

OBJECTIONS FROM PROSPECTS ABOUT THE "CRM PLATFORM" PITCH

Objection	Response
"Changing all of our front office software right now is a no go. We don't have the alignment and technical capacity right now."	"The benefit of adopting the full suite at once is that you have one dedicated onboarding resource who will know your business and the stakeholders from end to end, but HubSpot can just as easily be adopted in phases because the cohesive architecture and UI enables rapid onboarding and training. We can revisit other Hubs in a few months after your team has started to see value from your first Hub."
"I am only interested in X Hub"	"No problem, HubSpot X Hub is world class Y software that can be bought and used effectively with whatever CRM you use today. The important part is that you're collecting the right customer data, organizing it, staying compliant, and then having it available to use to personalize the customer experience. You can do this by connecting your existing CRM to HubSpot, or by using HubSpot as your system of record CRM." X:Y • Marketing Hub:Marketing Automation Software • Service Hub:Customer Service Management • CMS Hub:Web Content Management System • Operations Hub:Data Integration and BI Software
<i>(If only interested in Marketing Hub)</i> "My sales reps wouldn't be inputting information into the HubSpot CRM, so what's the value in HubSpot having a CRM for marketing?"	"In today's marketing landscape, what do you do when your MQLs are going down and you need to address it? Add more spend? Create more content? That's what every other marketer is doing - and as a result, we're seeing that customers are flooded now more than ever with more and more choice, a lot of which is turning into noise. The only way to break through this noise and increase your lead volume in a smart way is to become highly targeted and personalized. Leveraging CRM data is the only way to do this. We've engineered Marketing Hub to enable what we call CRM-powered marketing. CRM-powered marketing unlocks

	the data you need to build highly personalized campaigns driven by customer data, regardless of what CRM your business uses. Here's a resource on CRM-powered marketing to learn more.
"I already have a CRM that I am happy with."	"Since every Hub is built on top of our CRM platform, you can maintain your existing CRM and while still choosing HubSpot for whatever your business' needs are, be it marketing automation, sales engagement, customer service or website management. As you grow, you can maintain your external CRM or fully transition to HubSpot's CRM to create one source of truth for your business."
"Everything is a CRM these days. What makes yours different?"	"HubSpot's CRM platform is different because of how it was built. While other CRM platforms have connected marketing, sales and service software by acquisition, HubSpot has invested in our own product team to develop software in-house. That investment has made HubSpot cohesive and customizable without feeling clunky or complex. The experience across your front office teams is seamless so your customer's experience is seamless. Let me show you X killer feature that really wows teams when they use it" <i>This "built different" messaging will show up on 'Why Go HubSpot' in H1 '21.</i>
"What even is a CRM now? It seems like they do everything."	"Traditionally, CRM has been associated with a sales team, but at HubSpot we actually read the acronym -- customer relationship management -- and think your CRM is core business software that includes marketing, web development, customer service, operations, <i>and</i> sales. Firms like Gartner and IDC agree with this modern and more expansive definition that promises a single source of truth to empower your whole front office and eliminates the bloat and frustration associated with a fragmented tech stack."
"What is the difference between the free CRM, the CRM platform, and Sales Hub? What do you get with Sales Hub that you don't get in the CRM?"	"HubSpot is a CRM platform regardless if you are using our free version or any of our paid hubs. The free CRM platform is the contact database and the free sales, service, marketing and website tools you gain access to by signing up for HubSpot. With Sales Hub, you gain the tools to drive engagement, quoting, analytics and forecasting. I'll send you a one pager with specific Sales Hub feature details."

OBJECTIONS FROM HUBSPOT SALES REPS ABOUT THE "CRM PLATFORM" PITCH

Objection	Response
"Does this mean I shouldn't pitch the inbound story anymore?"	We're not jettisoning the inbound story, but we are leaning more heavily into the CRM platform story with an emphasis on the benefits of the way HubSpot was built. If a prospect is clearly only interested in marketing, focus on inbound, otherwise focus on CRM platform.
"I thought we just introduced Sales Hub as a Sales CRM. How is this going to work if we're also calling HubSpot a CRM platform?"	Although both "Sales CRM" and "CRM platform" share the term CRM, they mean different concepts to the market. G2 defines a sales CRM as software that is "most often implemented in sales departments to act as the central hub for sales force automation, including contact, account, and opportunity management." Alternatively, a CRM platform as defined in market research "promises consolidation of front-office software to keep track of customer relationships and facilitate marketing, sales, and customer service processes."