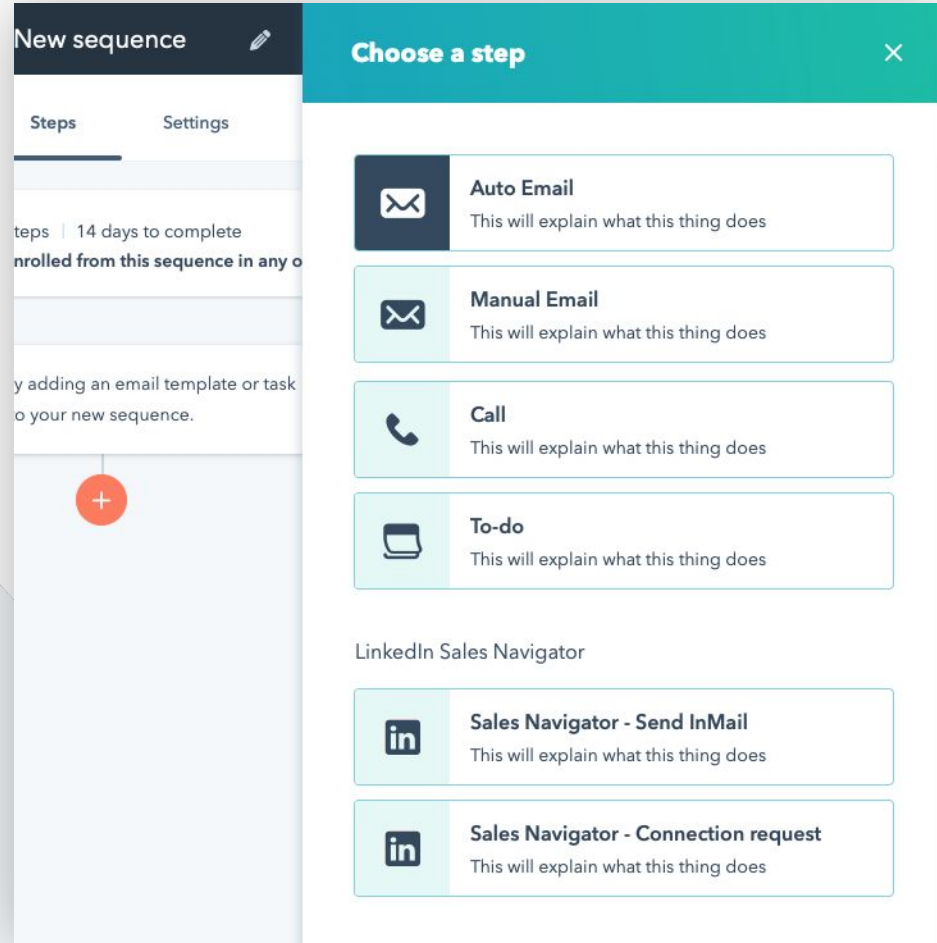


AI-Powered Sales Acceleration



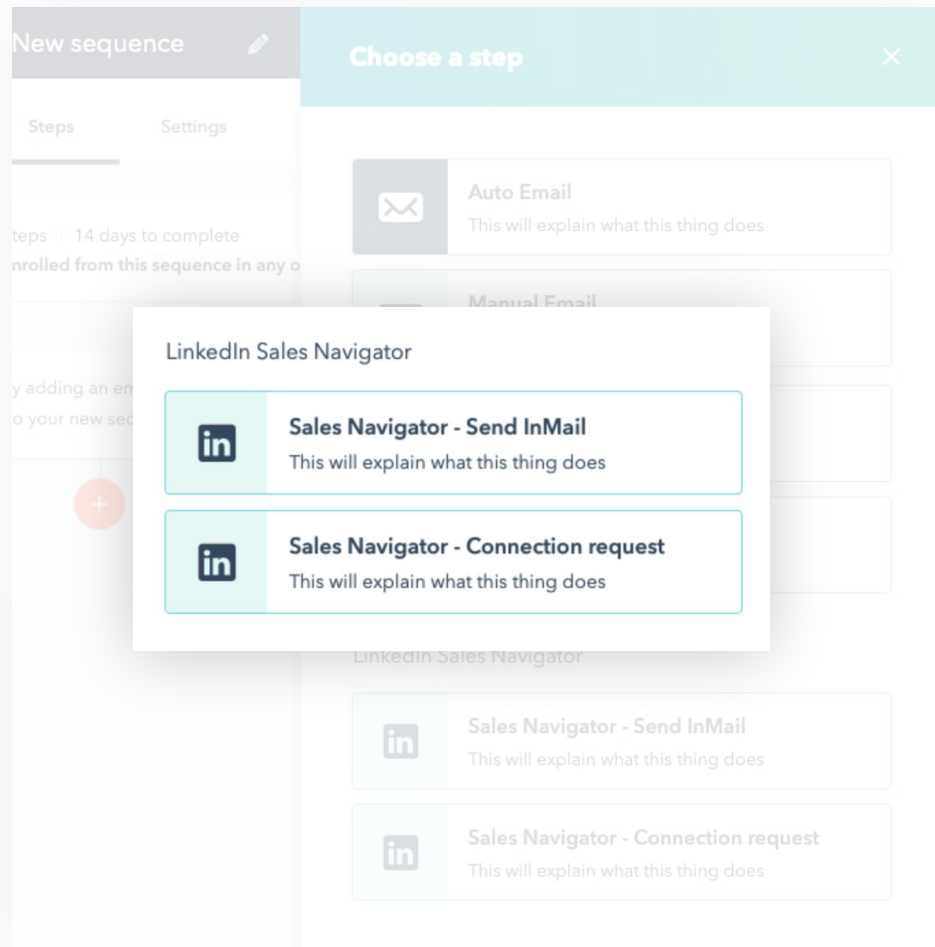
Advanced Sequences

Orchestrate the sales process
across every channel



LinkedIn in Sequences

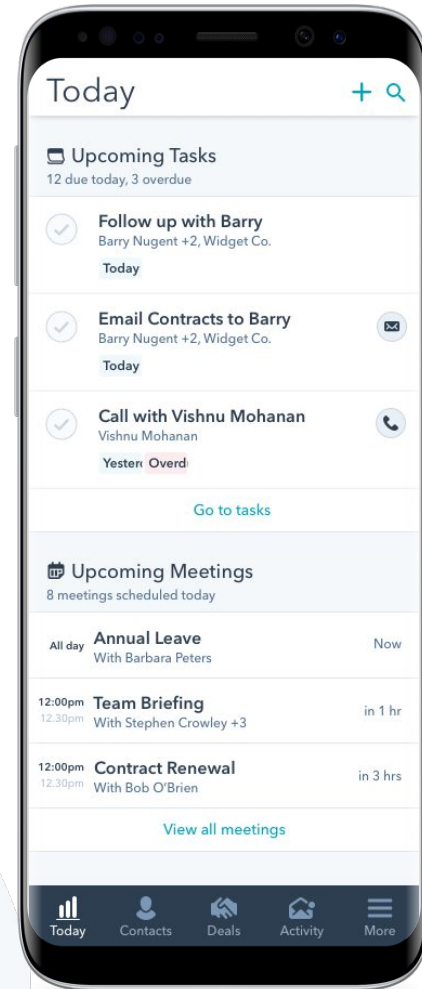
Send LinkedIn InMail &
connection requests
natively from HubSpot



*Requires LinkedIn Sales Navigator Subscription

Mobile App

Always at your fingertips,
wherever you go



Today View

NEW

A single streamlined home for your sales reps

The screenshot shows the Salesforce 'Today View' dashboard. At the top is a navigation bar with tabs for Contacts, Conversations, Marketing, Sales, Service, Automation, and Reports. A search icon, settings gear, and user profile (Brittany Lambert) are on the right. The left sidebar has a 'Today' tab and links for 'Prospect activity', 'Open', and 'Completed'. The main content area features a 'Give your prospecting strategy a powerful boost' section with a 'Learn more' button and a 'Got it' button. Below this is a 'Today' section with a 'Start 9 tasks' button and filter tabs for 'All due today', 'High priority', and 'Most engaged'. A table lists tasks with columns for Title, Associated With, Last Contacted, and Last Engagement. The right sidebar shows 'Up next' with a 'Create note' button, 'Your weekly activity' with counts for Emails (17), Calls (25), and Meetings (4), and 'Your task progress' with a bar chart comparing tasks completed and scheduled.

Contacts Conversations Marketing Sales Service Automation Reports

Search Settings Notifications Brittany Lambert

Today

Prospect activity

Open

Completed

Give your prospecting strategy a powerful boost

Start here each day to track prospect activity and see your progress, all in one place. Know what's coming up next and where to focus to hit your sales goals.

Learn more Got it

Today

Start 9 tasks

All due today High priority Most engaged More filters

<input type="checkbox"/>	TITLE	ASSOCIATED WITH	LAST CONTACTED	LAST ENGAGEMENT
<input type="checkbox"/>	Follow up	Duane Lindsay	11 days ago You emailed	4 days ago Duane Lindsay opened email
<input type="checkbox"/>	Follow up	Cordelia Hodges	7 days ago You called	15 days ago Cordelia Hodges replied to...
<input type="checkbox"/>	Follow up	Lois Brewer, +1	3 days ago You emailed	- -
<input type="checkbox"/>	Follow up	Victoria Stephens	3 days ago You emailed	6 days ago Victoria Stephens opened e...
<input type="checkbox"/>	Follow up	Lucy Gregory	3 days ago You emailed	9 days ago Lucy Gregory clicked link

Up next

10:00 AM - 10:30 AM
Client Demo
with Marco Vieira, +1

Create note

Your weekly activity

EMAILS	CALLS	MEETINGS
17	25	4
▲ 4	▲ 7	▼ 4

Compared to last week

Your task progress

Tasks completed Tasks scheduled

Yesterday Today Tomorrow





.....and dozens more
features to help accelerate
your sales process

- ✓ Predictive Scoring
- ✓ Email Tracking & Notifications
- ✓ Playbooks
- ✓ Meeting Scheduling
- ✓ Templates & Documents
- ✓ Live Chats & Bots
- ✓ Calling & Transcription
- ✓ 1:1 Video
- ✓ Slack Integration



Proposals

IN BETA

Your proposals, tailored
exactly how you want them



Products Library

Every detail about every product, in a single place

Settings

Account Details

Contacts & Companies

Install Code & Tracking

Integrations

Marketing

Properties

Sales

Branding

Deals

Tasks

Import and Export

Notifications

BCC & Forwarding

Sales Tools

Meetings

Products & Quotes

Messages

Users & Teams

Product library

Quotes

Buy now

Search products

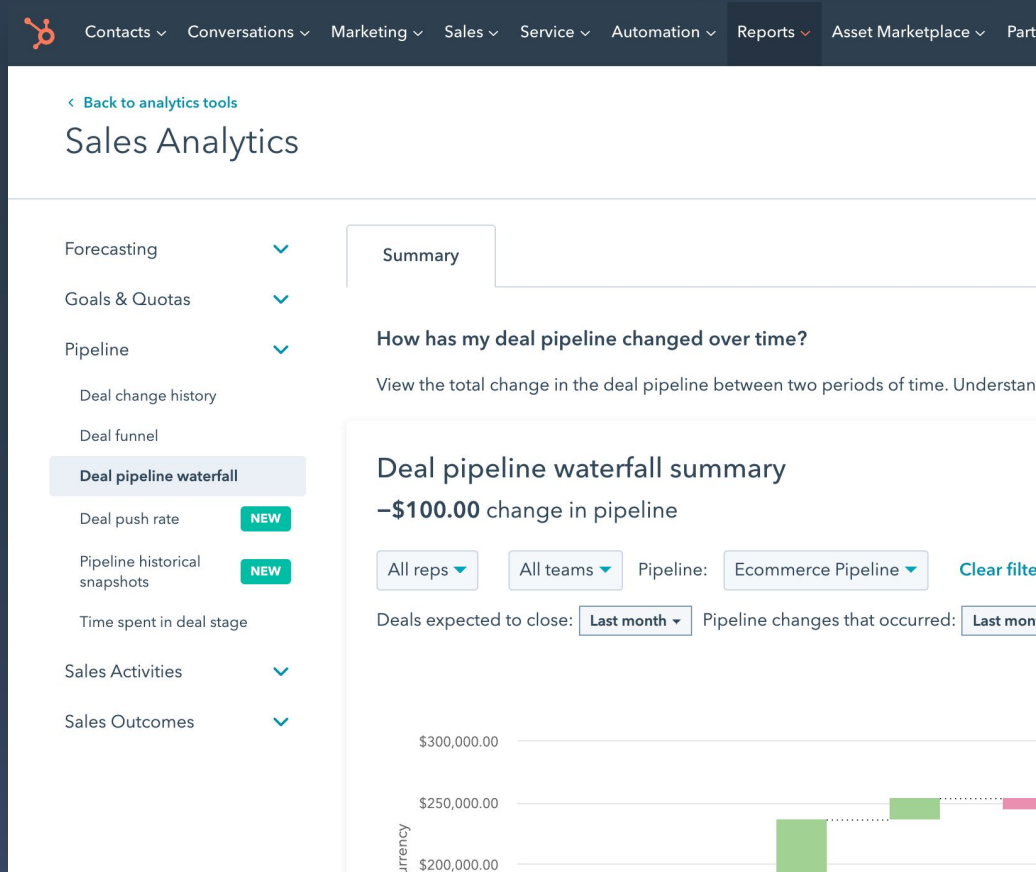
Actions

Create product

<input type="checkbox"/>	NAME	SKU	SOURCE	UNIT PRICE	CREATE DATE
<input type="checkbox"/>	Nintendo - Switch 32GB Console - Neon R... Show off your personality when playing favorite S...	3849058	Shopify	\$299.99	2 minutes ago
<input type="checkbox"/>	Nintendo - Switch 32GB Console - Gray Jo... Choose this Nintendo Switch console to play favori...	1Z28SJ920	Hubspot	\$299.99	8 days ago
<input type="checkbox"/>	Nintendo Switch Games		Actions		2 minutes ago
<input type="checkbox"/>	Xbox One S 1TB Starter Bundle Own the Xbox One S Starter Bundle (1TB), and div...	1Z28SJ920	HubSpot	\$299.99	14 days ago
<input type="checkbox"/>	Sony - PlayStation 4 Pro Console - Jet Black Battle friends and foes with the Sony PlayStation 4...	1Z28SJ920	HubSpot	\$399.99	15 days ago
<input type="checkbox"/>	Sony - PlayStation 4 1TB Console - Black Conquer virtual enemies with this Sony PlayStation 4...	1Z28SJ920	HubSpot	\$299.99	7 days ago
<input type="checkbox"/>	Playstation 4 Games				2 minutes ago
<input type="checkbox"/>	Playstation 4 Accessories				2 minutes ago
<input type="checkbox"/>	Sony - PlayStation Classic Console A miniature recreation of the iconic PlayStation conso...	1Z28SJ920	HubSpot	\$99.99	7 days ago



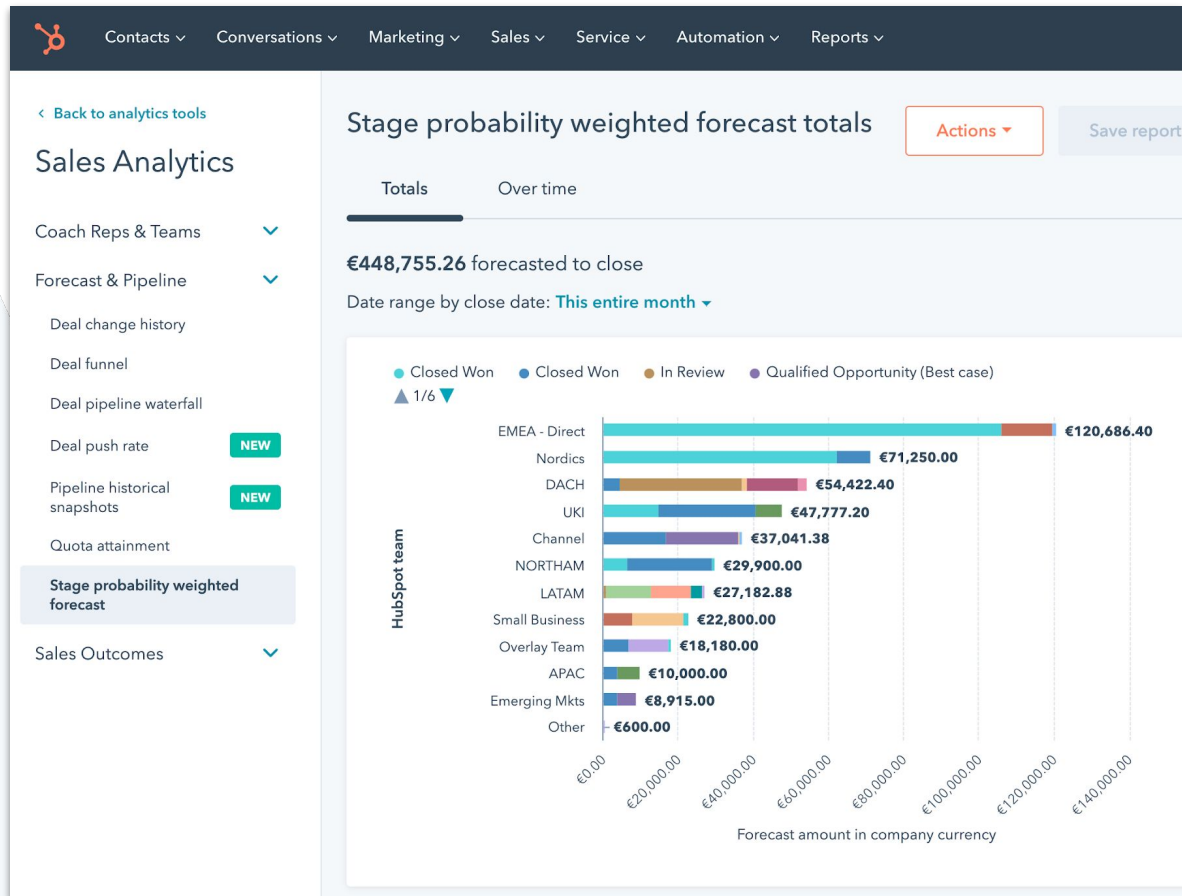
Streamlined Sales Reporting



Sales Analytics

NEW

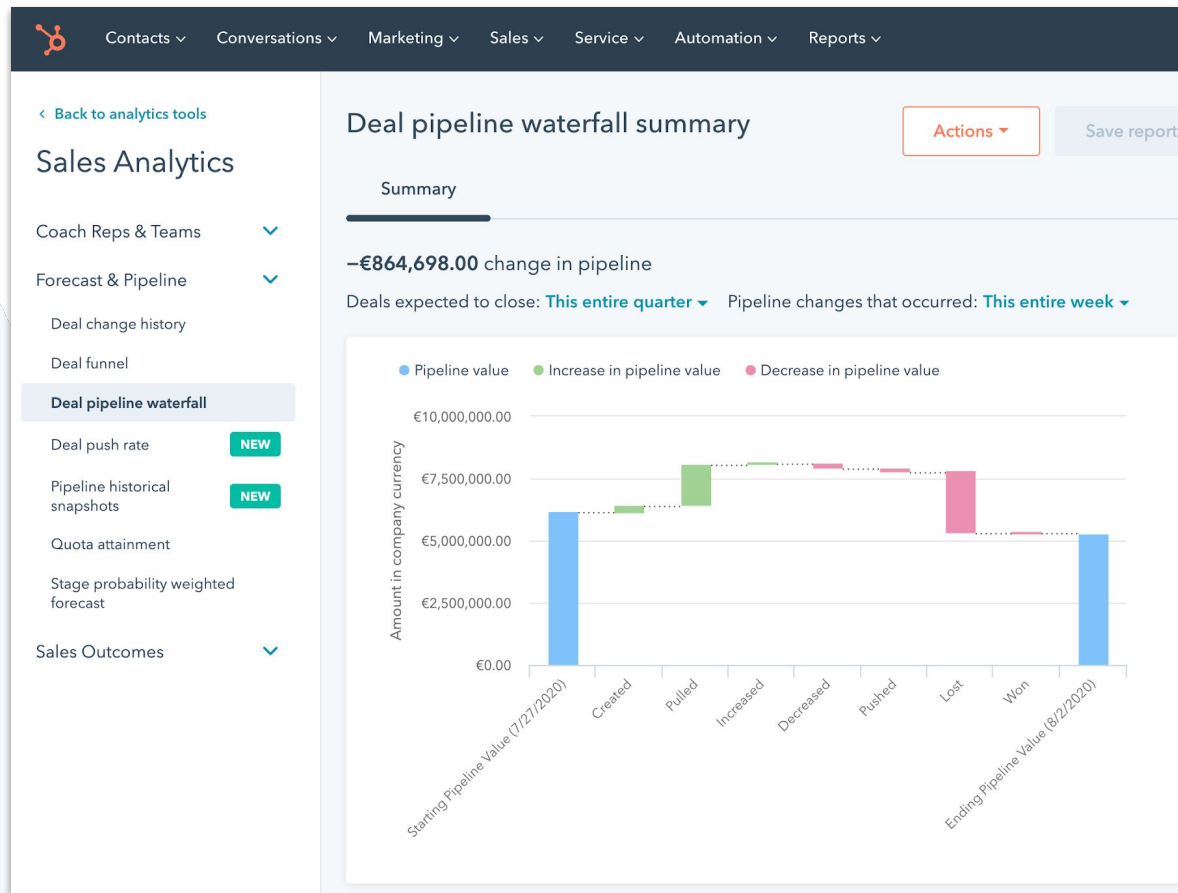
Easy, customizable
forecasting built in



Sales Analytics

NEW

Deep insight into
how your pipeline
is evolving



Sales Analytics

NEW

Insights that help
you coach, and help
your reps improve

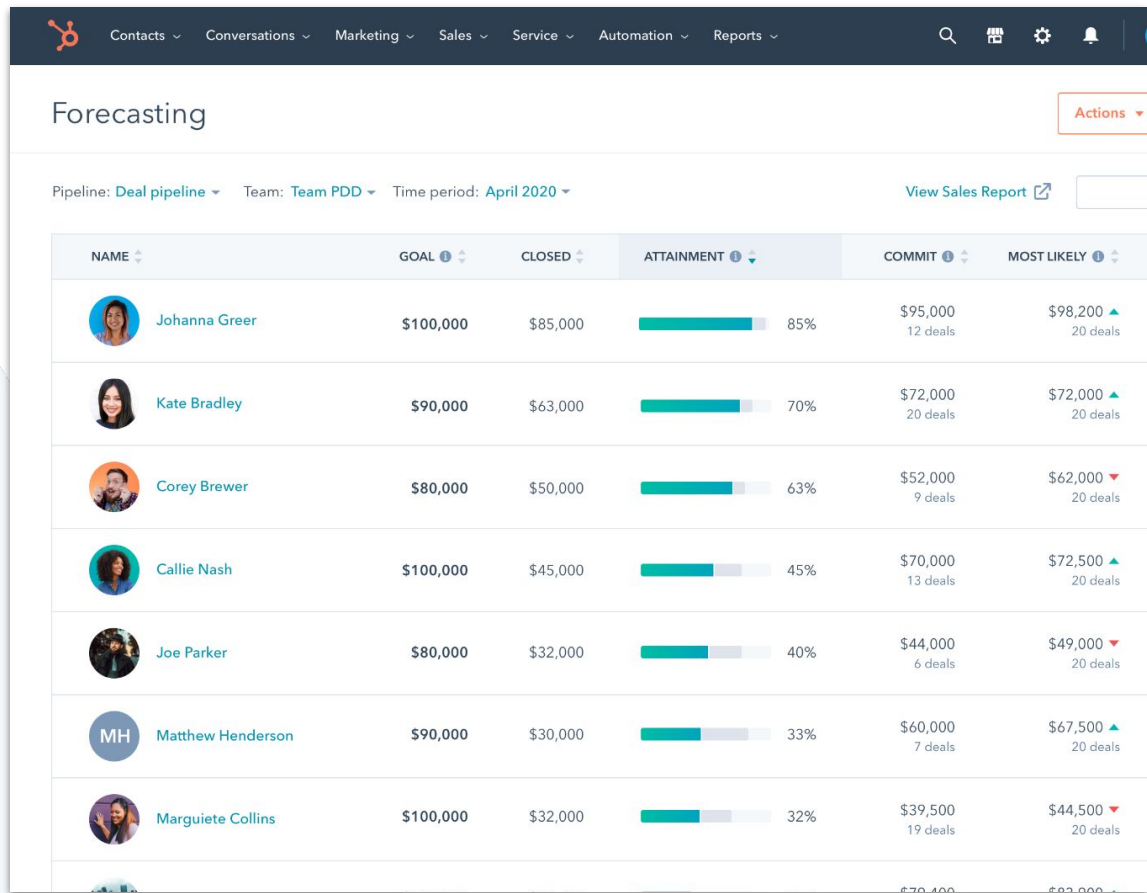
Marketing Sales Service Automation Reports			
Deal change history over time			
Over time			
22 deals changed			
Deals expected to close: This entire quarter Pipeline changes that occurred: This entire week			
DEAL NAME	PIPELINE STAGE	AMOUNT	CLOSE DATE
Dramadine	Discovery	€30,000.00 ▼ -60%	6/23/2021 ● Pushed out
Western Foods ● Deal created	Decision Maker Bought In	€35,100.00	3/25/2021
NorPak	Proposal Sent	€30,000.00	2/28/2021 ● Pulled in
Matterhorn Technology	Discovery	€15,000.00 ▲ 133%	1/31/2021
Viking Platform	Discovery	€30,000.00	1/31/2021 ● Moved forward
Fray Systems ● Moved forward	Decision Maker Bought In	€35,000.00	12/31/2020 ● Pushed out
Total Recruiting Co	Discovery	€30,000.00	12/31/2020 ● Pushed out










Forecasting & Goals

IN BETA

Easy, accurate sales forecasts every time



The screenshot displays the HubSpot Forecasting dashboard. At the top, a navigation bar includes links for Contacts, Conversations, Marketing, Sales, Service, Automation, and Reports. The main heading is "Forecasting", with an "Actions" dropdown menu to its right. Below the heading, filters are set for Pipeline: Deal pipeline, Team: Team PDD, and Time period: April 2020. A "View Sales Report" link is also present. The data is presented in a table with columns for Name, Goal, Closed, Attainment, Commit, and Most Likely. Each row represents a team member's forecast, including a progress bar for attainment and a count of deals for both committed and most likely scenarios.

NAME	GOAL	CLOSED	ATTAINMENT	COMMIT	MOST LIKELY
 Johanna Greer	\$100,000	\$85,000	<div><div></div></div> 85%	\$95,000 12 deals	\$98,200 ▲ 20 deals
 Kate Bradley	\$90,000	\$63,000	<div><div></div></div> 70%	\$72,000 20 deals	\$72,000 ▲ 20 deals
 Corey Brewer	\$80,000	\$50,000	<div><div></div></div> 63%	\$52,000 9 deals	\$62,000 ▼ 20 deals
 Callie Nash	\$100,000	\$45,000	<div><div></div></div> 45%	\$70,000 13 deals	\$72,500 ▲ 20 deals
 Joe Parker	\$80,000	\$32,000	<div><div></div></div> 40%	\$44,000 6 deals	\$49,000 ▼ 20 deals
 MH Matthew Henderson	\$90,000	\$30,000	<div><div></div></div> 33%	\$60,000 7 deals	\$67,500 ▲ 20 deals
 Marguiete Collins	\$100,000	\$32,000	<div><div></div></div> 32%	\$39,500 19 deals	\$44,500 ▼ 20 deals






...and deep insight into every aspect of your business, all in a single place.

- ✓ Visual Dashboards
- ✓ Deep Custom Reporting
- ✓ Dozens of Standard Reports
- ✓ Pipeline Snapshotting
- ✓ Standard ABM Reporting
- ✓ Snowflake / BI Integration





Why Sales Hub?



Lower Total Cost of Ownership

With more features included, the ability to add free users, and faster + lower cost implementation, Sales Hub customers enjoy a lower cost of ownership vs. other platforms.

- ✓ Add unlimited free CRM users
- ✓ More core features included
- ✓ Lower implementation costs
- ✓ Lower maintenance + support costs
- ✓ Faster time to value



Extensive solution partner ecosystem

Find your perfect match. Explore the thousands of service providers in our global community who can work with you to implement your CRM and supercharge your sales process.

ELITE

SmartBug.

SmartBug Media

Our Strategists have 10+ years experience because your success depends on more than a methodology. O...

★★★★★

334 reviews

ELITE

NEW BREED +

New Breed

We'll help you get the most value from your tech stack and evaluate how HubSpot can help you grow. ...

★★★★★

254 reviews

ELITE

W

Webs | B2B Marketing

Webs, #1 HubSpot, EMEA, helps B2B grow their business in the digital age. You...

★★★★★

97 reviews

ELITE

markentive

markentive

markentive delivers consulting, automation and agency services in the U.S. With 40+ experts in i...

★★★★

NS

ELITE

LW LYNTON

LyntonWeb

If you're looking for a partner that knows Hubspot inside and out, you've found it. We've been a Hub...

★★★★★

45 reviews

ELITE

avi

Avidly

As one of the world's leading inbound marketing agencies, we have helped the Nordics ac...

★★★★★

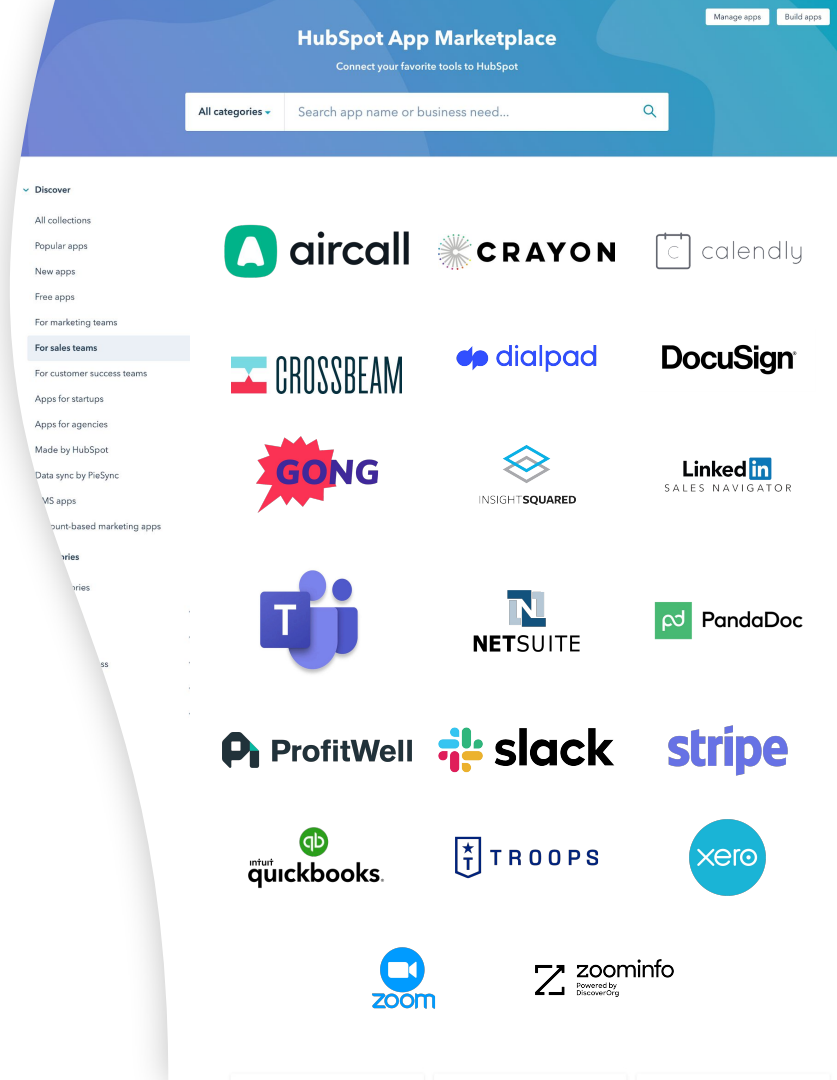
17 reviews

DIAMOND

DIAMOND

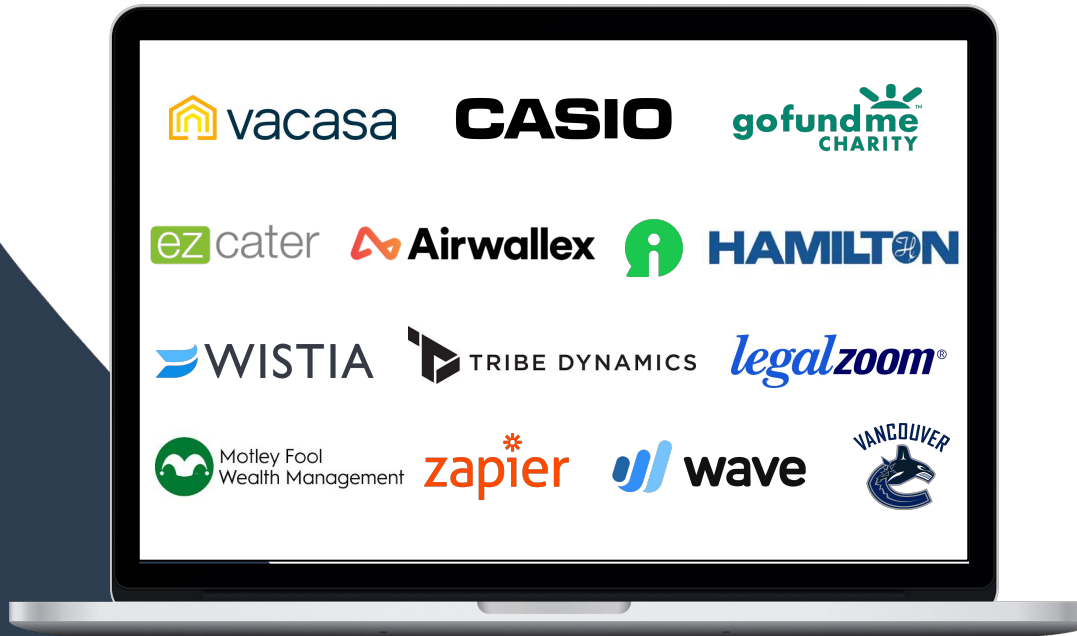
Extensive app partner ecosystem

Maximize the impact of your tech stack with access to over 500 integrations curated with a heavy focus on power, ease-of-use, and quality for both third-party and native (HubSpot-built) apps.



Trusted by the Best

Sales Hub is trusted by growing mid-market B2B companies, enterprise brands, high-growth unicorns, B2C brands, and many others. See for yourself.





Faster and easier to get started

Our Advanced Onboarding Team are not only technical experts in HubSpot and switching, but they come with a strong business acumen. You'll get started faster, with less disruption to your business.



Highly rated by reps and end users, which means less worrying about adoption

HubSpot was built from the ground up with a focus on the end rep experience - because when your reps get value out of your CRM system, you won't have to worry about them actually using it.



Consistently top ranked for ease of use on [G2Crowd](#)

HubSpot Sales Hub User Ratings



Ease of Use
CRM Average: 8.6



Quality of Support
CRM Average: 8.6

The ease with which people can use the product from day one is second to none. I have convinced several mature organizations to move away from other platforms because user satisfaction was non existent and data quality was poor. With HubSpot, user adoption went through the roof each and every time and stayed there long term. "



The Dream

Easier to purchase

Easier to use

Easier to install

Easier to maintain

Cloud-Based Legacy CRM

Hidden Costs

All over the place

Up and running in months

Relentless upkeep

HubSpot Led

Transparent Pricing

All in one place

Up and running in hours

Effortless upkeep



Evolution of HubSpot's Sales & CRM Product



Pricing + Packaging | 2020 New Features

Sales Hub Professional

Starts at \$500 per month

New features available today include:

Advanced Sequences

Native ABM Features

Sales Analytics

New features currently in beta:

Proposal Templates

Forecasting Tools

Sales Hub Enterprise

Starts at \$1,200 per month

New features available today include:

Custom Objects

Deep Permissions

Advanced Sequences

Native ABM Features

Sales Analytics

New features currently in beta:

Custom Proposals

Forecasting Tools

See the full breakout of features at hubspot.com/pricing/sales

