

**INBOUND**

Sales Data Revolution:

# Unlocking Revenue Intelligence



# 80%

of customer intelligence never  
makes it from conversation to CRM

## Structured data

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Makes up about 20% of customer intelligence.

## Structured data

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Makes up about 20% of customer intelligence.

## Unstructured data

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The remaining 80% of customer intelligence that is trapped.



Jan  
Bogaert

SENIOR PRODUCT MARKETER,  
SALES HUB, HUBSPOT



Keith  
Vandeeventer

DIRECTOR OF CRM STRATEGY &  
OPERATIONS, SANDOW DESIGN  
GROUP

# SANDOW<sup>®</sup> DESIGN GROUP

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Luxury Media  
Services



**30K-400K**

Deal Range



**30+**

Annual Events



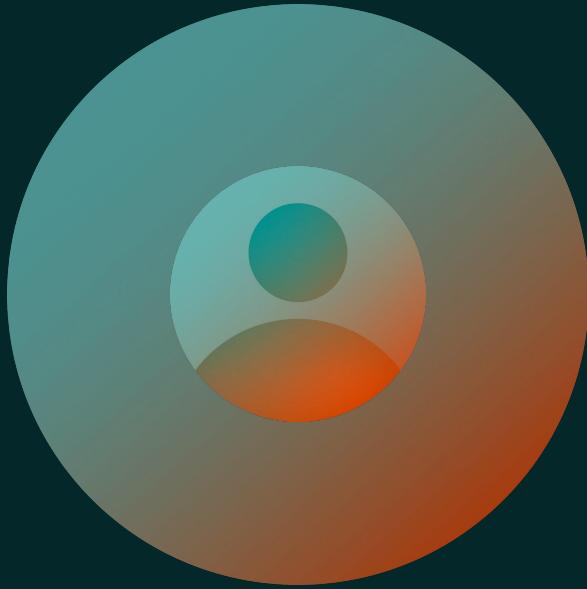
**62%**

Faster Sales Cycles

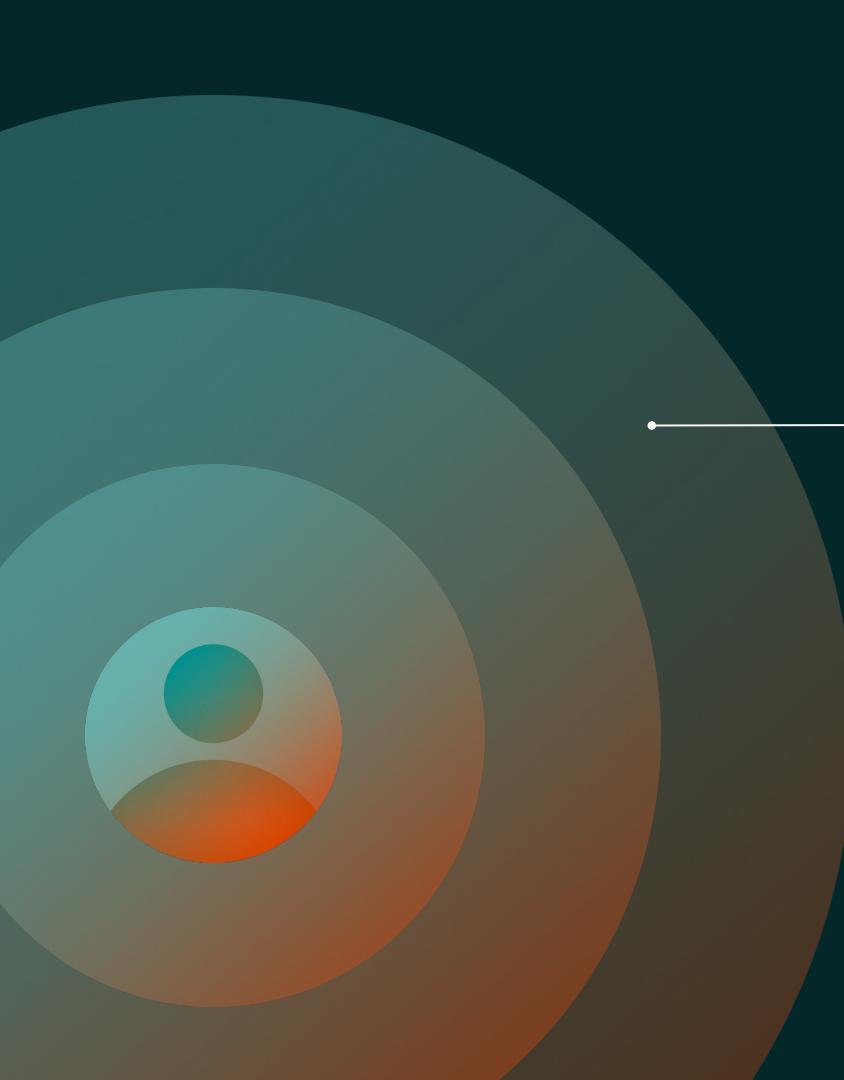
# why



# The Customer's Circle of Trust



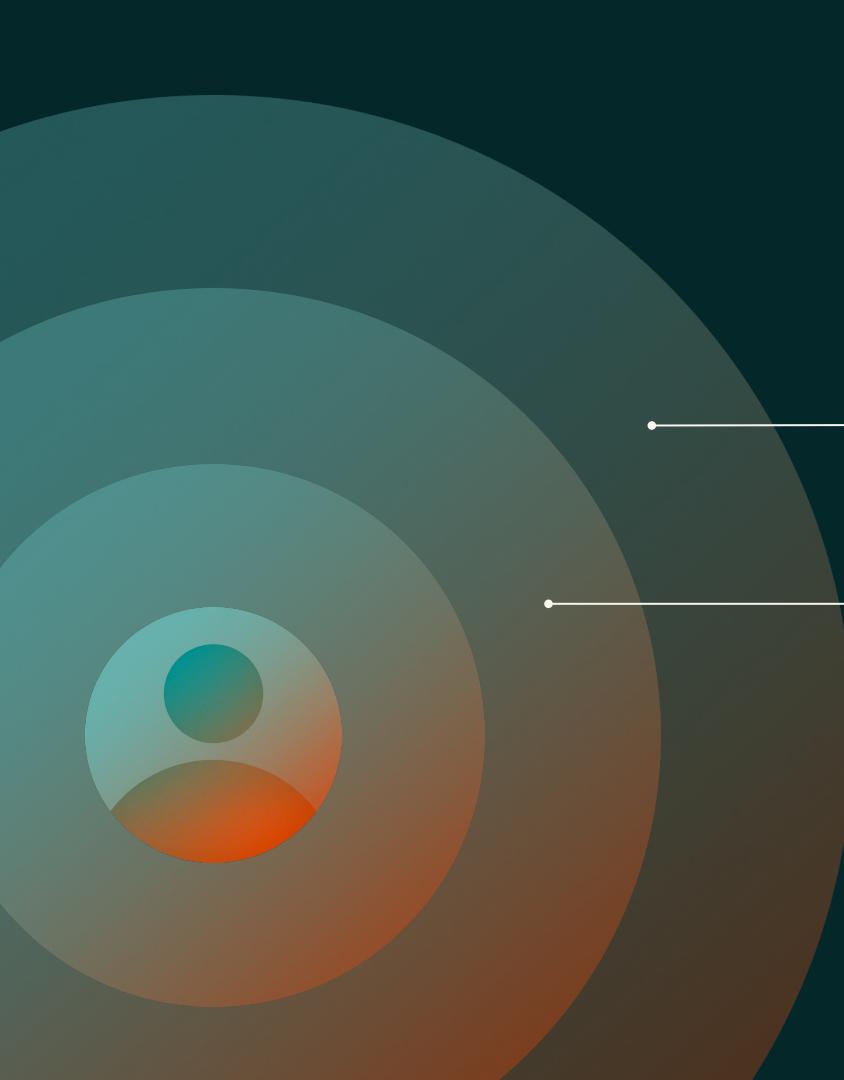
# The Customer's Circle of Trust



# The Customer's Circle of Trust

## Scattered Signals

Emails, calls, notes, properties...



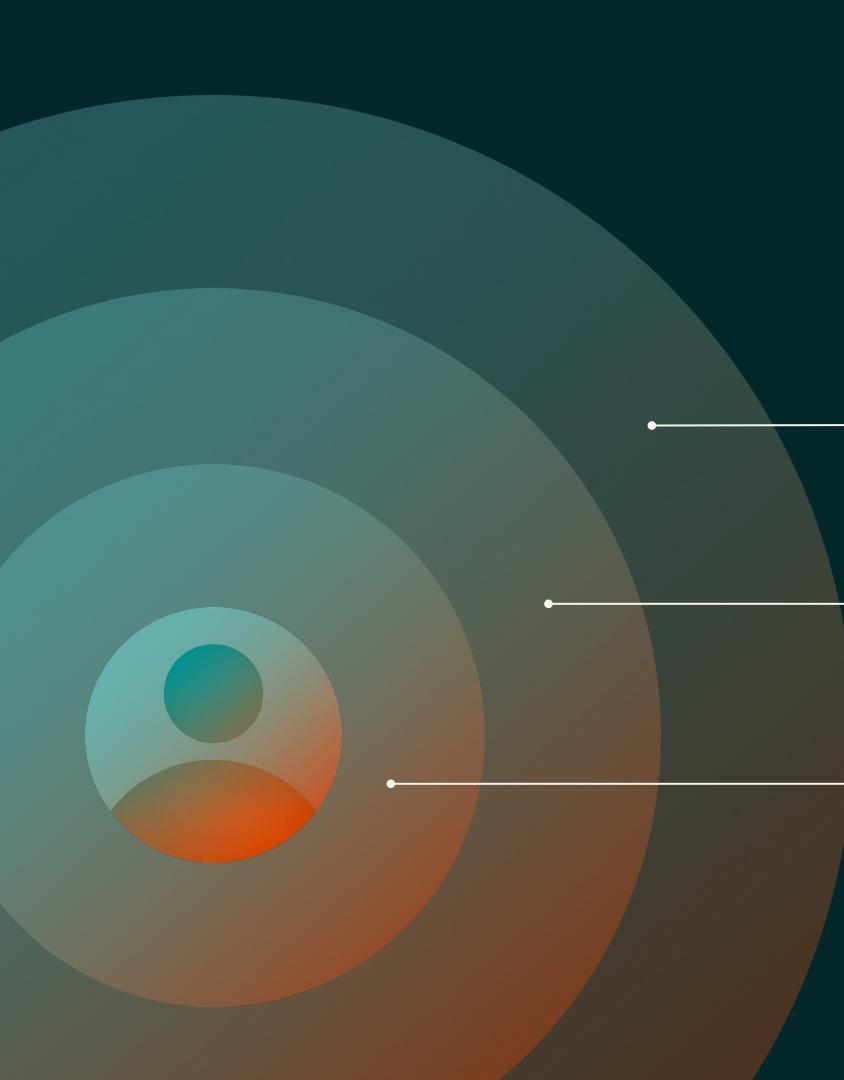
# The Customer's Circle of Trust

## Scattered Signals

Emails, calls, notes, properties...

## Connected Insights

A platform that connect the dots



# The Customer's Circle of Trust

## Scattered Signals

Emails, calls, notes, properties...

## Connected Insights

A platform that connect the dots

## Strategic Intelligence

Answers before questions

# Timeline of Missed Signals

JANUARY



Email:

“Exploring digital”

# Timeline of Missed Signals

JANUARY



Email:  
“Exploring digital”

MARCH



Call:  
“Virtual Events?”

# Timeline of Missed Signals

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Email:  
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MARCH



Call:  
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APRIL



Meeting:  
“Digital transform”

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Meeting:  
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Email:  
“Show ROI”

# Timeline of Missed Signals

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Meeting:  
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Email:  
“Show ROI”

JUNE



LOST  
to competitor

# Timeline of Missed Signals

JANUARY



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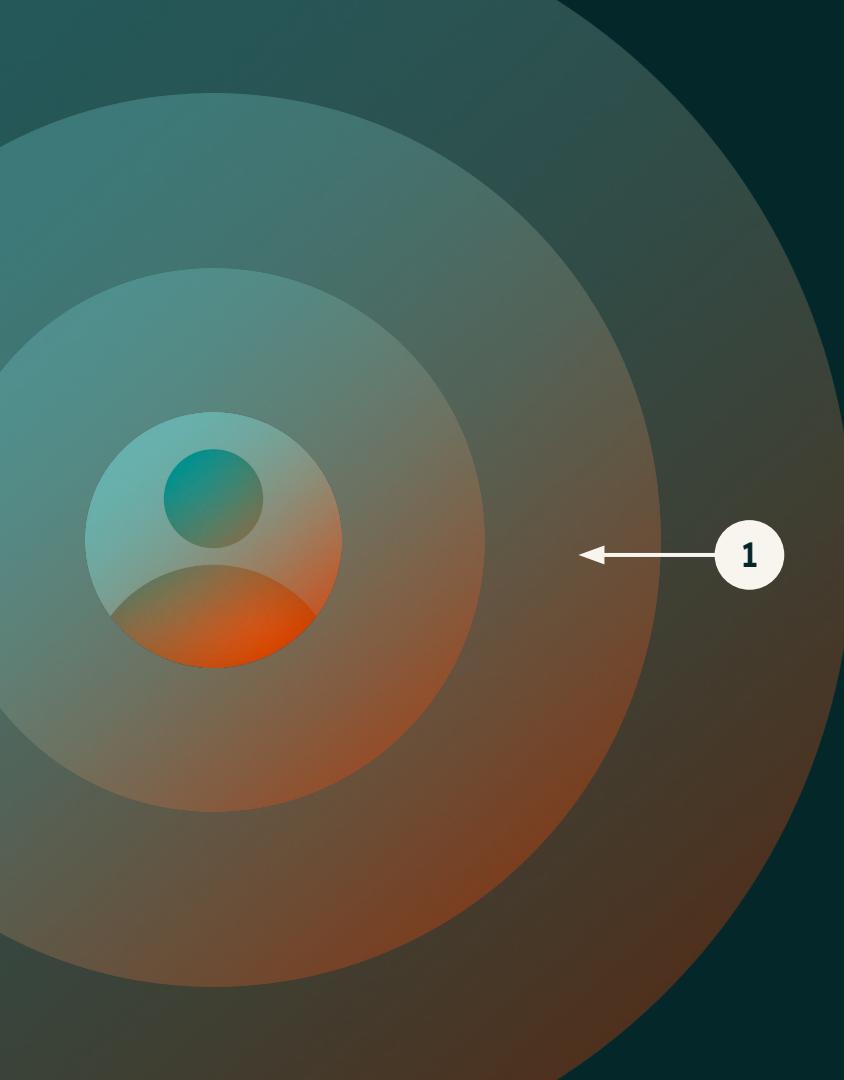


Email:  
“Show ROI”

JUNE



LOST  
to competitor

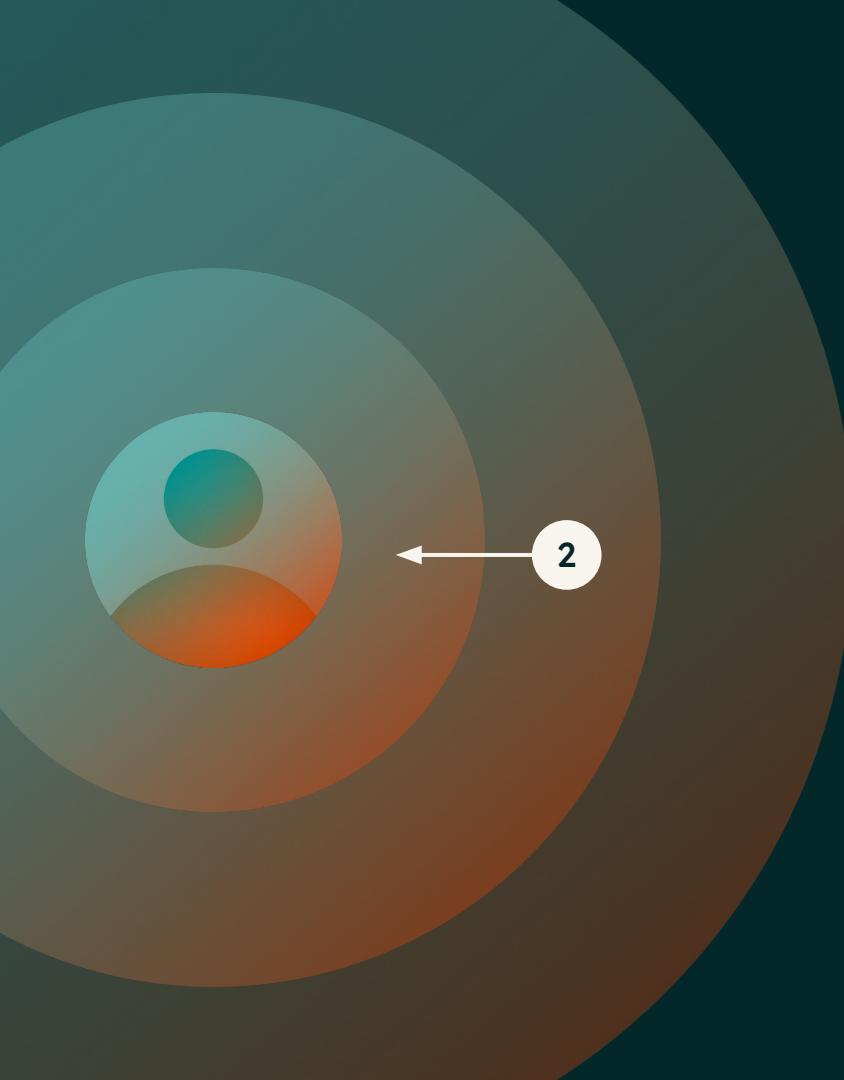


# Three Fundamental Shifts



Scattered  
Connected

Link data across touchpoints

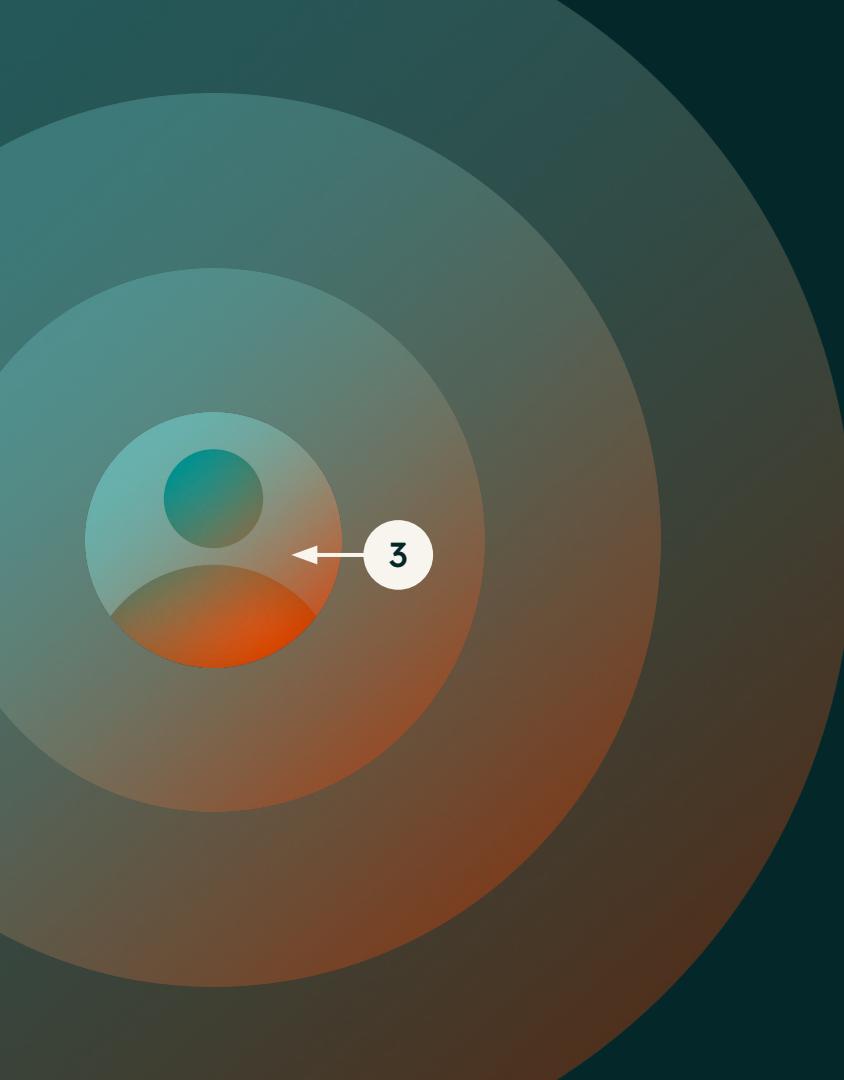


# Three Fundamental Shifts



**Reactive**  
**Predictive**

Spot patterns before problems



# Three Fundamental Shifts



Generic  
Strategic

Strategic from word one

# Three Fundamental Shifts



**Scattered**

**Connected**

Link data across  
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**Reactive**

**Predictive**

Spot patterns before  
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**Generic**

**Strategic**

Strategic from word one

# Revenue Intelligence Investments

## ◆ Sales Meetings

Every conversation captured,  
transcribed, and understood

## ◆ Deal Intelligence

Connect dots across every  
touchpoint automatically

## ◆ Buyer Intent

Understand engagement patterns  
and behaviors

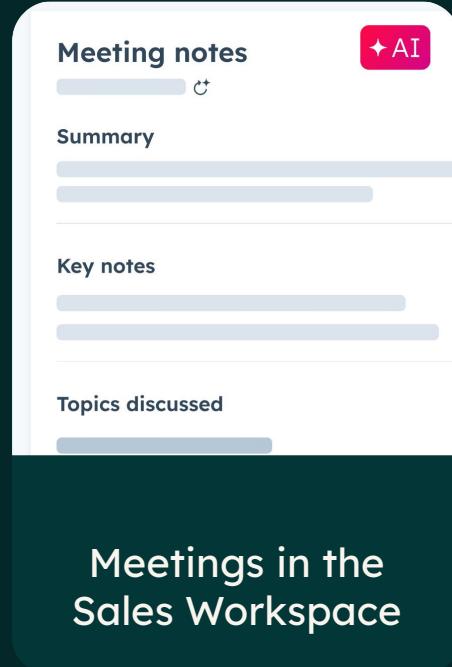
**Meeting notes** AI

Summary

Key notes

Topics discussed

Meetings in the Sales Workspace

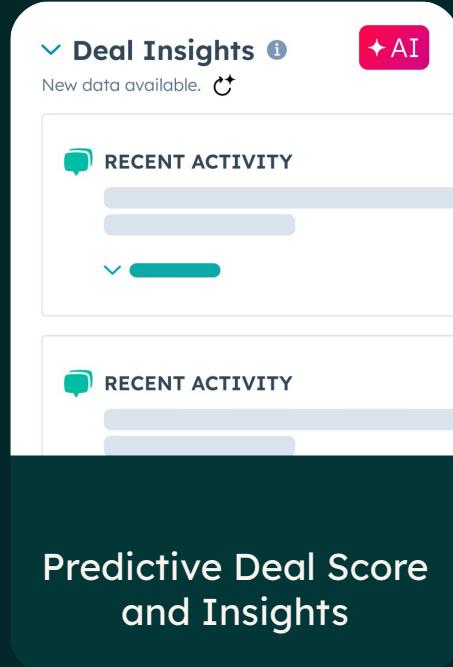


**Deal Insights** AI  
New data available. ⟳

**RECENT ACTIVITY**

**RECENT ACTIVITY**

Predictive Deal Score and Insights

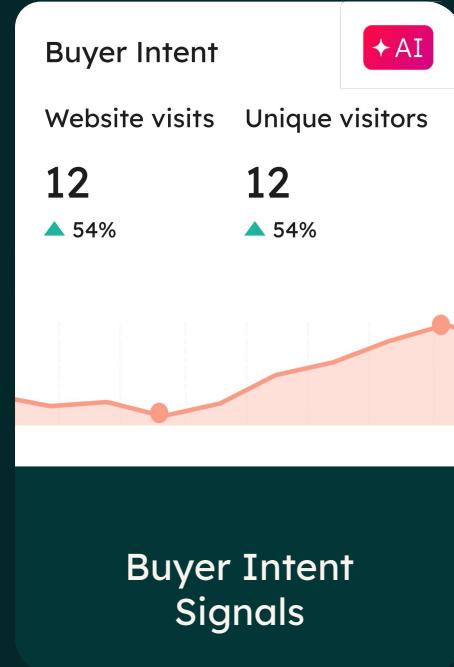


**Buyer Intent** AI

Website visits Unique visitors

12 12  
▲ 54% ▲ 54%

Buyer Intent Signals



# Sales Workspace

The screenshot shows the HubSpot Sales workspace for user Beth Caldwell. The top navigation bar includes a search bar, a gear icon, and a user profile for CQ Consulting. The main interface is divided into several sections:

- Summary:** The active tab, showing a summary of tasks and sequence activities.
- Prospecting:** Shows 0 tasks.
- Deals:** Shows 0 deals.
- Tasks:** Shows 75 tasks in total, with 3 high priority tasks.
- Schedule:** Shows a timeline of scheduled tasks.
- Dashboards:** Shows various performance metrics.

**Your tasks:** A summary of tasks due today, including To-dos (42), Calls (0), Emails (32), and LinkedIn (5).

**Your sequence activities (4):** A sequence for a warm lead with 5 contacts enrolled, showing Step 3: Manual email tasks (2 due today, 2 overdue, 3 more steps).

**Guided actions:** A list of actions with progress bars:

- All actions: 3 (Send follow up email, Reach out to leads, Follow up)
- Closing related: 2
- Prospecting related: 2

**Schedule:** A detailed timeline view showing various tasks and their due dates.

# Results & Implementation

**Faster Sales Cycles**

**Increased** deal velocity

**Significant** revenue growth

**Premium** white glove service

# How quickly did you see results?



## WEEK ONE

Better meeting  
notes



## MONTH ONE

Reps catching details  
they'd missed



## MONTH THREE

Full  
transformation



# Monday Morning



Pick your biggest deal



Audit the last 5 touchpoints



Find 3 insights NOT in your CRM

# Those insights

# Your 80% gap

# Thank You

Visit [hubspot.com/spotlight](https://hubspot.com/spotlight)



# Q&A

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Thank you!