

INBOUND

Sales Data Revolution:

Unlocking Revenue Intelligence



A stylized graphic of two mountain peaks in the top right corner. The peaks are orange and white, set against a dark teal background.

80%

of customer intelligence never
makes it from conversation to CRM

Structured data



Makes up about 20% of
customer intelligence.

Structured data

Makes up about 20% of customer intelligence.

Unstructured data

The remaining 80% of customer intelligence that is trapped.



Jan
Bogaert

SENIOR PRODUCT MARKETER,
SALES HUB, HUBSPOT



Keith
Vandeventer

DIRECTOR OF CRM STRATEGY &
OPERATIONS, SANDOW DESIGN
GROUP

SANDOW[®] DESIGN GROUP

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

JANUARY



Email:
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Call:
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APRIL



Meeting:
“Digital transform”

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Meeting:
“Digital transform”

MAY



Email:
“Show ROI”

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Meeting:
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Email:
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JUNE



LOST
to competitor

Timeline of Missed Signals

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Email:
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LOST
to competitor

Three Fundamental Shifts



~~Scattered~~
Connected

Link data across touchpoints

1

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
touchpoints



~~Reactive~~

Predictive

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~~Generic~~

Strategic

Strategic from word one

Revenue Intelligence Investments

✦ Sales Meetings

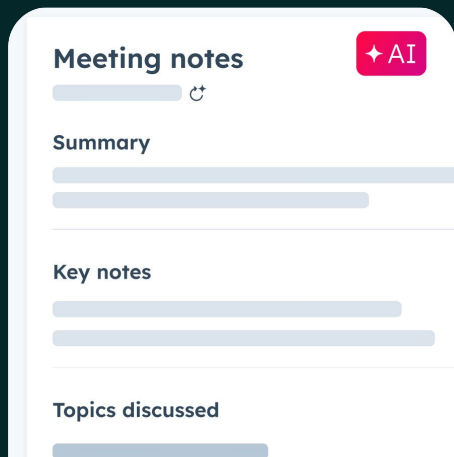
Every conversation captured, transcribed, and understood

✦ Deal Intelligence

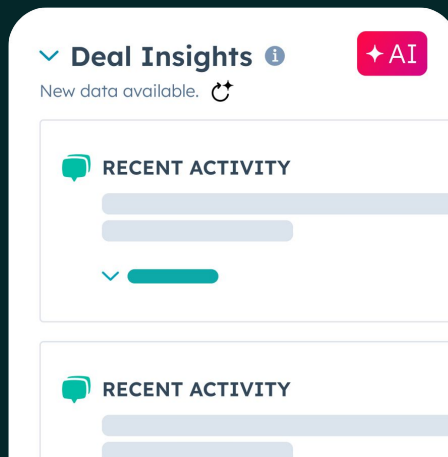
Connect dots across every touchpoint automatically

✦ Buyer Intent

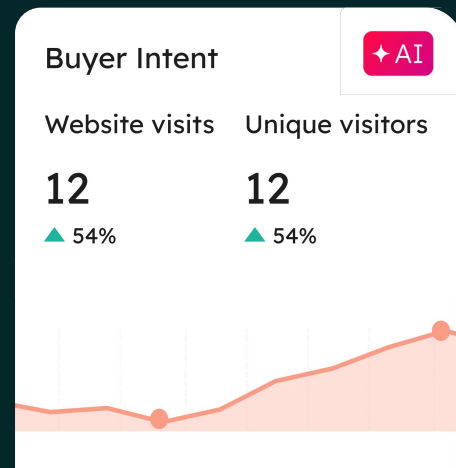
Understand engagement patterns and behaviors



Meetings in the
Sales Workspace



Predictive Deal Score
and Insights



Buyer Intent
Signals

Sales Workspace

The screenshot displays the HubSpot Sales Workspace for user Beth Caldwell. The interface is organized into several key sections:

- Header:** Includes a search bar, navigation icons, and user information (CQ Consulting).
- Navigation:** A sidebar on the left contains icons for various HubSpot features. The top navigation bar includes tabs for Summary, Prospecting, Deals, Tasks, Schedule, and Dashboards.
- Your tasks:** A section showing task counts: 3 High Priority tasks, 75 All Tasks, 42 To-dos, 0 Calls, 32 Emails, and 5 LinkedIn tasks.
- Your sequence activities (4):** A section showing a sequence of activities, including a warm lead with 5 contacts enrolled and a manual email task due today.
- Guided actions:** A section showing actions related to closing and prospecting, with a 'Start all' button.
- Schedule:** A section showing a timeline of tasks and activities, with a 'Schedule' tab selected.

The interface uses a clean, modern design with a color palette of blues, greys, and oranges. It features a mix of text, icons, and progress bars to represent task status and sequence progress.

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



Q&A

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Please head to the INBOUND mobile app
to provide your feedback.
Thank you!