

Hi, I'm Kathryn

- 10 years in the software (SaaS) industry
- Love technology and problem solving
- I ❤️ being able to help others make a difference in their businesses

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The Importance of CRM in the Face of Change

The HubSpot logo is centered within a dark blue rounded rectangle, which is itself centered on a horizontal white line. The logo consists of the word "HubSpot" in a white, sans-serif font, with a stylized "Spot" where the 'o' is replaced by a dot.

HubSpot

HubSpot

60,000+
CUSTOMERS



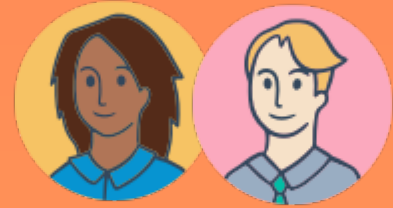
CRM



MARKETING



SALES



SERVICES





Grow Better

A vibrant, stylized illustration featuring the text "Grow Better" in a large, white, sans-serif font. The text is set against a dark blue background and is surrounded by various colorful geometric shapes and symbols. To the left of the text, there are orange and pink circles, a teal circle, and a yellow hexagon. Above the text, there are orange and pink circles, a teal circle, and a yellow hexagon. To the right of the text, there are orange and pink circles, a teal circle, and a yellow hexagon. The overall design is modern and playful, with a focus on growth and improvement.

This is a whole new era of business.





Technology has changed.



More importantly, so have consumers!

TODAY

We expect **personalization** everywhere.

We expect **convenience** everywhere.

We expect **friction** nowhere.



We need to **RETHINK (especially true now)**
how we market, sell and serve our customers.



Where do we even begin?...

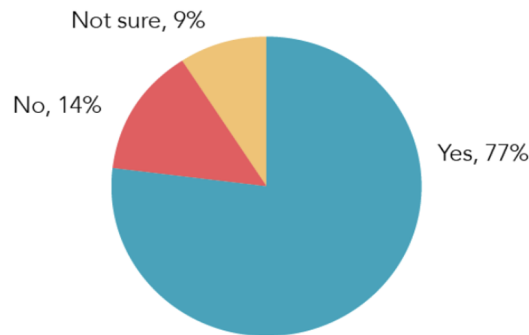


The **Shift** in Buying Behavior

77% of consumers research before engaging with a brand

May 9, 2018 // 1:17 PM

*Before you engage with a brand you're interested in
(for example, sign up for their emails or make a purchase),
do you do any research about the brand?*



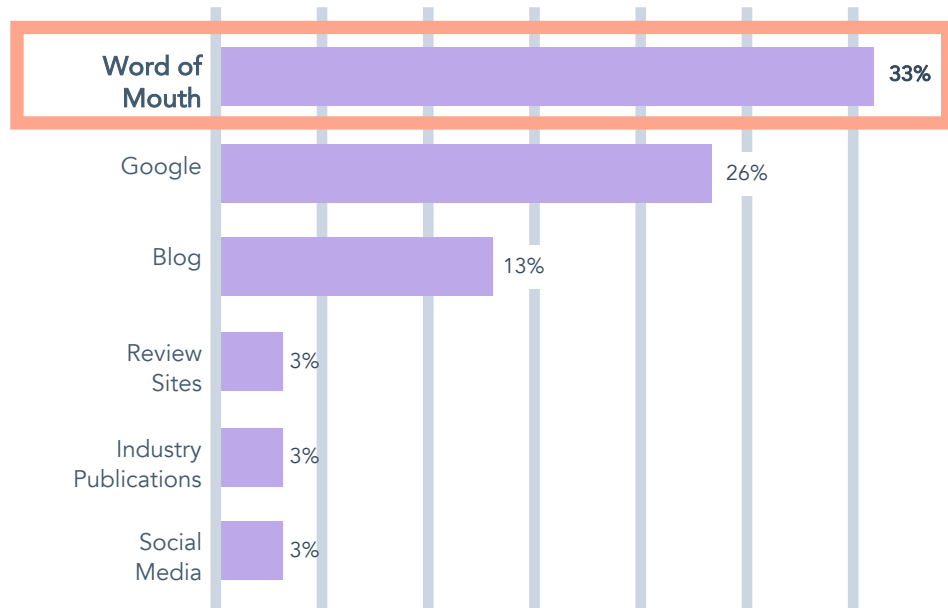
Base: 303 Consumers in the United States
Source: HubSpot Snap Survey, May 7, 2018

HubSpot Research

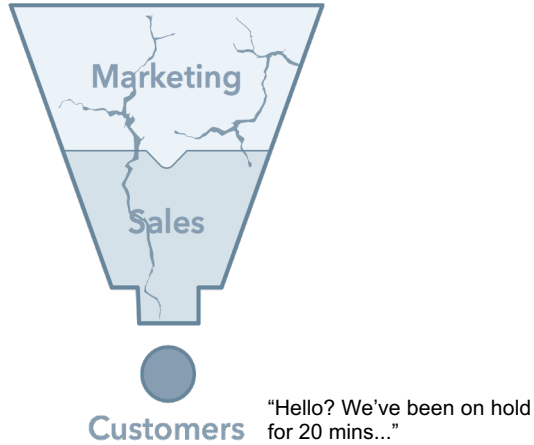


How did you
first hear
about **us**?

The **Shift** in Influential Power



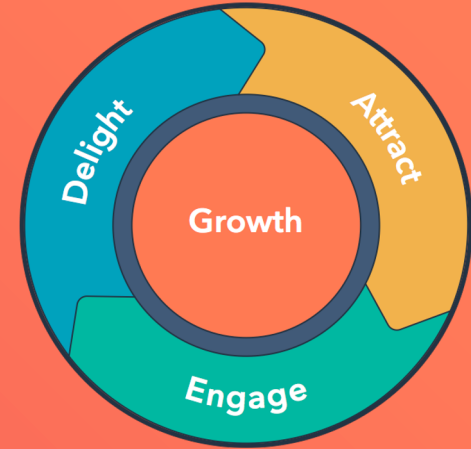
Better Product Wins Era



Funnel Full of Friction



Better Experience Wins Era

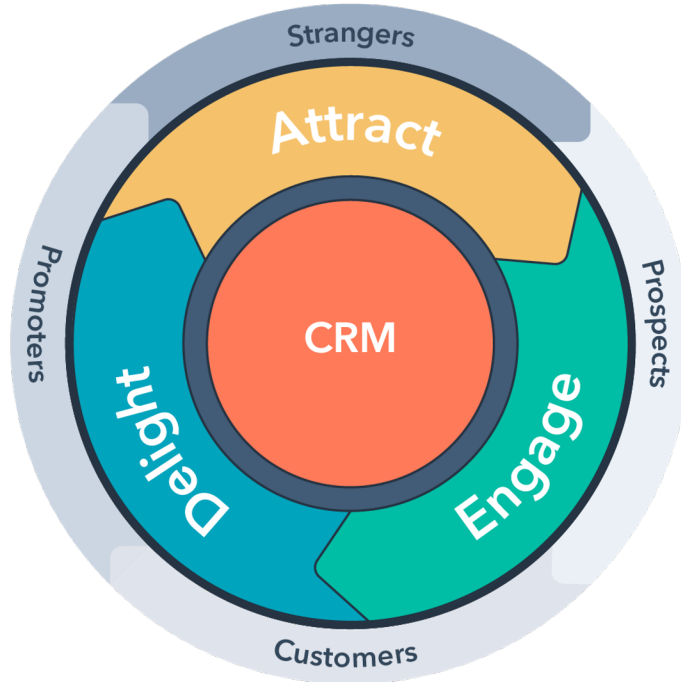


Flywheel Free of Friction

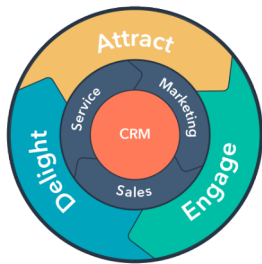


Introducing the Growth-Driven Flywheel

This is how you can scale and grow.. BETTER AND FAST!



↑ Force x ↓ Friction



HubSpot CRM

Free user-friendly system that your team will love and can grow with your business!

Free

Conversations (including live chat)

Contacts

Companies

Deals

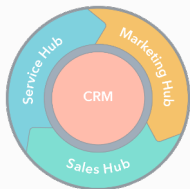
Prospects

Tasks & Activities

Tickets

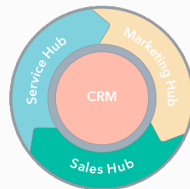
Forms & Pop-ups

HubSpot offers a full suite of software for marketing, sales, and customer relationship management that are powerful alone, and even better when used together.



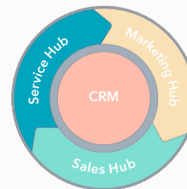
Marketing Hub

Attract and engage new customers by creating relevant, personal marketing.



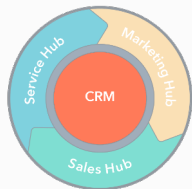
Sales Hub

Build an efficient process to engage your prospects and turn them into customers.



Service Hub

Connect with your customers, exceed their expectations, keep them longer, and grow faster.

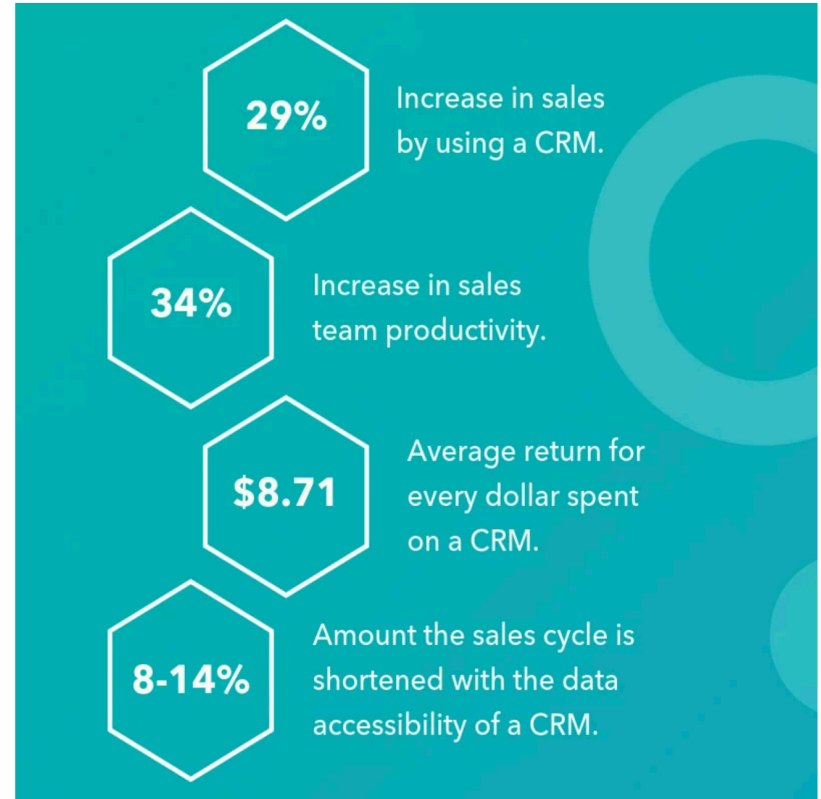


HubSpot CRM

The free CRM system for growing businesses that your team will love.

Key Benefits of HubSpot CRM

1. Store and organize your data centrally
2. Segment and track all interactions with customers (call, email, live chat, etc.,)
3. Facilitate cross-team collaboration and remove *friction*
4. Automate admin tasks and streamline your sales process
5. Make Reporting and Forecasting easier



Key Takeaways



KEY TAKEAWAYS

1

Rethink
how we market, sell
and serve our
customers

2

The **flywheel** is the
new way to grow – for
the best customer
experience

3

Leverage a CRM to
scale and build a
great business in
2020 and beyond

Resources & HubSpot Offers

Adding Free Tools

Businesses of all types and sizes are finding themselves in the position of having to move whole portions of their operation online. To help them adapt, we're making our paid Meetings functionality, Quotes, E-Sign, and 1:1 video creation tools completely free for 90 days from when they're activated by the user.

Meetings: Share a link with prospects or customers that lets them see when you're free and book virtual meetings with you. When live, all users will have access to paid meeting functionality - that's 1,000 personal & team meetings links per portal.

Quotes & E-sign: Create and share proposals online in just a few clicks. Then get digital signatures for quotes and other documents. All users will have access to unlimited quotes and 10 signatures per user per month.

1:1 Video Creation: Create and share personalized videos with prospects directly from the HubSpot CRM, and track their performance. Videos can be up to one hour in length. This is separate from the **Vidyard for HubSpot integration**.

[LINK](#) to the Benchmark Data Article

MARKETING | 8 MIN READ

Benchmark Data: How COVID-19 Is Impacting Sales and Marketing Performance [Updated Weekly]



Written by Kipp Bodnar
[@Kippbodnar](#)

HubSpot

Software ▾ Pricing R

USER BLOG | 9 MIN READ

How to Design Your Sales Process in HubSpot CRM



Written by Kyle Jepson
[@kyle_jepson](#)

Kyle has created a video lesson on this same topic: Designing Your Sales Process in HubSpot:

[Start the lesson](#)



The background is a solid orange color. It features several large, semi-transparent circles of varying sizes. One large circle is in the top-left corner. Another large circle is on the right side, partially cut off. There are also several smaller circles scattered across the bottom and left areas.

Thank You