

SANDLER®

HubSpot

CASE STUDY

# HubSpot Increases Sales Productivity by 15% with Sandler

"A master class in sales,"  
HubSpot's sales transformation story



## The Search for a Scalable Sales Strategy

HubSpot is a cloud-based CRM platform designed to help scaling companies align sales and marketing teams, foster sales enablement, and boost return on investment through inbound marketing strategy optimization. The company, headquartered in Cambridge, Massachusetts, employs over 4,980 people, with employees in North America, South America, Europe, Asia, and Australia.

The company's founding principle is simple and direct: consumers are no longer willing to tolerate interruptive bids for their attention. Consumers want to be helped. From this mindset, HubSpot's "inbound" marketing methodology—under which organizations grow by building meaningful, lasting relationships with consumers, prospects, and customers—was born.

Sandler's approach to selling aligns perfectly with this marketing mindset. One of Sandler's classic selling rules holds that, "everyone likes to buy, but nobody likes to be sold to."

Just as HubSpot used the inbound movement to empower businesses around the world to "stop interrupting and start helping" from a marketing perspective, the company turned to Sandler to ensure their sales methodology complemented their roots and current culture as they faced the opportunity for unprecedented growth. Thus, in January of 2020, executives at HubSpot reached out to Sandler and shared three critical objectives.

### 3 Critical Objectives:



**Standardize the HubSpot sales process for scalable growth.**



**Improve forecasting and pipeline management.**



**Elevate team sales proficiency and productivity.**

## HubSpot's Sales Transformation

Sandler and HubSpot then collaborated on a comprehensive training and development program for both managers and salespeople that was built on four critical initiatives:



### Standardize the Sales Process

Sandler interviewed HubSpot sales leaders and front-line contributors and identified the specific steps that defined the journey organizations made in deciding to work with the company... and the ideal time duration of each step. Teams then adopted and followed this process in all their interactions with prospects and buyers.



### Master the Sandler Selling System and Coach to it

Management and front-line salespeople adapted what they had learned about the HubSpot sales process and applied it to the Sandler selling methodology.



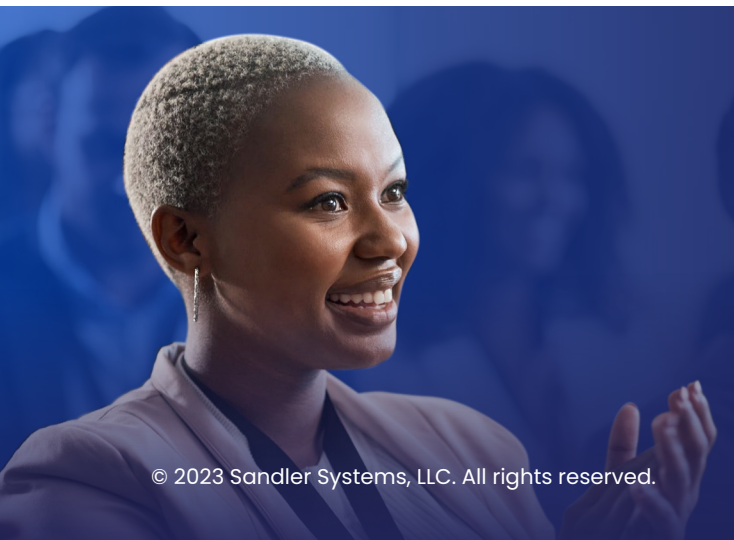
### Establish Transparency in Forecasting and Pipeline Management

Sandler helped HubSpot identify the critical leading metrics (activities) that correlated with the lagging metrics of revenue generated, then worked with the HubSpot team to create reporting systems that gave both producers and leaders the operational information they needed.



### Help Leaders Create and Deliver Personalized Learning Paths for HubSpot Revenue Generators

Sandler worked with HubSpot to design a comprehensive, yet flexible, library of Sandler curriculum offerings. Leaders used these offerings to create ongoing learning paths for the unique personal and professional development requirements of each individual contributor.



After 16 months of implementing these initiatives, HubSpot experienced the following results:

**12%** HubSpot's **average selling price** is up 12%.

**18%** HubSpot's **closing cycle** is 18% shorter.



We asked **Yamini Rangan, HubSpot's CEO**, for her take on what made this improvement possible. She emphasized Sandler's ability to meet sales professionals at both the manager and individual contributor level where they are and continue to up-level their existing skill sets.



"This is not about taking historical knowledge and starting over, Sandler's unique training is about sharpening critical sales skills. That extra ten to fifteen percent improvement in productivity makes a huge difference and will help sales professionals at all levels of their careers succeed. We chose Sandler because their world-class methodology empowers salespeople to improve incrementally over time. The Sandler training is a master class in sales."

- **Yamini Rangan, HubSpot's CEO**

**Michelle Benfer, Head of North American Sales at HubSpot**, cited the timelessness and the enduring relevance of the core Sandler content, both for managers and for salespeople.



"I took the Sandler training about eight years ago, when I was working for another company, and the major themes I took from those trainings have stuck with me, all these years later. Now, as a result of our close work with Sandler on those same fundamentals, our sales process is standardized, our team members have gained important insights into effective objection handling, deep discounting has become a thing of the past, and the accuracy of our forecasts has improved dramatically."

- **Michelle Benfer, Head of North American Sales, HubSpot**

And front-line contributor **Jill Fratianne, a Channel Account Manager with HubSpot**, had this to say:



"I've been selling for HubSpot for twelve years, and every hour that we spent together as a group, I found so much value in working with my colleagues on the Sandler training. After every single session, I was motivated to ask better questions, to set stronger agendas, and to get better up-front contracts with people. I would highly recommend this experience to anyone at any level of experience in sales. **I love Sandler!**"

- **Jill Fratianne, Channel Account Manager, HubSpot**