

Tech Talk

# Tools to Manage Workload and Increase Productivity



# I'm ready to...

- 1 learn more
- 2 try something new
- 3 ask for help
- 4 make a change



# Your business

is focused on **growth**



# Businesses grow

by **converting** strangers  
into promoters



# Strangers become promoters

when we provide  
**value** and **delight**



# Delight

spins the flywheel

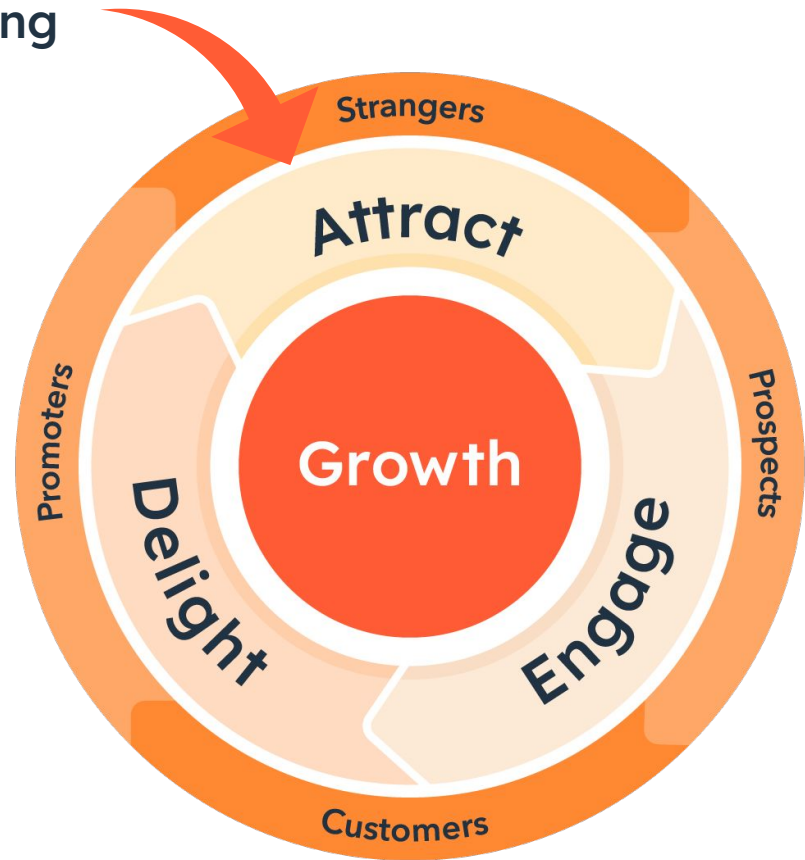




# Marketing

Creates helpful, valuable and educational content that builds trust, authority and gathers leads

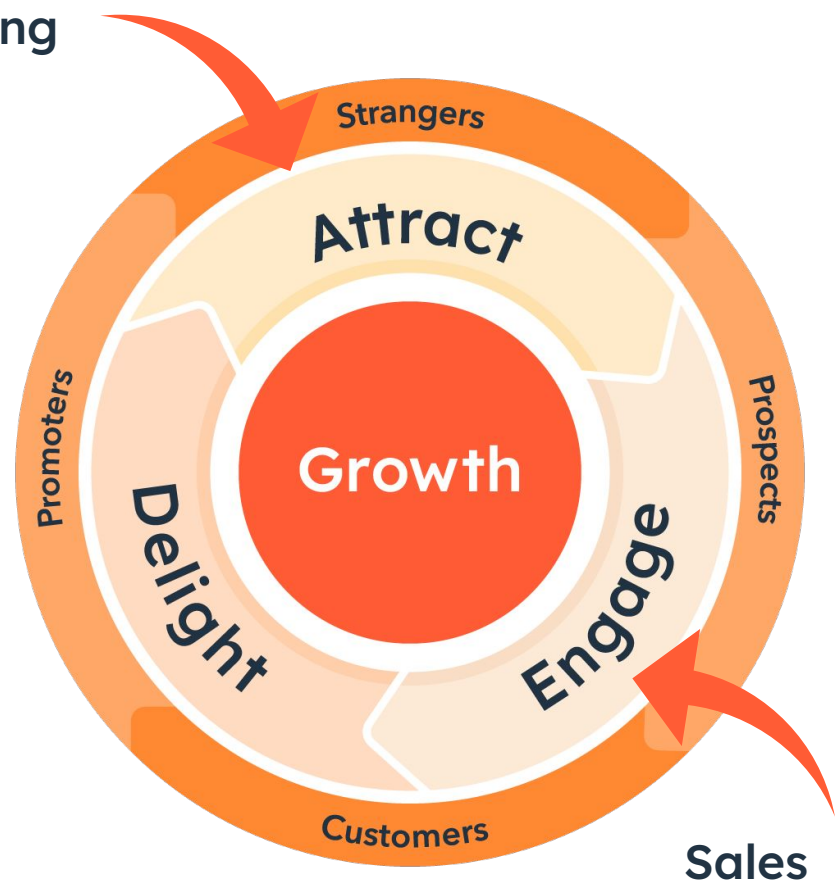
Marketing





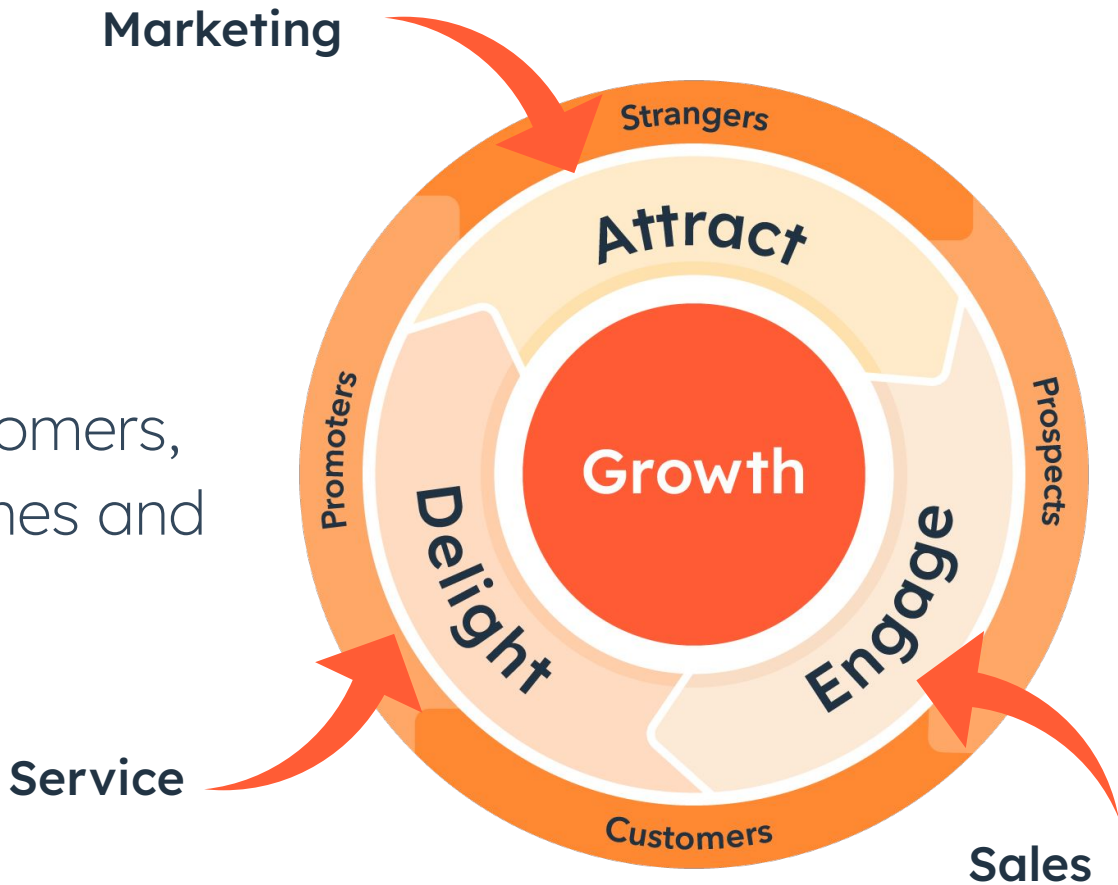
# Sales

Helps prospects decide if there is a valuable fit for your services



# Service

Promotes happy customers,  
services challenging ones and  
drives retention



# Simply put...



## Marketing

Creates Value

Generate Leads



## Sales

Builds Pipeline

Closes Deals



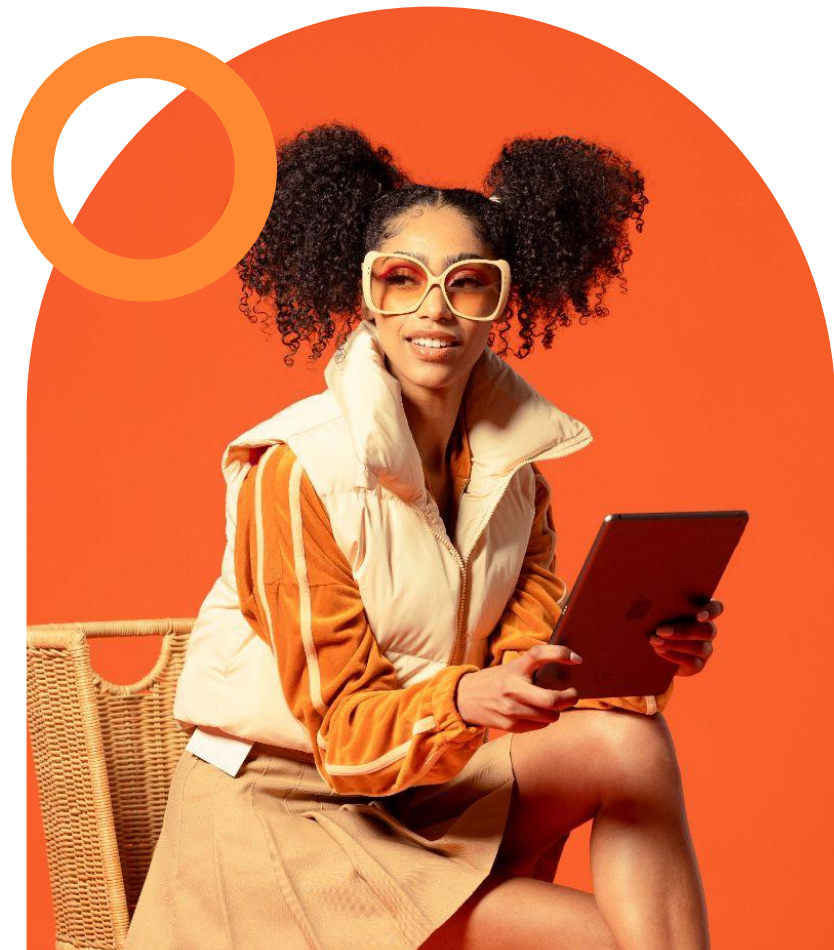
## Service

Delivers Delight

Drive Retention

# Sales

Build your pipeline  
Close more deals



# Sales Tools



## Build Your Pipeline

- CRM
- Sales Workspace
- Automated Sequences
- Lead Qualification



## Close More Deals

- CRM
- Sales Pipeline
- Meeting Page
- Sales Automation

# Build Pipeline



“It’s hard to keep my leads funnel organized and updated.”

- CRM
- Sales Pipeline
- Sales Workspace

My sales team has trouble deciding which leads to prioritize.”

- Lead scoring
- Lead Automation

“How do we enable our reps to send better emails and continue the conversations with their customers?”

- Sales Emails
- Sales Sequences
- Playbooks

# Close More Deals



**“It’s difficult to get an up-to-date picture of our pipeline.”**

- CRM
- Sales Pipeline
- Reports and Dashboards

**“It’s way too difficult to get a discovery call scheduled.”**

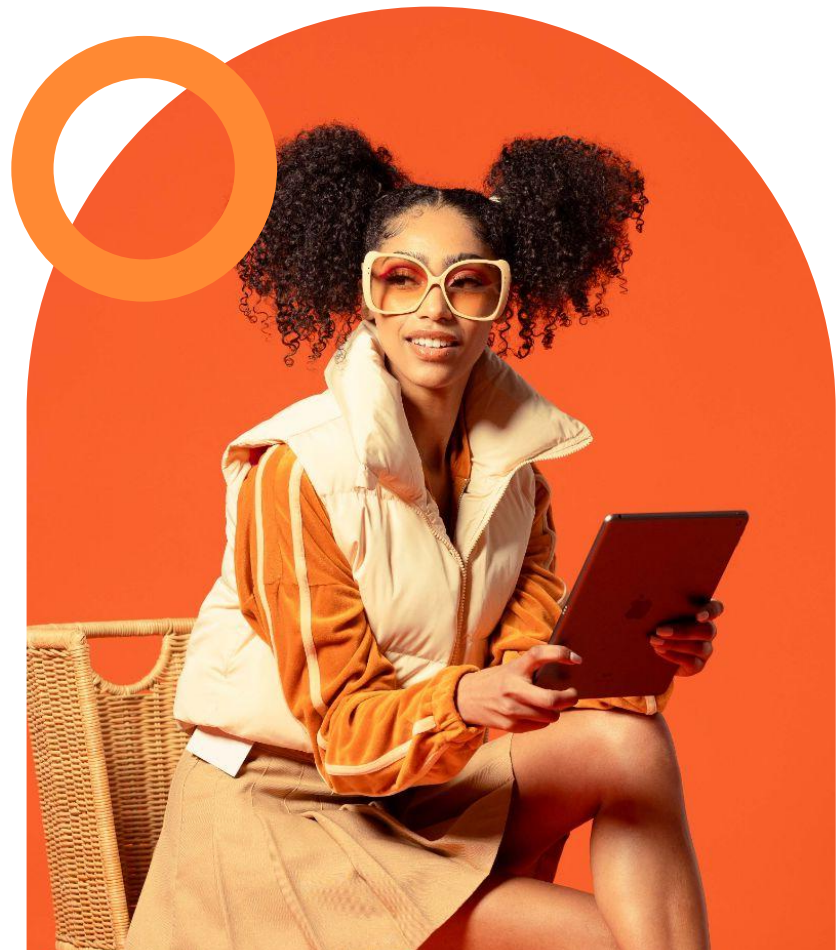
- Form Routing
- Meeting Page
- Sales Emails

**“We’re seeing poor engagement with initial rep outreach and overall low lead conversion rates.”**

- Sales emails
- Sales sequences

# Marketing

Generate leads  
Automate marketing





# Marketing Tools



## Generate Leads

- Forms
- Content
- Social Media and Ads
- Marketing Reporting



## Automate Marketing

- Emails
- Segmentation
- Automation

# Generate Leads



"I can get visitors to my website, but they aren't converting."

- Forms
- Routing
- Landing Pages

"We just can't seem to attract the right audience and it takes too long for me to post content across all my different social profiles."

- Social Media
- Ads

"I don't know where my web traffic and leads are coming from and if my Marketing Campaigns are successful?"."

- Marketing Reporting
- Attribution Data

# Automate Marketing



"I feel like once we have a prospect in our system, we stop engaging and lose track of them."

- Email
- Automation

"I spend too much effort nurturing low-quality leads."

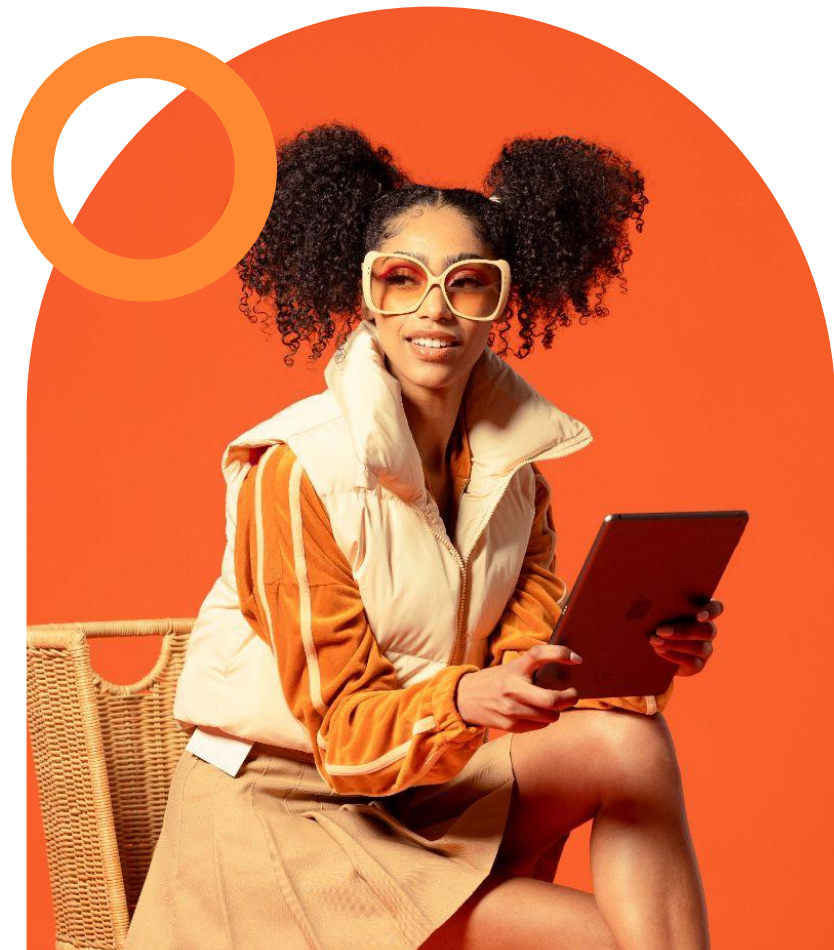
- Lead scoring
- Segmentation

"Our sales cycle is too long. Prospects lose interest in us before we can even get them to sales."

- Automation
- Segmentation
- Email

# Service

Scale support  
Drive Retention



# Service Tools



## Scale Support

- Helpdesk
- Knowledge Base
- Shared Inbox



## Drive Retention

- CRM
- Surveys
- Automate Follow Up

# Scale Support and Drive Retention

“My support team has to juggle multiple support channels.

- Help Desk
- Ticket Routing

“Customer service team is bogged down by simple, repetitive requests, and can’t spend time resolving more complex issues that drive retention.”

- Knowledge Base

“I feel like 1 bad customer can ruin me but 1 good customer can drive more business.”

- Survey
- Chatbots
- Omni Channel Messaging

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- 2 try something new
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“

Thank you

Marc Hans  
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