Deal Tr **HubSpot Upmarket** AS **Ideal Customer** • \$4.6K Notes Profile big dif compe 2024 | NAM/EMEA Why di Nee The Ch Accurd manad About Me Speed autom Improv The Champion The Decision Maker(s) The Dec Not int Age Group 40 y/o 50-56 y/o overvi specif Job Title Head of team, End-user C-Suite (most common), VP Talks up HubSpot across the org to garner interest. Drives comms, keeps HS informed, progresses deal stages and manages onboarding. Role Approves pricing & terms. Deal J **About My Company** Search -Solution Exploration Ap business gives go ah

Company size	150+ employees
Industry	Computer Software Information Technology Financial Services
Annual Revenue	\$100 mil \$500 mil.
Current Tech (competitors)	SF and Pardot, Marketo, Microsoft, Home-grown CRM

al Trends ASP	Conversion Rate	Deal Length	Purchased Hubs
4.6K monthly average. otes: Pricing transparency g differentiator against mpetitors. y did they choose HubSpot	 25% monthly average. Notes: willing to engage in larger and longer deal terms for Enterprise level product that will solve all their needs at once. 	 75-90 Days Notes: larger buying groups of 4+ contacts plus RFP review period. 	• 2 Hubs • Notes: Highest deal composition include product bundles. MH + SH being the most popular mix, suggesting the value integrated solutions that cover multiple needs.
Needs tech to	Struggles with	Looking at	The Partner
Champion courately route lead anagement beed processes through utomation approved tech functionality Decision Maker of interested in a complete review but assurance that their becific requirements will be met.	 The Champion Reporting and forecasting Customer journey (CDP) Gen AI implementation The Decision Maker Tech stack vendor consolidation. Understands that no single vendor can satisfy all their needs. Tech implementation and user adoption. Partner relationship management (PRM). 	 Company ranking /records. Review websites - top Gartner and G2 Champion and decision maker previous experience w/ software. First hub eval is successful, indicates motivate to adopt HS widely across org. Generation challenges (emerging trends, next generation of leaders). 	 Partner selection: Regional affinity (e.g. customer support in India). Industry vertical expertise. Implementation expertise (e.g. ISO, GDPR, SSO, SO). Role Roadmap support for change resourcing. Migration and portal build out Data architecture.
Champion Touchpoints Decision Makers Touchpoint Talks up HS across org to garner interes	Create a mutual action plan to keep both sides	Migration and implementation	User Onboarding Renewal & needs evaluation
AWARENESS Problem identification Can you solve my problem?" Approves siness need - evaluate technologies	Requirements building Supplie "What exactly do we need "How of	Consi	LOYALTY Usage expansion "Are we growing with you?" of concept for dered up/cross and subsidiary expansion

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