

Global Bilingual Sales Competition

Training Bootcamp



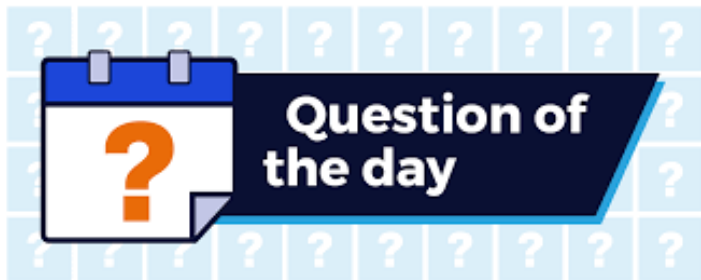
Reminder:

Record this meeting



Question of the day...

↓ *to drop in the chat* ↓



Who you got winning the SB - 49ers or
Chiefs?

Icebreaker

I have cities, but no houses. I have mountains, but no trees. I have water, but no fish. What am I?

I am invisible, but you can still feel my sting. I have no weight, but I can carry burdens. What am I?

Ground Rules

- Ask questions. Nothing is off-limits.
- Participate.
- Video is encouraged, but not required.



Let's Get Started:



Agenda

- Introductions
- What is HubSpot?
- The Competition Format
- Do's and Don'ts for GBSC
- Q&A

Hello!

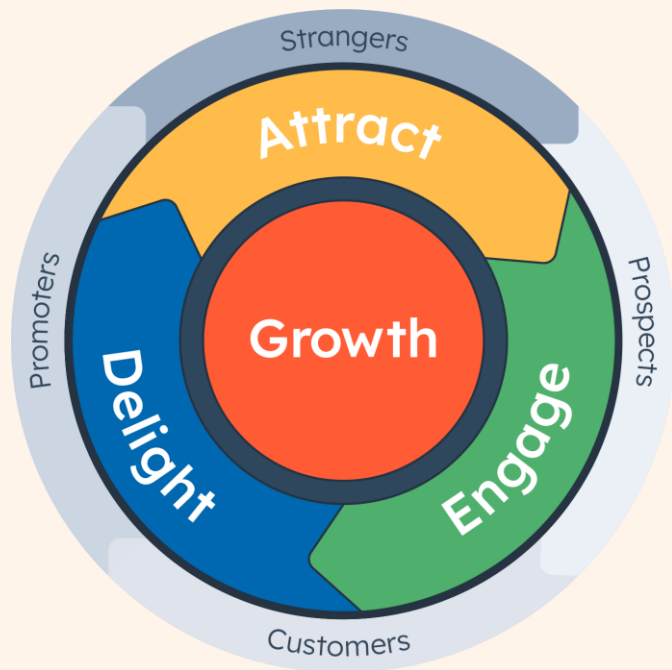
Angel Otero

Business Development Representative





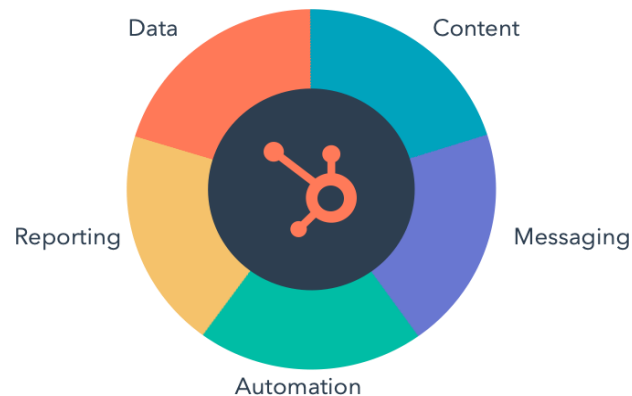
What is it?



Isn't CRM a sales tool?

What is a CRM Platform?

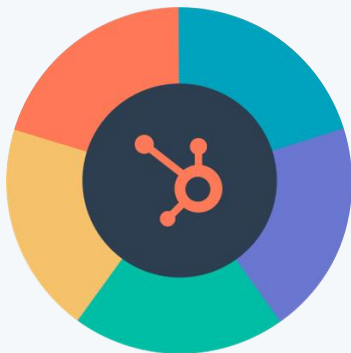
A CRM platform promises a single source of truth that empowers your front office teams to deepen their relationships with customers and provide a best-in-class experience.



Crafted, Not Cobbled

HubSpot CRM Platform

A united platform to help you grow better. Gain access to the foundational tools you need — whichever plan you choose.



▼

Unify Your Marketing, Sales & Service Databases

Contact Management Company Records Forms

▼

Share Context Between Teams

Contact Activity Contact & Company Insights Documents & Templates

▼

Organize & Track Customer Communications

Reporting Dashboard Conversations Inbox Team Email

Live Chat Conversational Bots Tasks

Deals Ticketing



Crafted, Not Cobbled

Marketing Hub

CRM-powered marketing platform that has everything you need to get found, engage new people, and nurture them into leads that sales will love.





Because **Marketing Hub** is part of the HubSpot CRM platform, marketers can keep data at the center of everything they do.

This means you can...

Use data to segment and target your audiences flawlessly.

Leverage automation to nurture contacts and handoff warm leads.

Create consistent content without the help of a web developer.

Report on the ROI of your marketing efforts.

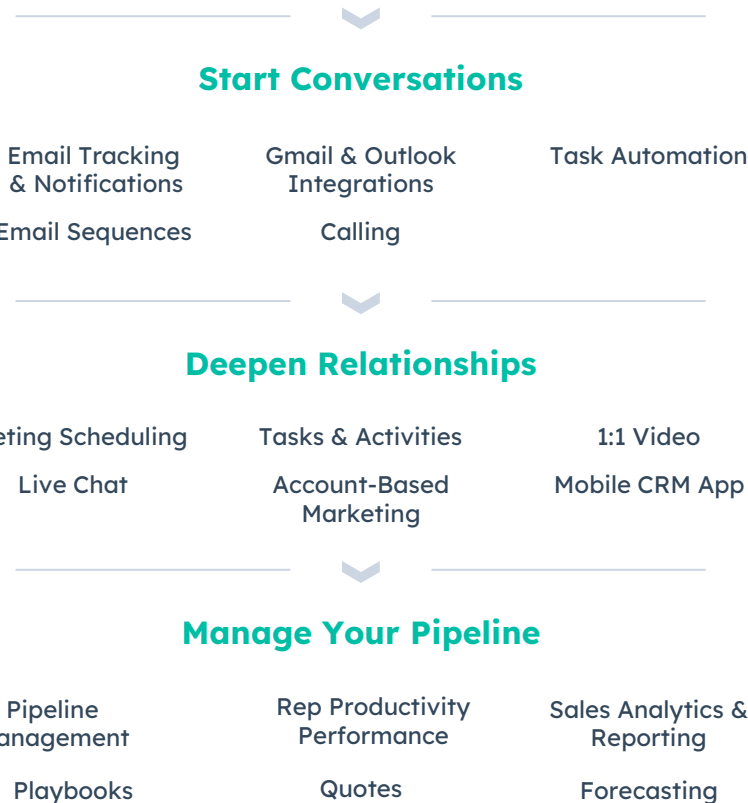
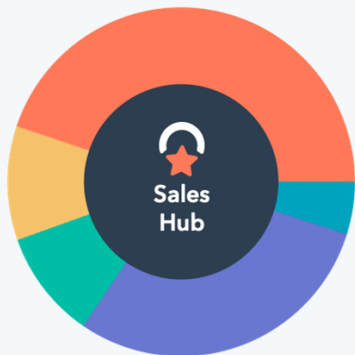
Keep your messaging consistent across email, live chat, and more.

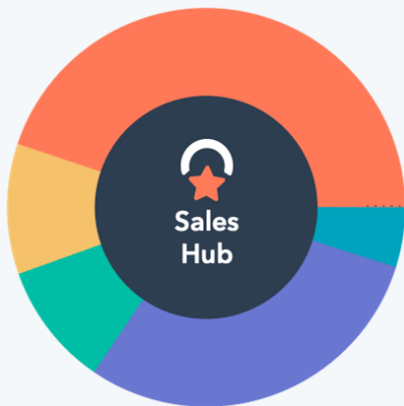


Crafted, Not Cobbled

Sales Hub

Time-saving tools that give you deeper insights into your prospects, automate busy work, and help you close more deals faster.





Because **Sales Hub** is part of the HubSpot CRM platform, it means teams can eliminate friction and achieve unparalleled cross-functional alignment.

This means you can...

Use data to prioritize your outreach and predict pipeline health.

Leverage automation and put prospecting on autopilot.

Create sales enablement content that's accessible and on-brand.

Report on rep efficacy with robust forecasting and sales analytics.

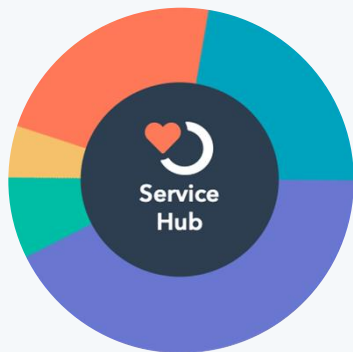
Keep your messaging consistent across all touchpoints.



Crafted, Not Cobbled

Service Hub

Customer service software that gives you all the tools you need to provide world class service efficiently, enriching customer relationships and delighting customers as you scale.



Unite Teams & Channels

Ticketing	Team Management	Conversations Inbox
Calling	Team Email	Conversational Bots

Scale Support

Knowledge Base	Task Automation	Templates
Email Sequences	Ticket Automation	Live Chat

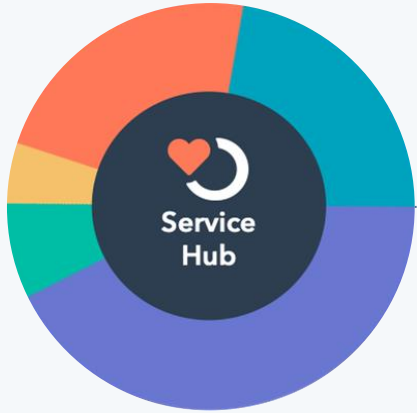
Power Proactive Service

Time-to-Close Reports	Ticket Closed Reports	Rep Productivity Performance
1:1 Video	Feedback Surveys	

Customers

Promoters





Because **Service Hub** is part of the HubSpot CRM platform, it helps teams scale their support, delight their customers efficiently, and drive retention and growth.

This means you can...

Use data to understand the complete history of every customer.

Leverage automation to resolve customer issues quickly and efficiently.

Create knowledge base content that aligns with your brand.

Report on customer insights and the efficiency of your service.

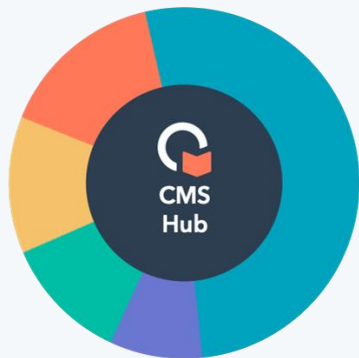
Tackle all of your messaging right from the CRM.



Crafted, Not Cobbled

Content Hub

Grow your business by incorporating your website into your growth machine.



Create Remarkable Website Experiences With Ease

Drag-and-drop Editor

Membership-driven Content

Local Website Development

Website Themes

Interactive Web Apps
(i.e. Payments,
Event Registration)

Dynamic Content
with HubDB

Optimize & Personalize Your Website

SEO Optimizations and
Recommendations

Smart Content &
Reporting

Adaptive Testing

Contact Attribution
Report Builder

Chat, Forms & Bots

Web Analytics

Manage your growing digital presence

Standard SSL
Certificate

Brand Domains

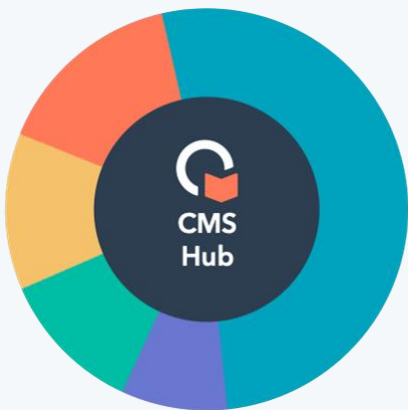
Activity Logs

Site Performance
Monitoring

Custom CDC
Configuration

24/7 Security
Monitoring & Threat
Detection





Because **Content Hub** is part of the HubSpot CRM platform, it means you can turn your website into a CRM-powered website.

This means you can...

Use data to build personalized, sophisticated experiences.

Leverage automation to help scale your website.

Create better content by removing gatekeepers.

Report & optimize effortlessly.

Keep your messaging consistent across all touchpoints.



The Competition Format

The Competition Format



- Compete in English and/or Spanish
- 3 competition rounds for each language
- Each round is meant to simulate a stage of a sales process

Round 1



- Get to know the prospect
- Gather information to discover any issues the prospect may be experiencing
- Secure a second meeting to further the sales process

Round 2



- Gather additional information to discover any issues the prospect may be experiencing since the last meeting
- Present a possible solution that benefits and solves the prospect's issues
- Secure a final meeting to further the sales process

Round 3



- Gather any last details about the issues the prospect may be experiencing since the last meeting
- Present a possible solution that benefits and solves the prospect's issues
- Close a potential deal with the prospect based on the solution you provide

Start Preparing:

**Seller's guide for the
competition can be
downloaded at [fiu-
gbasc.com](https://fiu-gbasc.com)**



How You're Judged

- Approach
- Identification of Needs
- Product Presentation
- Overcoming Obstacles/Objections
- Closing
- General Skills

* The weight of each category changes each round.

LET'S ACKNOWLEDGE.

People
generally
distrust
salespeople.



The Approach

Rapport building is about meeting people on their turf and treating them how they want to be treated.

- Research prospects beforehand
- Understand your prospect's persona
- Get your prospects to laugh
- Ask good opening questions
- Know when to switch to the sales conversation and set an upfront contract

[How to Build Rapport With Just About Anyone](#) (blog post)



Don't

- Say hello and go straight to business
- Spend too much time building rapport

Do

- Introduce yourself and the company
- Connect at a personal level and build trust
- Establish the reason and agenda for the call
- Transition smoothly into needs identification

Set an upfront contract (UFC)

- Appreciate the time, does 10 mins still work?
- Naturally you have questions about HubSpot. The purpose of today is to understand what you're hoping to get from HubSpot, answer questions, and determine if it makes sense to continue an evaluation
- Obviously to help us understand, I have some questions about your current process, understand some of your challenges, how you sell, etc BECAUSE the better I understand-we can see how we can add value
- Typically at the end of this we'll either have alignment, or we'll agree it's not a fit at the moment, at which point, I can send you some introductory resources

Their World, Their Role

- What do they sell, how do they sell it, who do they sell it to(target market), how much does their product cost(ASP)?
- Who are some of your competitors? What makes your company stand out?
- What is their role? Responsibilities? How do they make decisions?
- What is the impact of the success of this project on their role? Who else cares about it?

*If you realize this is not your decision maker (DM), not a big deal. First recognize that they are not the DM, figure out what is important to them and what they have to win or lose with this project. Can you involve the DM in the process?

Asking effective questions

- Why are questions so important?
- What's the difference between an open-ended versus a closed question?
- Which type is better?
- Is there a time and a place for each type of question?

[20 Open-Ended Sales Questions That'll Get Prospects Talking to You: The TEDW Model](#)

Active Listening

- How do you signal to someone that you're actively listening?
- Why is this important?
- When is active listening helpful in the sales process?



Don't

- Start asking questions without setting an UFC
- Ask a question, listen, and move on
- Try to pitch the product after 1-2 questions

Do

- Actively listen and ask the next best question
- Ask level 2 questions
- Leverage positioning statements.
- Spend time uncovering pain.

GPCT

- Goals
- Pains
- Challenges
- Timelines

[Example GPCT questions here.](#)

Suggestions based off of GPCT

- Provide suggestions based off of GPCT
- “Prospect, you mentioned that today you are not generating enough leads, have you thought of leveraging a blog to generate more demand? A blog can generate xxx more leads...”
- **LEVERAGE THOSE POSITIONING STATEMENTS!**

Positioning Statements

- Typically used and said before asking a question directly to someone
- Giving the “why” behind your question

Why is this important?

Implications & Consequences

- How is this affecting the business?
- Impact of doing nothing?
- What happens if you succeed?



Don't

- ✓ Start talking about product until you've finished needs identification
- ✓ List features one-by-one
- ✓ Share everything hoping it sticks

Do

- ✓ Speak in benefits based on needs identification
- ✓ Give just enough info to gauge interest
- ✓ Use visual aids if possible
- ✓ Involve buyer in discussion and ask trial close questions

Questions to consider



- What's the difference between features and benefits?



- What do we mean by *just enough* information?

Example Visual Aids

Primary Focus Areas for COMPANY

- Ease of Use - a system that allows the team to execute client facing efforts and manage the business
- Automated Lead Management - generating leads through the website that will turn into booked meetings for the sales team
- Full Visibility into Sales Process - see team and individual performance
- View and Segment Tickets - universal inbox for inquiry emails to ensure no tickets get lost
- Enhanced Reporting - understand the client journey through marketing, sales, and service





Don't

- Ask for the next meeting without checking for concerns.
- Ignore any emotional responses and go straight to the solution.

Do

- Seek to understand and not to respond
- Acknowledge, align and assure

What kind of questions can you ask to start a conversation about concerns?



Acknowledge, Align, Assure

- Acknowledge the prospect's concerns and that there is a problem at hand.
- Align on the emotional response they're feeling as a result of their concern.
- Assure that you'll fix their issue promptly with your solution, or, if you're unable to, you'll pass it on to the right people.



What's your
knowledge of
HubSpot?



If you were running your own business...



- **What would you need to do to get your business off the ground?**
- **In front of customers?**
- **To support them after they buy?**

Our Platform

HubSpot
Marketing Hub

Marketing
automation

HubSpot
Sales Hub

Sales process
management

HubSpot
Service Hub

Customer
service

HubSpot
CRM FREE

Customer
relationships

HubSpot
Content Hub

Content
management

HubSpot
Operations Hub

Customer data and
business process
management

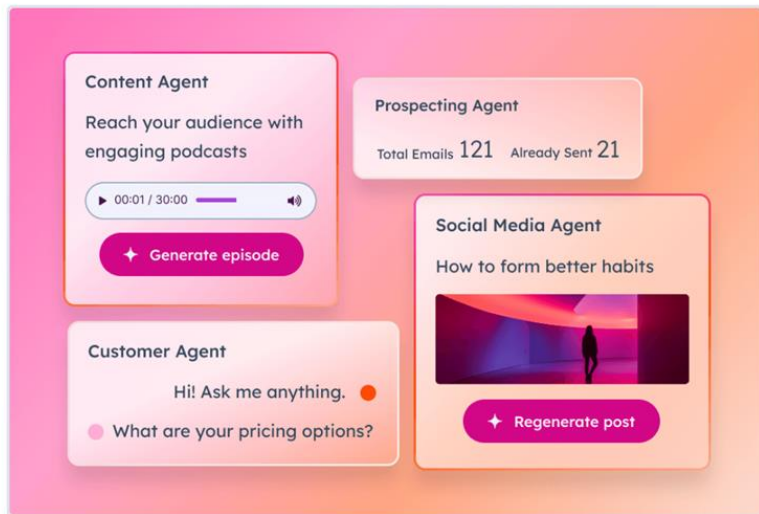


Packages

- Free
- Starter
- Professional
- Enterprise

What about AI???





Scale growth with Breeze Agents

Increase your team's productivity without expanding your staff. Breeze Agents are AI-powered experts designed to automate workflows, from planning to execution. With expertise spanning content marketing, social media, sales prospecting, and customer service, Breeze Agents automate work across your business to help you drive growth.

Popular Features

[Breeze Content Agent \(Beta\)](#)

Create quality blogs, landing pages, podcasts, and case studies in your brand voice.

[Breeze Social Media Agent \(Beta\)](#)

Analyze performance, industry data, and best practices to create compelling social content.

[Breeze Prospecting Agent \(Beta\)](#)

Craft and implement tailored outreach for CRM prospects to enhance your sales pipeline.

[Breeze Customer Agent \(Beta\)](#)

Respond quickly to site visitors with AI trained on your website, blog, and knowledge base.



Breeze
by HubSpot

NEW EMBEDDED AI

The secret to learning HubSpot in general and for GBSC?

Don't memorize HubSpot hub by hub, feature by feature.

Remember the benefits.



Don't

- ✓ Just ask for the next meeting after product presentation with the prospect
- ✓ Let the prospect push out the next meeting if you've uncovered a pain or urgent need

Do

- ✓ Recap highlights of meeting
- ✓ Give just enough info to gauge interest
- ✓ Ask for a firm, future commitment
- ✓ Provide info about next steps

Firm, future commitment

Date

Time

Agenda of next interaction

- This will eat up time if you let it.
- Be direct and come prepared with an exact date and time.
- Don't leave it open-ended (i.e. "What works best for you?") with the prospect, or you'll play the game of "scheduling ping-pong."

Example Closing Statements

- ROUND 1: “Based off of what we discussed today, what do you think would be the best next step to take on your end? Who should be involved on the next call?”
- LATER ROUNDS: “When it comes to making a decision like this, how does your company go about that? What resources do you count on for implementation? When do you want to start implementation?”

Questions & Answers



Want us to cover something specific?
email: cdamasco@hubspot.com



Thank you