HubSpot CRM Buildouts

Robust, Powerful, and Engaging

As we're sure you know HubSpot is a customer relationship management (CRM) platform that is designed to help businesses manage their interactions and relationships with customers. It provides a range of tools and features that can help businesses streamline their sales, marketing, and customer service processes. Some key reasons to use HubSpot CRM include:

- It's a platform that possesses advanced sequencing and workflow technology in an easy-to-use platform

- It has free plans that can help small businesses get started with CRM without a large upfront investment and can be scaled infinitely which means a consistent long-term tech stack.

- It provides a centralized database for storing and managing customer information, making it easier to track and manage customer interactions and relationships while offering an Open API with most major integrations mang implementation quick & simple.

- It includes built-in dashboards, reporting, and analytics capabilities to help businesses better understand their customers and make data-driven decisions in real-time by leveraging leading, lagging, and forecast data points.

Overall, HubSpot CRM is a robust platform that can help businesses improve their customer relationships and drive rapid growth with a clear ability to scale.

Advanced Hubspot Implementations For A Streamlined Sales Process

We are proudly a HubSpot company when it comes to CRMs and will develop and optimize a HubSpot system for you in less than six weeks. We excel in many areas, but we can confidently claim that Set 2 Close builds the top sales-driven HubSpot systems in the market.

Through facilitated consultation sessions we create a strategy that helps you get the most out of your CRM, we build it out on your behalf & train your team along the way. We collaborate with your team to understand and communicate your present CRM discomforts as we work together to create a streamlined, cohesive, powerful, and long-lasting platform.

Our Process

CRM Strategy Delivered

We develop a CRM strategy that fulfills your team's unique needs & acts as the launchpad to reaching your goals

CRM Setup

We guide you in the population of contact and company data, build reports, and templates, and map your sales process to features within HubSpot.

Integration

We ensure your CRM is connected with any supplementary tools required by you or recommended by us.

Process Development

Make sure your sales process is optimized to maximize the capabilities of Hubspot and make your sales revenue grow.

Training and support

99% of implementations fail due to a lack of support for your team. We provide tailored training and support for as long as it takes until your team is confident with their new processes & couldn't imagine going back.

Enablement

Finding better conversions through sequences, educative selling, and overall cadences & touchpoints which optimize sales results.

Automation

We build deal workflows, automated email nurture series, auto task creations, and sales sequences to automate repetitive and low-value tasks, allowing your sales team to focus on selling.

Team Processes & Protocols

1. Lead Scoring- Automating MQLs and SQLs to notify salespeople to react immediately

2. Label automation on leads Hot: Call immediately & enroll in sequence to increase responsiveness to customers and speed to meet/booked a call with your sales team.

3. Ensure Qualification Questions & Stakeholder research is recorded in each customer and are standardized to help measure the performance of your sales team and increase the quality of prospects in your pipeline

4. Ensure all your emails are tracked automatically and tasks are created for the next steps automatically so nothing falls through the cracks

5. Log all calls & interactions you make with customers so you have continuity and always know how to pick up a deal at any point.

6. Buyer-centric pipelines with up-to-date data for each buyer persona through automation & strict processes to help guide the right message at the right time to your prospect

7. Be sure to be hitting your activity metrics by recording them and this lets you hold your salespeople accountable without saying a word.

8. Develop email sequences, nurture workflows & sales collateral to strategically move your prospects along the sales journey as efficiently as possible and reduce your sales cycle time putting more money in the company coffers in less time.

9. Track user activity & trigger automated notifications for your sales reps to immediately convert warm leads who are actively reading your documents, websites, key emails & more. This ensures you are monetizing all those marketing dollars and efforts of the marketing team by automatically alerting sales where, when, and how to follow up.

10. Create detailed reporting dashboards to track key KPIs for each sales rep & marketing department. Make strategic data-oriented decisions to continue to optimize your team's effectiveness. This can also help you understand where and when you will have to hire additional resources so you never get behind the 8 ball of hiring again.

Maximize Your Results

The average business uses 10% of the full potential of its CRM which results in salespeople only spending 33% of their time selling. Hubspot is an easy-to-use platform with powerful abilities. We understand the full capabilities of the CRM which allow you to maximize the use of your powerful CRM system. When you combine that with our leading sales rep process & management strategies you can take a load off your shoulders & grow your business. When a company uses a CRM to its maximum ability this can result in a salesperson spending over 80% of their time actively selling to prospects making a typical sales-person over 250% more effective.

Successful Implementations

The success of any new sales implementation will depend on the ability of management to provide clear direction and support, 90% of sales implementations fail because the excitement, engagement & guidance from the top management fizzles out before the new processes become second nature to the sales team.

Set 2 close effectively leads, coaches, and motivates the sales team for as long as it takes until the new processes become an engrained practice within your team.

New technology or upgrading your existing capabilities are only as good as the engagement you get with them. Set 2 Close knows this battle and gets your people engaged and effective in short order.

On-Going Support

Despite the ability to develop CRM buildouts at a lightning-fast pace, we build lasting partnerships with our clients. We are there on-going to support you through any new sales challenges or goals you desire to achieve now & in the future. Systems and Processes need to be constantly managed, improved, and evaluated to find the greatest performance, and Set 2 Close can help you make this happen by staying involved in the long term as an advisor & coach.

Getting Started Is Easy

Book a complimentary consultation call with us:

30-60 minute low-pressure chat about your current sales processes, goals & vision on how you can get there.
Jordon@set2close.io
Set2close.io