

The background features several abstract, rounded geometric shapes in shades of orange, red, and teal. These shapes are positioned around the central text, creating a modern and professional aesthetic. The central text is in a dark teal color, which contrasts well with the white background.

# Time Kills Deals. AI CPQ Is Here.

Sarika Garg | September 3, 2025

# Sarika Garg

VP and GM of Commerce Hub

Former: Co-founder and CEO of Cacheflow



# We're Living in a Paradox

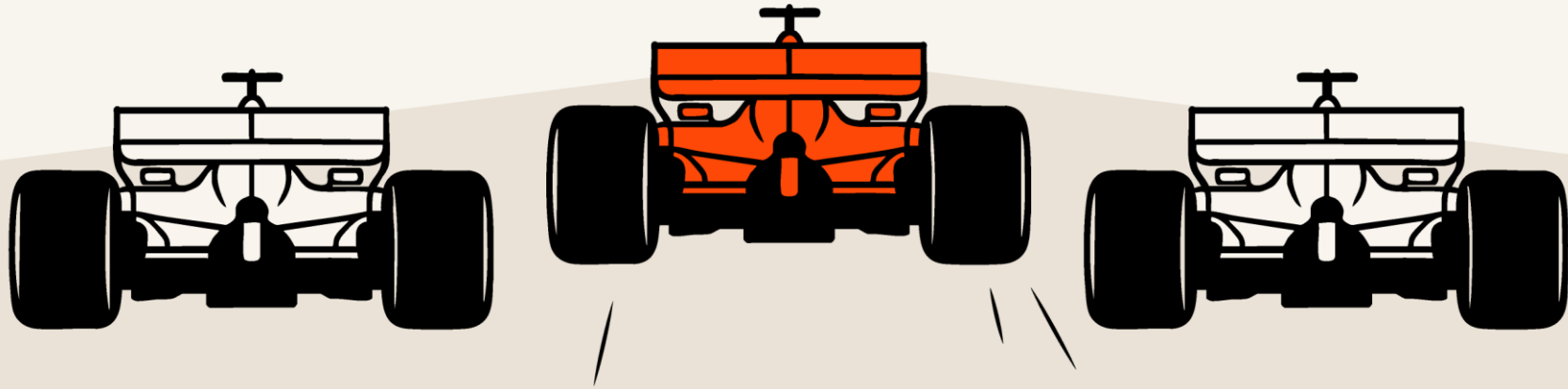
Why can you buy a \$60k Tesla in 5 minutes...  
but it takes weeks to make ANY other \$60K purchase?





The Future Is Here.  
It's Just Not Evenly  
Distributed.

# CPQ Matters For Everybody.



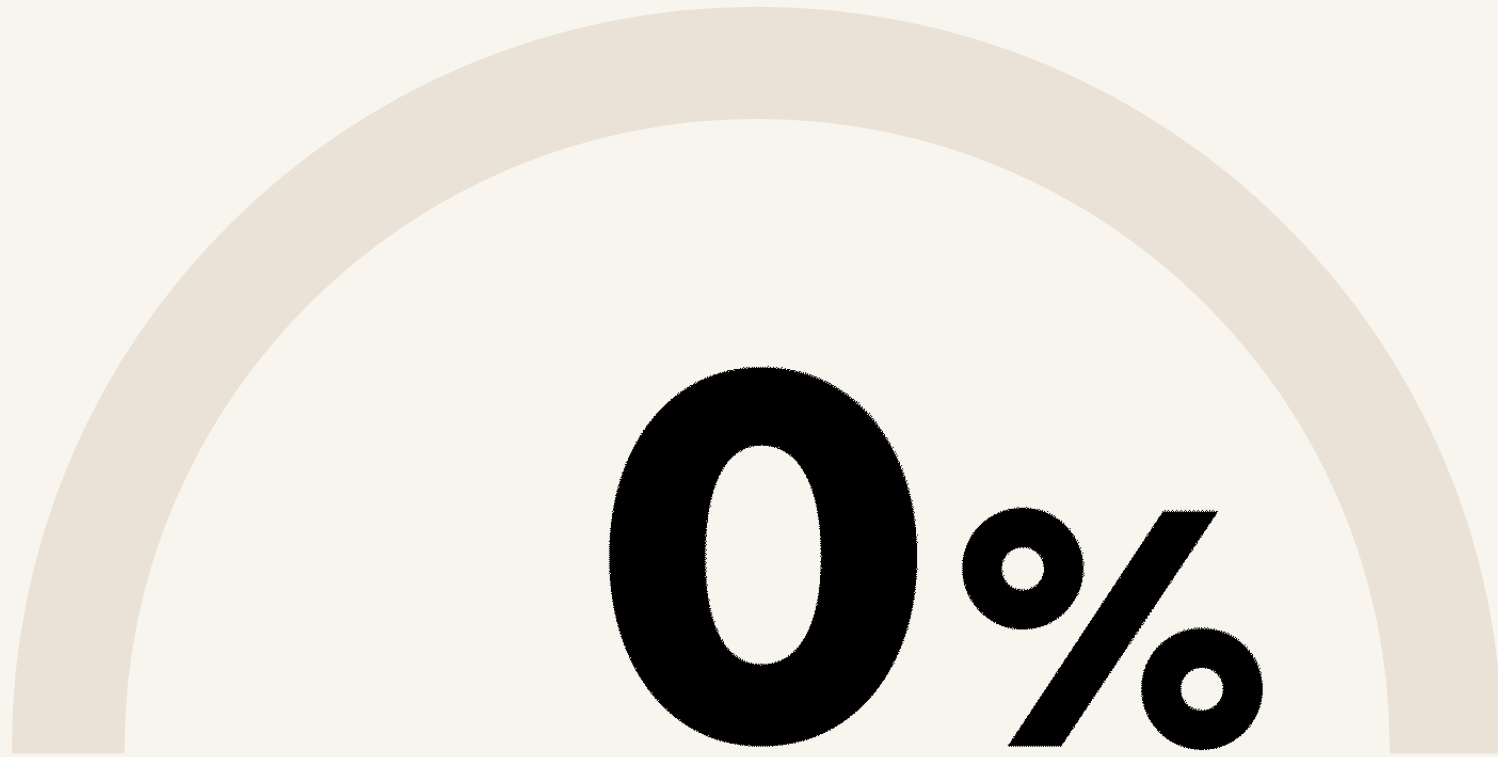
A stylized hourglass graphic with a dark purple background. The top and bottom chambers of the hourglass are light purple, while the narrow neck is dark purple. The text "Time kills deals." is centered in the top chamber. The top and bottom chambers are capped with dark purple horizontal bars.

Time kills  
deals.



**0%**

of B2B sellers report a more complex customer journey  
in the last year, leading to delays and indecision.

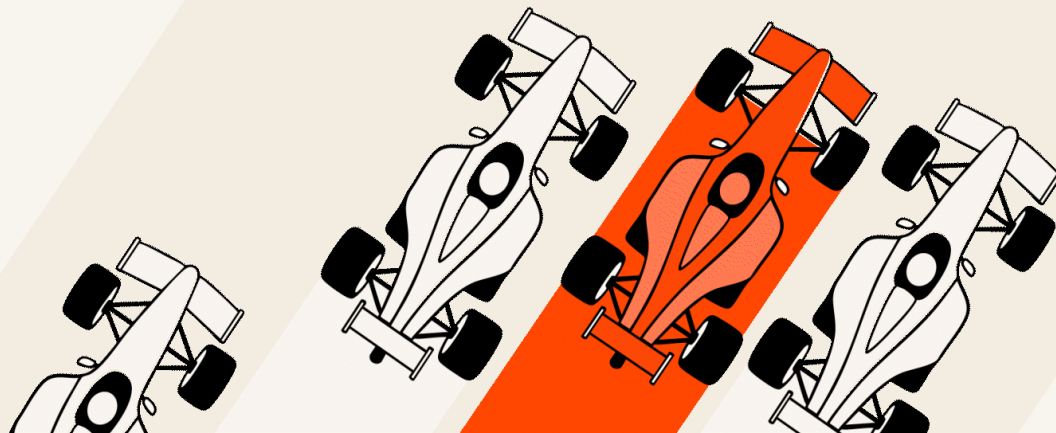


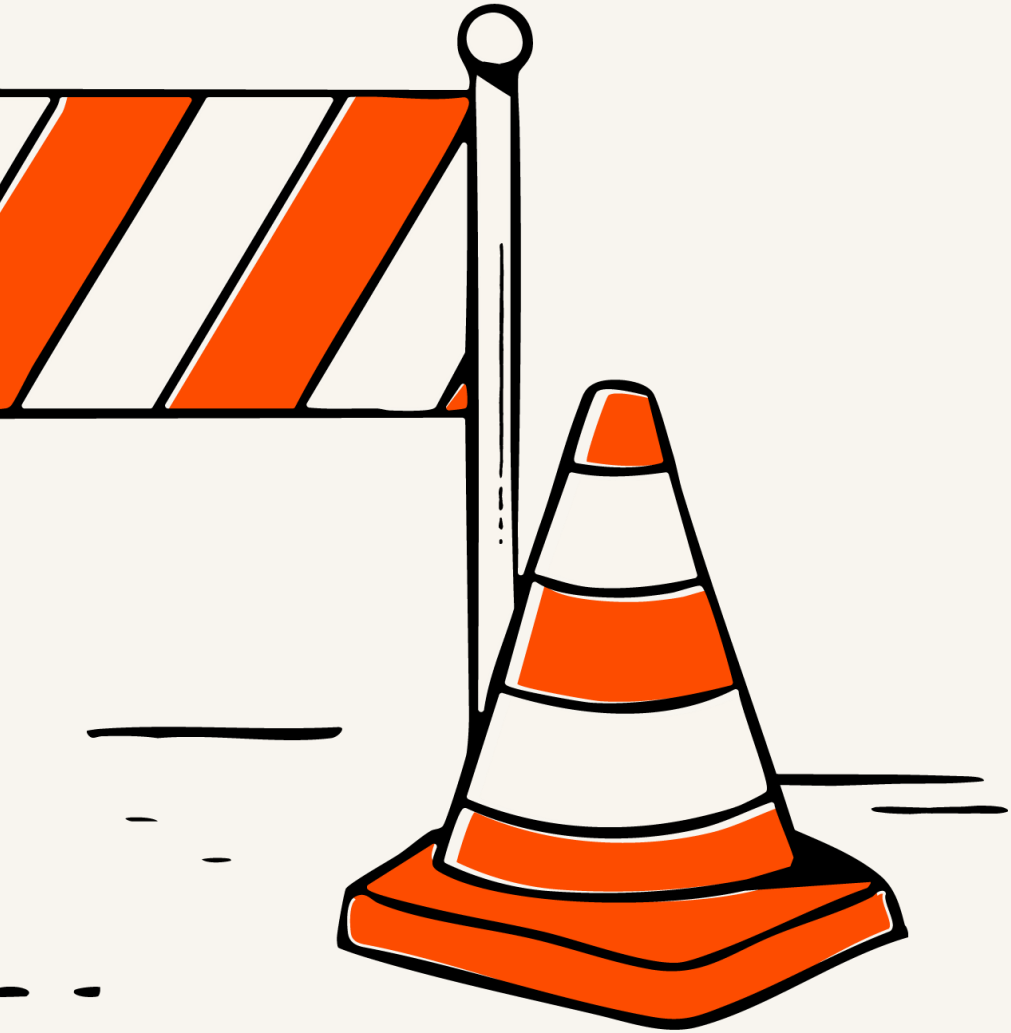
of B2B deals stall during closing process.



# Winners and Losers Are Emerging

In 2025, deal-closing speed  
will separate winners from  
losers more than product  
features ever will.





# Are You Playing a Losing Game?

- ✗ Quoting with PDFs and spreadsheets
- ✗ Emailing back and forth
- ✗ Approving every quote with no context



# Play to Win

- ✓ Close in hours not weeks
- ✓ Forecast with accuracy
- ✓ Deliver a consumer-grade buyer experience



# The AI-Powered Future Is Calling — Will You Answer?

# Legacy CPQ

- Steals time.
- Controls reps.
- Lack insights.

# AI CPQ

- Enables closing.
- Coach reps with insights.
- Use hybrid teams to uplevel buyer experience.



# The Three Pillars of AI CPQ

1

Quote

Speed without  
sacrifice.

2

Negotiate

Collaborate  
with visibility.

3

Close

Sign and pay  
in one flow.

Quote  
Speed without  
sacrifice.

Search HubSpot

Deals Actions

**BuildRight Co.**  
Amount: \$61,600  
Close Date: 08/01/2025  
Stage: Presentation Scheduled

Note Email Call Task Meeti... More

About this ... Actions

Deal owner  
Christian Sibley

Last contacted  
08/06/2025 2:53 AM GMT+2

Deal type  
--

Priority  
--

Record source  
CRM UI

Overview Activities Customize

Data highlights

CREATE DATE	DEAL STAGE	LAST ACTIVITY DATE
07/31/2025 1:01 AM GMT...	Presentation Scheduled (...)	08/06/2025 2:53 AM GM...

Recent activities

Search activities Collapse all

Activity

Christian Sibley logged a call to **Christian's Contracting Co.** Aug 6, 2025 at 2:53 A

Call outcome  
--  
CALL TRANSCRIPT - DUAL CHANNEL RECORDING Date: 2025-08-05 10:30 AM PDT  
Duration: 18:42 Participants: Sarah Martinez (Floor Technologies), David Chen (Midwest Logistics)

Christian Sibley created a note Aug 6, 2025 at 2:53 AM GMT+2

Call Summary

Key Outcomes:

Christian Sibley logged an email with **Christian's Contracting Co.** Aug 6, 2025 at

Hi David,  
Great speaking with you this morning! I'm excited about the potential to help Midwest Logistics solve those capacity and safety challenges while hitting your Q4

Breeze record summary

Contacts (3) + Add

Companies (3) + Add

Primary  
**BuildRight Co.**  
Domain: --  
Phone: --  
View associated Companies

Quotes (0) + Add

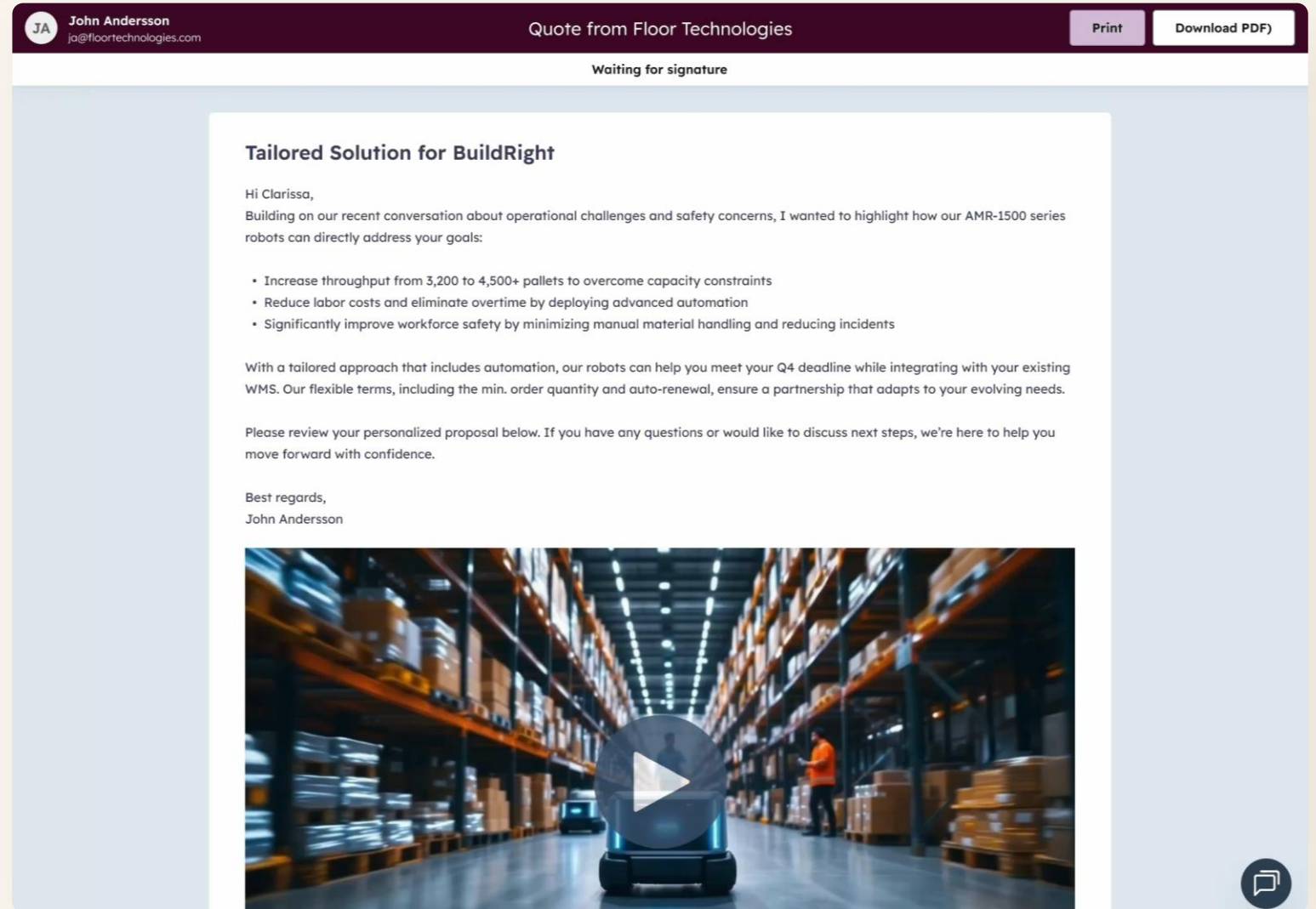
Track the sales documents associated with this record.

Tickets (0) + Add

Track the customer requests associated with this record.

Payment Links (0) Add

# Negotiate Collaborate with visibility.





3  
Close  
Sign and pay  
in one flow.

JA

John Andersson  
ja@floortechnologies.com

Quote from Floor Technologies

PrintDownload PDF)

Waiting for signature

### Tailored Solution for BuildRight

Hi Clarissa,


Building on our recent conversation about operational challenges and safety concerns, I wanted to highlight how our AMR-1500 series robots can directly address your goals:


- Increase throughput from 3,200 to 4,500+ pallets to overcome capacity constraints
- Reduce labor costs and eliminate overtime by deploying advanced automation
- Significantly improve workforce safety by minimizing manual material handling and reducing incidents

With a tailored approach that includes automation, our robots can help you meet your Q4 deadline while integrating with your existing WMS. Our flexible terms, including the min. order quantity and auto-renewal, ensure a partnership that adapts to your evolving needs.

Please review your personalized proposal below. If you have any questions or would like to discuss next steps, we're here to help you move forward with confidence.

Best regards,  
John Andersson





# Key CPQ Partners in the HubSpot Ecosystem.



Everything All  
on HubSpot.

# One More Thing ... It's About Revenue Data.

- ✓ Tie marketing attribution to revenue.
- ✓ Equip CS with deeper insights.
- ✓ Automate billing and payments.





Quotes in Commerce Hub  
allows our reps to close their  
deals quicker.

—Donavyn Mendonça, Revenue Operations Manager at Workleap

We've tripled our conversion rate,  
and we're not slowing down.

—Jess Reagan, Co-Founder and CRO of Paiv

# 3 Key Points:

1. Time kills deals.
2. AI CPQ is simple and fast.
3. Unified revenue data.



Technology Exists  
Today — Will You Lead  
or Be Left Behind?



# What's Next at INBOUND

## CPQ Demos

### → What's New For Sellers?

Wednesday, Sept 3 | 1:30 PM | Rm. 306 (Level 3)  
Encore: 3:45 PM

### → Product Spotlight Demo

Thursday, Sept 4 | 11:30 AM | Hall E (Level 0)  
Encore: Friday, Sept 5 at 2 PM

### → DemoSpot

All Day | DemoSpot (Floor 0)

## Learn More

### → Fireside Chat with QuotaPath:

#### **5 Ways to Use HubSpot to Drive Growth**

Thursday, Sept 4 | 1:45 PM | Rm. 207 (Level 2)

### → Join the Sales & Revenue Leader Meetup

Friday, Sept 5 | 9:45 AM | Hall C (Level 0)

### → Book a 30-Minute Brain Date with Commerce Hub team via event app

# Please Rate My Session

We hope you enjoyed today's session.  
Please head to the INBOUND mobile  
app to provide your feedback.

Thank you!

**INBOUND**

**Thank You!**