

How to Build a Modern Sales Process for 2020

Madison Carmody
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HubSpot

@HubSpot | #GrowSG2019



CIRCLES.LIFE

NETFLIX



foodpanda



TransferWise





People have changed.

The Dawn of the Internet



Anyone with an idea could
earn attention for free.

Companies took full advantage.

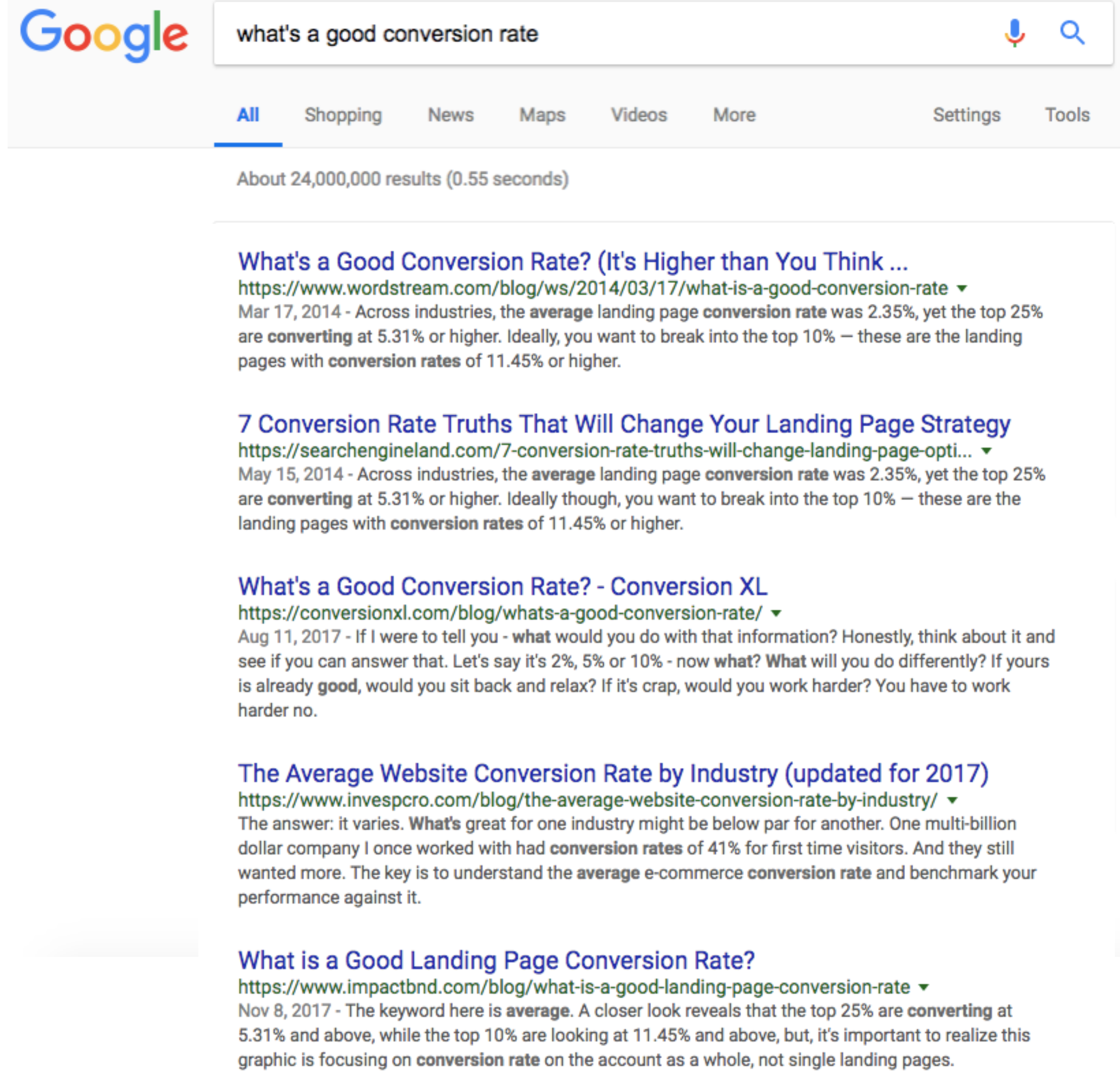
Information was everywhere.

Choices were limitless.



But then something
interesting happened.

People had access
to infinite content.



Google

what's a good conversion rate

All Shopping News Maps Videos More Settings Tools

About 24,000,000 results (0.55 seconds)

What's a Good Conversion Rate? (It's Higher than You Think ...
<https://www.wordstream.com/blog/ws/2014/03/17/what-is-a-good-conversion-rate> ▾
Mar 17, 2014 - Across industries, the **average** landing page **conversion rate** was 2.35%, yet the top 25% are **converting** at 5.31% or higher. Ideally, you want to break into the top 10% – these are the landing pages with **conversion rates** of 11.45% or higher.

7 Conversion Rate Truths That Will Change Your Landing Page Strategy
<https://searchengineland.com/7-conversion-rate-truths-will-change-landing-page-opti...> ▾
May 15, 2014 - Across industries, the **average** landing page **conversion rate** was 2.35%, yet the top 25% are **converting** at 5.31% or higher. Ideally though, you want to break into the top 10% – these are the landing pages with **conversion rates** of 11.45% or higher.

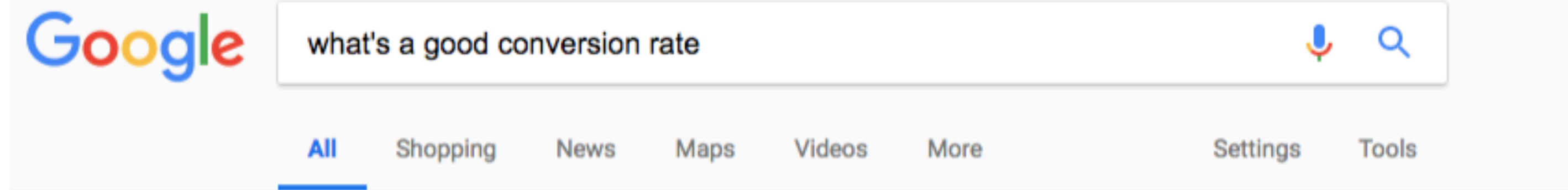
What's a Good Conversion Rate? - Conversion XL
<https://conversionxl.com/blog/whats-a-good-conversion-rate/> ▾
Aug 11, 2017 - If I were to tell you - **what** would you do with that information? Honestly, think about it and see if you can answer that. Let's say it's 2%, 5% or 10% - now **what?** **What** will you do differently? If yours is already **good**, would you sit back and relax? If it's crap, would you work harder? You have to work harder no.

The Average Website Conversion Rate by Industry (updated for 2017)
<https://www.invespcro.com/blog/the-average-website-conversion-rate-by-industry/> ▾
The answer: it varies. **What's** great for one industry might be below par for another. One multi-billion dollar company I once worked with had **conversion rates** of 41% for first time visitors. And they still wanted more. The key is to understand the **average** e-commerce **conversion rate** and benchmark your performance against it.

What is a Good Landing Page Conversion Rate?
<https://www.impactbnd.com/blog/what-is-a-good-landing-page-conversion-rate> ▾
Nov 8, 2017 - The keyword here is **average**. A closer look reveals that the top 25% are **converting** at 5.31% and above, while the top 10% are looking at 11.45% and above, but, it's important to realize this graphic is focusing on **conversion rate** on the account as a whole, not single landing pages.

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People had access to infinite content.

That became a hassle.

So technology streamlined that content.

The screenshot shows a Google search for "what's a good conversion rate". The search bar contains the query, and the results page shows "About 24,000,000 results (0.55 seconds)". The top result is from WordStream, titled "What's a Good Conversion Rate? (It's Higher than You Think ...)" with a URL of <https://www.wordstream.com/blog/ws/2014/03/17/what-is-a-good-conversion-rate>. The snippet text reads: "Across industries, the **average** landing page **conversion rate** was 2.35%, yet the top 25% are **converting** at 5.31% or higher. Ideally, you want to break into the top 10% – these are the landing pages with **conversion rates** of 11.45% or higher. Mar 17, 2014". To the right of the text is a bar chart titled "Search Conversion Rate Distribution" from WordStream, showing a distribution of conversion rates with a red vertical line at 2.35% and a red box highlighting the top 10% of results. Below the main result is a "People also ask" section with four questions: "What does conversion rate mean?", "How do you calculate a conversion rate?", "What is the average conversion rate on Amazon?", and "What is the average conversion rate for Google AdWords?". At the bottom, a partial view of the same WordStream article is visible.

People had access to endless options.

The screenshot shows the Amazon Prime search results for 'paper towels'. The header includes the Amazon Prime logo, a dropdown menu set to 'All', and the search term 'paper towels'. The results are displayed in a grid of ten product listings, each with an image, title, price, and customer ratings.

Product	Price	Rating
Bounty Select-a-Size Paper Towels, White, Huge Roll, 8 Count	\$1863 (\$2.33/Count)	710
Bounty Select-a-Size Paper Towels, White, 12 Huge Rolls	\$2794 (\$2.33/Count)	3,608
Seventh Generation Unbleached Paper Towels, 100% Recycled Paper, 6 Count (Pack of 4)	\$3998 (\$1.67/Count)	179
Bounty Select-a-Size Paper Towels, White, 12 Huge Rolls	\$2794 (\$2.33/Count)	3,608
Scott Choose-A-Sheet Mega Roll Paper Towels, 6 Count (Pack of 4) White, Quick Absorbing Ridges...	\$2332 (\$0.97/Count)	517
Brawny Paper Towels, Full Sheet, 6 Large Rolls	\$669 (\$1.11/Count)	41
VIVA Choose-A-Sheet* Paper Towels, White, Big Plus Roll, 24 Rolls	\$2899 (\$1.21/Count)	1,635
VIVA Choose-A-Sheet Paper Towels White Big Roll, 6 Rolls, Cloth-Like Texture, Strong & Soft...	\$3998 (\$1.67/Count)	775
Brawny Pick-a-Size Paper Towels, White, XL Rolls, pack of 16 count	\$2899 (\$1.81/Count)	329
Amazon Brand - Presto! Flex-a-Size Paper Towels, Huge Roll, 12 count	\$2425 (\$2.02/Count)	131

People had access to endless options. That became a hassle.

The screenshot shows an Amazon search for "paper towels". At the top, the Amazon Prime logo is on the left, and a search bar contains "All" and "paper towels". Below the search bar, it says "1-24 of over 40,000 results for 'paper towels'". The first row of results shows five items: four Bounty Select-a-Size Paper Towels (White, 12 count) and one Scott Choose-A-Sheet Paper Towel (White, 6 count). The second row shows five items: Brawny Paper Towels (Full Sheet, 6 Large Rolls), Viva Choose-A-Sheet Paper Towels (White, Big Plus Roll, 24 Rolls), Viva Choose-A-Sheet Paper Towels (White Big Roll, 6 Rolls, Cloth-Like Texture, Strong & Soft...), Brawny Pick-a-Size Paper Towels (White, XL Rolls, pack of 16 count), and Amazon Brand - Presto! Flex-a-Size Paper Towels (Huge Roll, 12 count). Each item listing includes a price, a coupon, and a star rating.

amazon prime All paper towels

1-24 of over 40,000 results for "paper towels"

Best Seller

Sponsored

Bounty Select-a-Size Paper Towels, White, 12 count

Best Seller

Sponsored

Scott Choose-A-Sheet Paper Towel, White, 6 count

1-23 of over 40,000 results for "paper towels"

Brawny® Paper Towels, Full Sheet, 6 Large Rolls \$6.69 (\$1.11/Count) \$7.99 Save \$0.50 with coupon ★★★★★ - 41

VIVA Choose-A-Sheet* Paper Towels, White, Big Plus Roll, 24 Rolls \$28.99 (\$1.21/Count) Save \$2.00 with coupon ★★★★★ - 1,635

VIVA Choose-A-Sheet Paper Towels White Big Roll, 6 Rolls, Cloth-Like Texture, Strong & Soft... \$28.99 (\$1.81/Count) Save \$2.00 with coupon ★★★★★ - 775

Brawny Pick-a-Size Paper Towels, White, XL Rolls, pack of 16 count \$28.99 (\$1.81/Count) Save \$2.00 with coupon ★★★★★ - 329

Amazon Brand - Presto! Flex-a-Size Paper Towels, Huge Roll, 12 count \$24.25 (\$2.02/Count) Save \$2.00 with coupon ★★★★★ - 131

People had access
to endless options.

That became a hassle.

So technology
refined those options.

Amazon's Choice



"Amazon's Choice for
Paper towels is Presto
- 3 count for \$8.
Would you like to buy
it?"

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Hassle today? Gone tomorrow.

The companies that redefined convenience...

Record Stores

iTunes

Spotify

Blockbuster

Netflix DVD

Netflix

Mail

Email

Slack

Business Travel

Cisco

Zoom





It's not what you sell. It's how you sell it.

They share a few key traits...

Available 9-5

High upfront investment

Generic experience

Responsive

Available 24-7

Free and quick to start

Personalised experience

Predictive





This is the age of convenience.



Sales

From choice to convenience

Bad



Salesy

Good



Helpful

Better

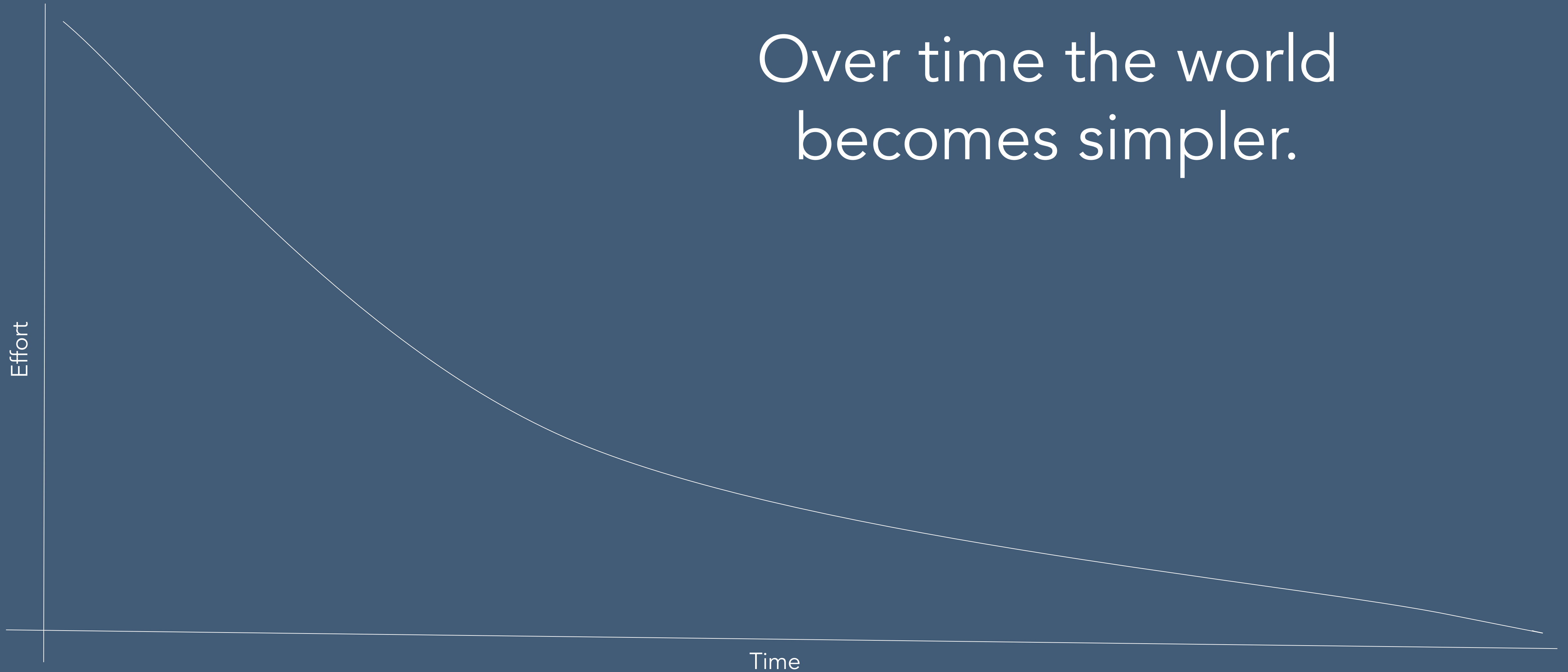


Easy

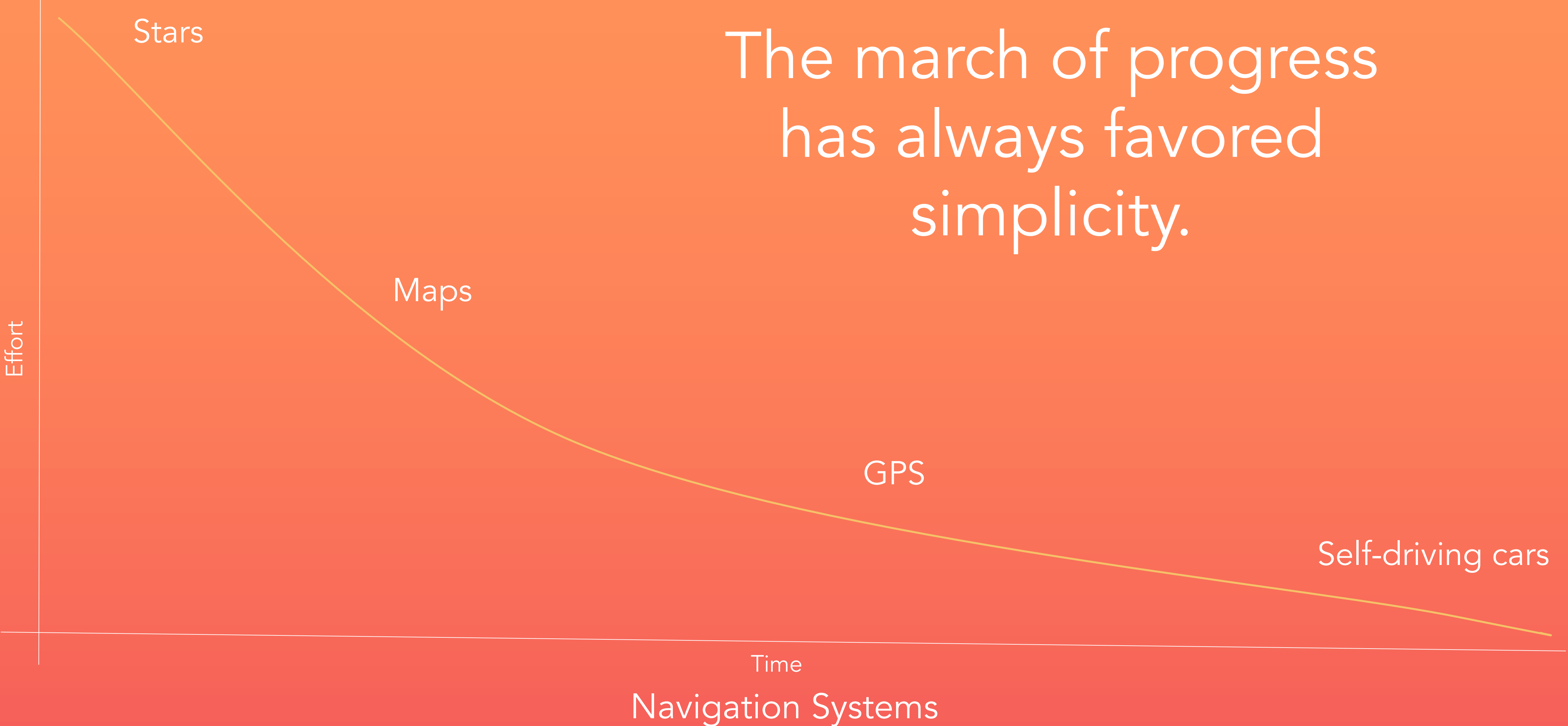
It's not so *easy* to be easy.



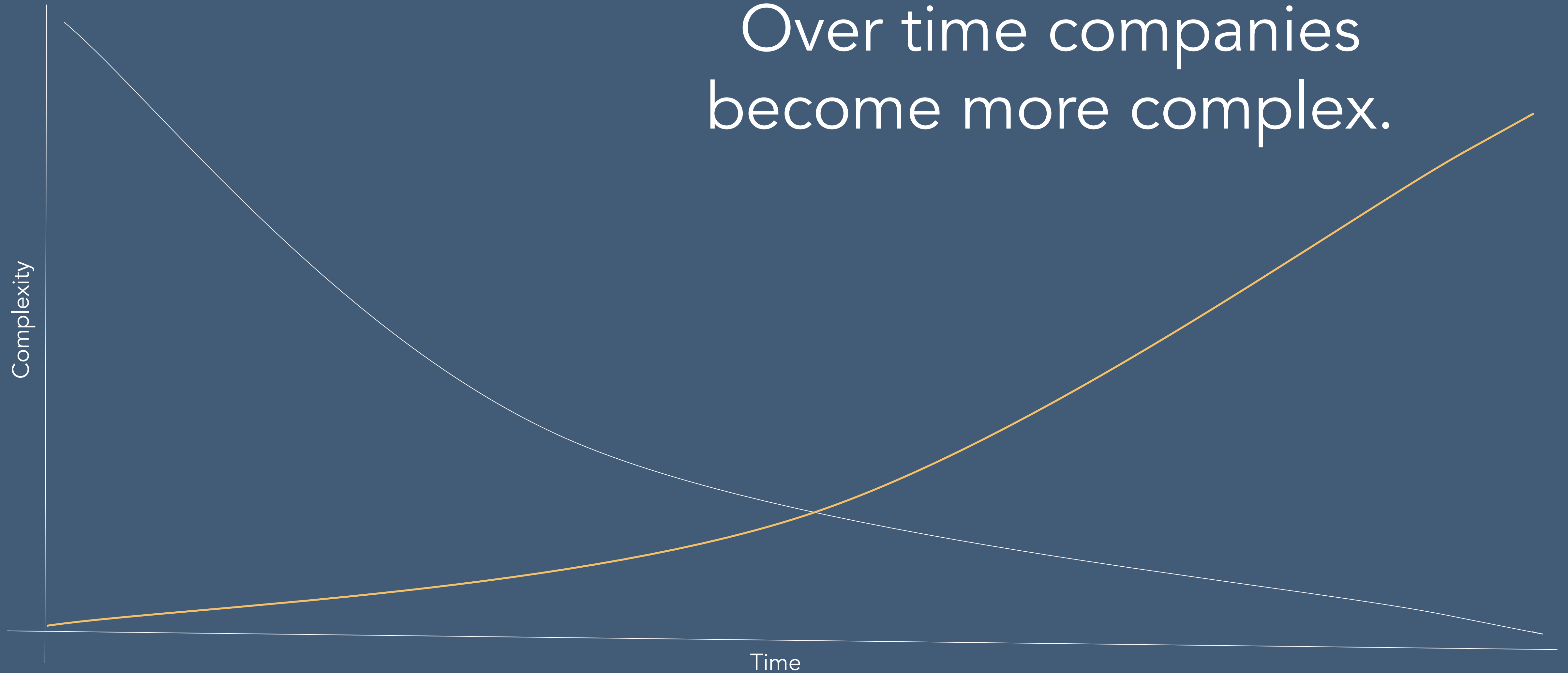
Over time the world becomes simpler.



The march of progress
has always favored
simplicity.



Over time companies become more complex.





Customer

I buy most
often from
companies
that make
it easy.



Salesperson

I create artificial obstacles in the buying process to get extra info out of people.



This is a **new** era of business

This is a new era of business
And customers expect **better.**

The greatest risk to your
business is the way **you** sell!



Make it easy

Marketing



Educate

Sales



Personalise

Marketing



Storytelling

Technology

Sales



Personalisation

Hard fact: most sales reps don't personalise.



Your customers
used to accept a
homogenous
sales process

- Cold calling
- Email blasts
- Direct mail
- Collecting business cards

Now? It makes
them feel like
this...



Now, they expect
a personalised,
convenient sales
process

- Meeting scheduling
- Automated tasks
- Email tracking
- Personalised email
- Shared templates
- Automated pipeline
- Bot assistance

But how?!

2x2



Graham Hawkins,
SalesTribe

2 minutes of research
to find 2 things



Use form data to personalise
your outreach



Blank template

Start with a blank form and add your own fields.

Templates



Registration

Add a form to your website and allow visitors to register to your site, service, product, or program.



Contact us

Make it easy for visitors to get in touch with you by adding a contact form to your website.



Newsletter signup

Get new subscribers by adding a sign-up form for your newsletter and keep them up to date on the

Preview



Email*

First name

Last name

Message

Submit



▼ Analytics

> About You

> Sales Properties

New Note

Email

Call

Log Activity

Create Task

Schedule

Start typing to leave a note...

2019

Filter timeline (6/29) ▼



viewed page **Contact Record Experience**



was sent the marketing email **The Power of Your Contact Record**



Chris Cain



Chris Cain was created from [Form Submission](#)



Gianna Balster logged a call with Chris Cain

Call outcome: Connected

Call type: First outreach

Need to follow up on Wednesday about next steps



Chris Cain opened email [Following up](#)

Datanyze 

▼ Analytics

> About You

> Sales Properties

 New Note

 Email

 Call

 Log Activity

 Create Task

 Schedule

Start typing to leave a note...



Filter timeline (6/29) ▼

Linked in
SALES NAVIGATOR

 was sent the marketing ema



Use data enrichment tools
to learn more about your
prospects

Hi [first name],

Looks like you have been in the CRM space for a while now. I'm reaching out to you today because you've recently been showing interest in HubSpot - which makes me wonder if you're having challenges with Dynamics?

It would be interesting for us to sync up to chat about:

1. Your journey with Salesforce and Microsoft as a partner so far
2. Challenges you've seen with businesses implementing sales solutions
3. Plans on being partners with new and rising CRM companies?

What's your availability like over the next few weeks? [You can book a time directly in my calendar here.](#)

Talk soon,

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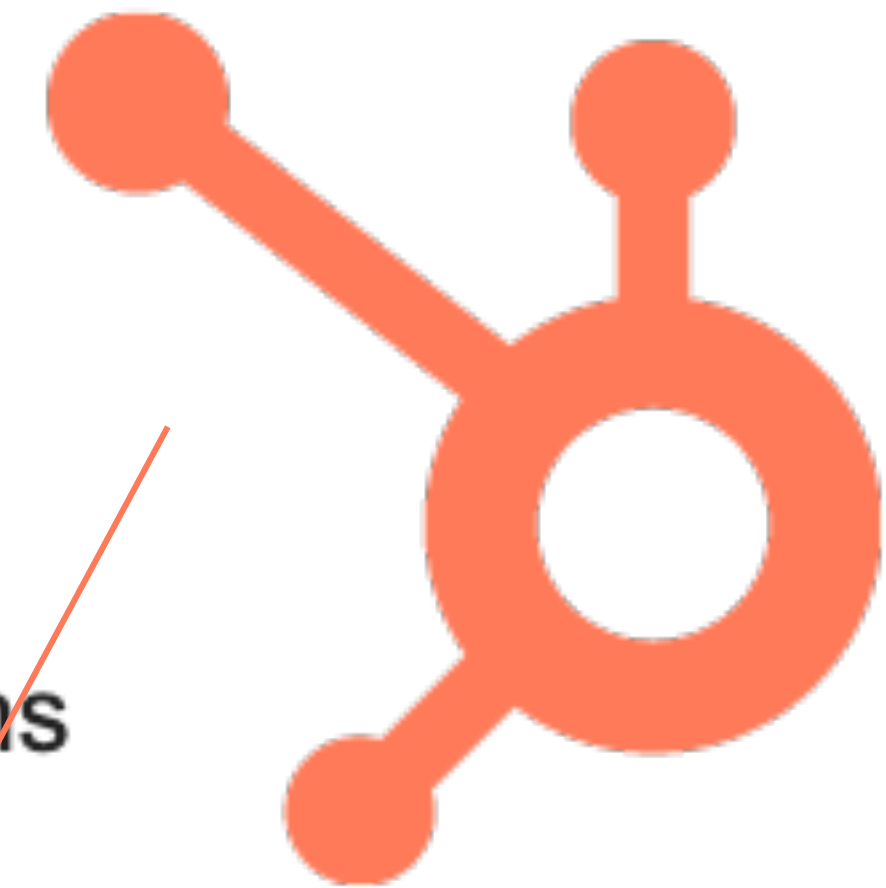
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Talk soon,



Schedule time to chat with a Biglytics data analyst...

< October >

SUN	MON	TUE	WED	THU	FRI	SAT
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

Confirm meeting for

Friday, October 28, 2016 3:00 PM

First name *

Taylor

Last name *

O'Neil

Your email address *

taylorfoneil@gmail.com

Company Name *


PKGD Marketing Inc.

Company Size (employees) *

1-49

Confirm

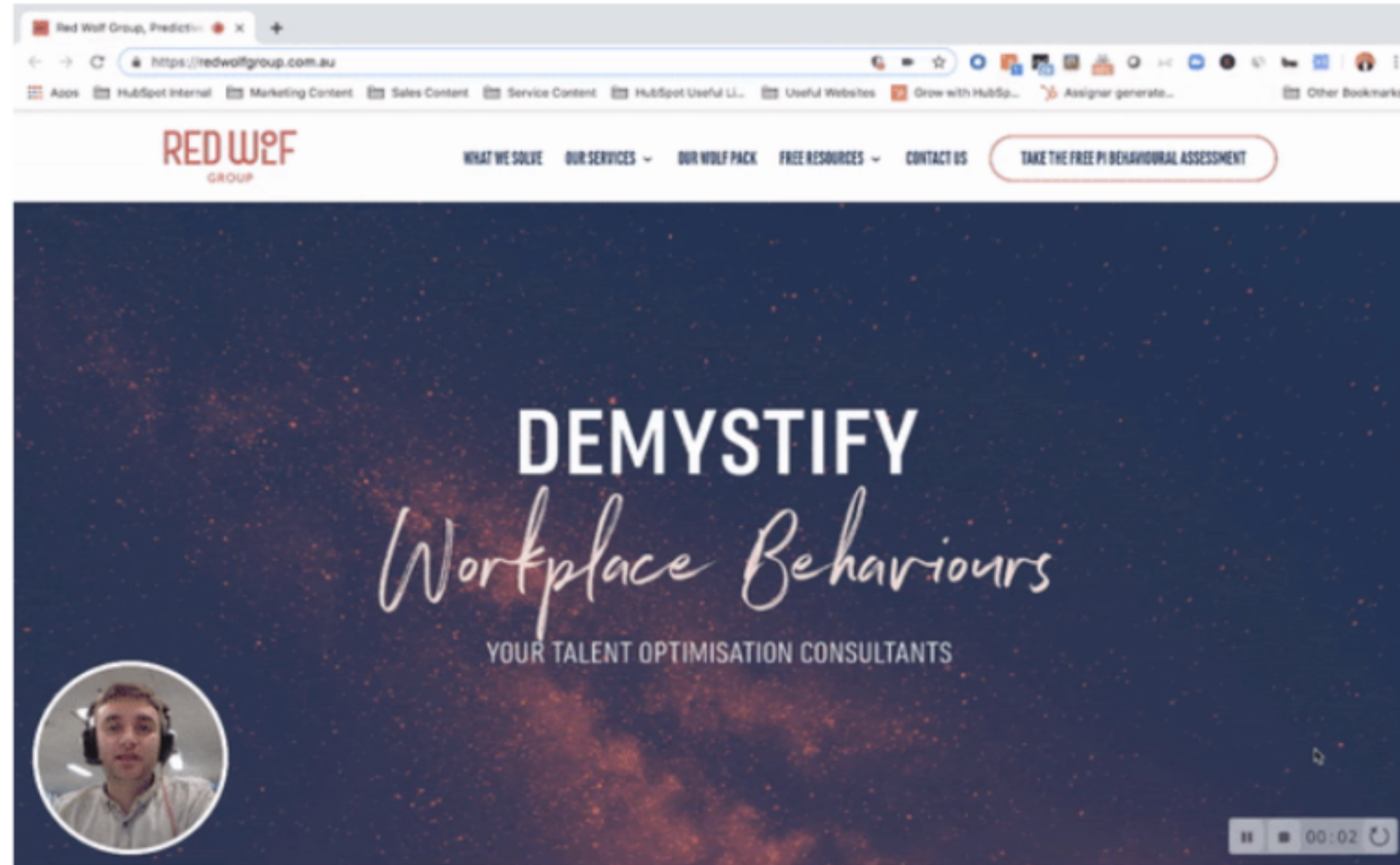
Cancel



Use video + automation to
add a personal touch to
your outreach

Hi [first name],

You probably get a thousand and one emails a day, I wanted to be different so I made this video for you.



[Watch the video here!](#)

Hoping to learn more about what sparked your interest.

Shall we arrange a quick chat together?

Let me know a few times that work or [book a meeting](#) straight in my calendar.


All the best,

Stephen




@HubSpot | #GrowSG2019

Automated Outreach and Tasks



New Customer Onboarding 

Total steps: 3 Total time to complete: 2 days Thread emails [Learn more](#)

Email: New Customer Welcome   




Subject: Welcome to **Company: Name**

Hi **Contact: First name** !

Welcome to the team! We're so glad to have you.

[See more](#)




+

Task   

Delay from last step

Change lead status

+

Email: content offer   

Delay from last step

This subject will match the first email since threading is enabled

Hi **Contact: First name** ,

Hi! We're HubSpot, and our Marketing and Sales software can help **Company: Name** grow

[See more](#)

+



= 32% conversion rate for Stephen!



Create a central repository for documents and templates

Documents

New folder Upload new document

View: All

Search

Home

	NAME	SHARES	VIEWS	CREATED BY	LAST UPDATED
<input type="checkbox"/>	 12 Month Tax Lien Report 20160924-20170924.xlsx	3	0	Jonathan Kanyok	a month ago
<input type="checkbox"/>	 1904labs.docx	3	0	Danielle Drapeau	a month ago
<input type="checkbox"/>	 2017 Small Biz Territories.pptx	1	0	Emma Greenman	7 days ago
<input type="checkbox"/>	 2017 Small Biz Territories.pptx	1	0	Emma Greenman	7 days ago
<input type="checkbox"/>	 About HubSpot	146	18	Travis Strickland	a month ago

Help

Mail ▾



Move to Inbox



More ▾



Taylor O'Neil



Biglytics.pdf viewed 1s ago

Biglytics.pdf viewed 3m ago

COMPOSE

Following Up

Inbox (7)

Starred

Sent Mail

Drafts (8)



Elise Beck <ebeck@hubspot.com>



4:21 PM (7 minutes ago)



to Taylor ▾

Hi Taylor,

Here's a great overview that you can share with your team before our call next week.

[Biglytics.pdf](#)



Templates

Documents



Log in CRM



Taylor O'Neil (gmail.com)

Hi Taylor,

I just wanted to follow up on our call earlier today

--

Elise Beck

Sans Serif ▾



Send



[← Back to templates](#)

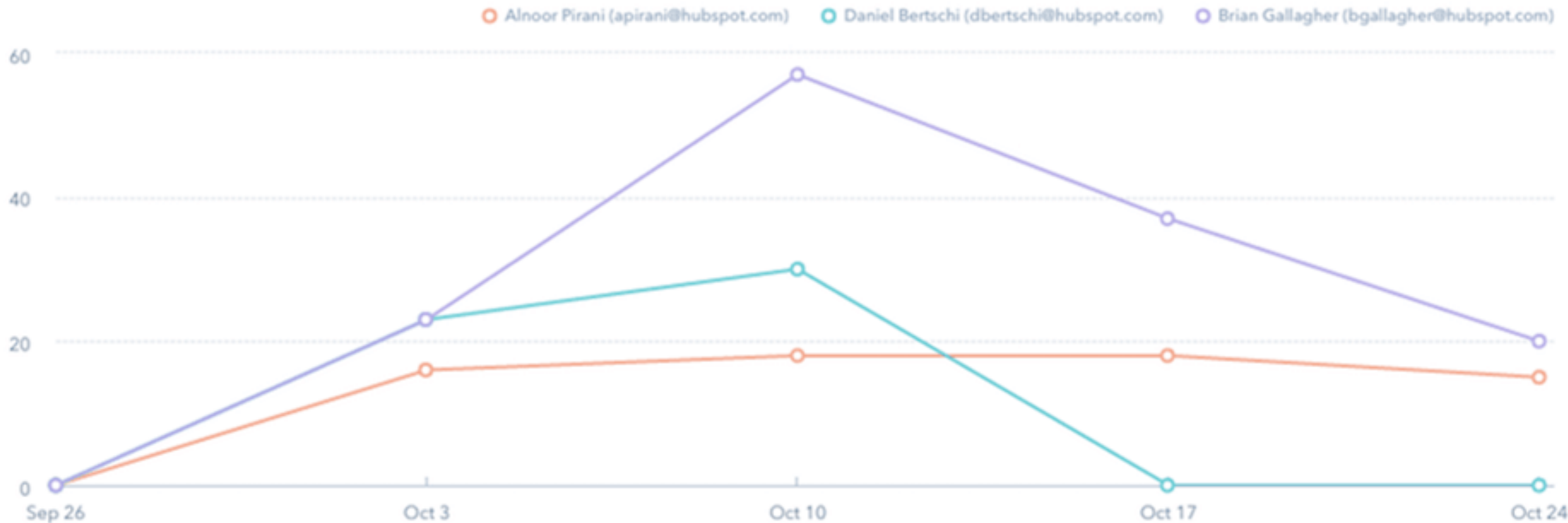
Template Reports

Search reports...



Templates

Users

 Emails logged to CRM Sends ▾ This month ▾ Week ▾



Better = Personalisation



People have changed.



You can't afford to be complacent.



It's not what you sell. It's how you sell it.

Thank you

