90-Minute Super Session

Prospect Smarter and Close Faster in Sales Hub

July 17, 2025

Welcome

Your audio and video will be disabled throughout

Ask questions and share thoughts in the chat

The webinar will be recorded and shared, along with the slides, 24-48 hours post-event

We will be sending you home with a cheat sheet of the features we cover today

Today's Agenda

03 MIN Welcome and Introductions

30 MIN Part 1: Build Pipeline

- → Sales productivity fundamentals
- → Smarter prospecting & pipeline prioritization

05 MIN Part 1 Wrap Up: Q&A and Tips

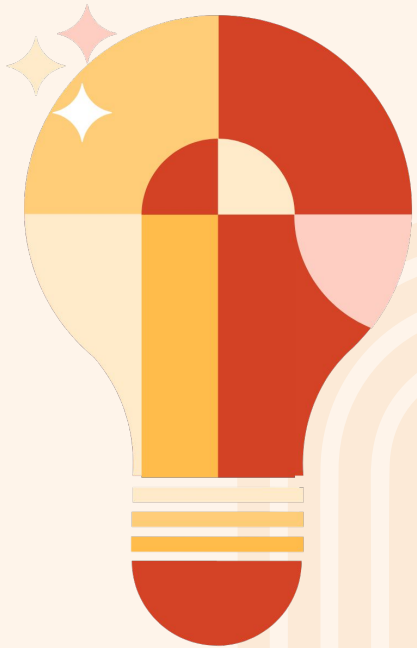
05 MIN Break

30 MIN Part 2: Close More Deals

- → Smarter deal management
- → Close deals faster

10 MIN Part 2 Wrap Up: Q&A and Tips

02 MIN Resources



Hosts

Chandni Desai

HubSpot
Product Marketing

Troy Fiawoo

HubSpot
Academy

Quick Poll:

What's your #1 Sales Challenge?

A. Finding Quality Leads
- Spending too much time on prospects that don't convert

B. Managing Complex Processes
- Juggling multiple deals and losing track of next steps

C. Accelerating Deal Velocity
- Sales cycles taking longer than they should

D. Measuring What Matters
- Unclear on which activities drive results

30 MINS

Build Pipeline

Fill pipeline with qualified leads

Increase rep efficiency

Prioritize best-fit accounts

Meet Roy!

Sales Productivity Fundamentals

The Situation

Roy has grown his customer base but is drowning in spreadsheets, sticky notes, and a cluttered inbox. Between juggling contact info across systems, manually scheduling meetings, and tracking who needs follow-up when, he's spending more time on admin work than actually selling.

Key Features

- Managing contacts, CRM and navigation [Starter]
- Sales Workspace [Pro]
- Meetings Assistant [Pro]
- Chrome and Gmail Extension [Free]

Demo

Smarter Prospecting & Prioritization

The Situation

Roy's pipeline is growing, but he's wasting time chasing cold leads while hot prospects slip through the cracks. Without a system to nurture relationships at scale or identify his best opportunities, he's working harder, not smarter - and leaving money on the table.

Key Features

- Dynamic Sequences [Pro]
- Prospecting Agent [Pro]

Demo

5 MIN

Q&A + Tips

Up next: Close More Deals

HubSpot Resources

Let's Chat!

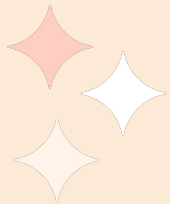
Schedule a free demo today!

Resources

- **Get up to Speed** | Academy-On-the-Go
- **Get Certified** | Sales Hub Software Cert
- **Dive deeper with a free HubSpot Academy Bootcamp** | Join the waitlist for the fall cohorts
- **Learn more about Leads with a HUG event** | RSVP for the Aug 28 session

5 MIN

Break



30 MINS

Close More Deals

Smarter Deal Management

The Situation

Roy's prospecting efforts are working - leads are converting to opportunities. But now he's juggling multiple deals at different stages, struggling to remember what was discussed in each call, and worried about which deals might slip. He needs visibility and structure to move deals forward confidently.

Key Features

- Sales Workspace [Pro]
- Sales Playbooks [Pro]
- AI Meeting Assistant [Pro]

Demo

Close Deals Faster

The Situation

Roy's deals are progressing, but he knows the difference between a good quarter and a great one is velocity. With buyers expecting instant responses, personalized insights, and a smooth buying experience, Roy needs tools that help him be everywhere at once while maintaining that personal touch.

Key Features

- Customer Agent [Pro]
- Deal Scoring [Pro]
- Conversational Intelligence [Pro]

Demo

10 MIN

Q&A + Tips

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Thanks for joining!