

THE SALES ACCELERATION FORMULA

**Using Data, Technology, and Inbound
Selling to go from \$0 to \$100 Million**

MARK ROBERGE

MARK ROBERGE is Chief Revenue Officer of HubSpot. From 2007 to 2013, he served as HubSpot's SVP of Worldwide Sales and Services during which time he increased revenue by 6,000% and expanded the sales team from 1 to 450 employees. Prior to joining HubSpot, he was a Technology Consultant with Accenture and held several executive positions with startups in the social media and mobile industries. He is a graduate of the MIT School of Management and Lehigh University where he majored in engineering.

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MAIN IDEA

The prevailing paradigm is that sales management is more of an art form than a science.

Don't tell that to Mark Roberge. While still a student at MIT, he was asked by some fellow students who were in the process of starting a new company to head up their sales team – or perhaps more correctly to be their entire sales team.

With no experience whatsoever in sales, Roberge approached the challenge like any good engineer would. He used a metrics-driven, process-oriented approach to building sales based around five components which seemed logical to him



That startup ended up being HubSpot and using these five components, Mark Roberge ended up growing HubSpot's revenues from \$0 to \$100 million in sales and from 1 to 450 employees.

"In today's digital world, in which every action is logged and masses of data sit at our fingertips, building a sales team no longer needs to be an art form. There is a process. Sales can be predictable. A formula does exist."

– Mark Roberge

1 The Sales Hiring Formula Pages 2 - 3

The process for hiring future top performers is easy to engineer. All you need do is develop a profile of the traits of your best performers and then evaluate potential hires to that profile. These metrics aren't that hard to figure out but relatively few businesses ever get around to doing this. Make hiring a scientific process, not a stab in the dark.

2 The Sales Training Formula Pages 3 - 4

The conventional "ride-along" sales training strategy is not just broken but is in fact dangerous. Instead, you should base your training program on three elements: (1) The buyer journey; (2) The sales process; and (3) The qualifying matrix. Train your people on those elements and you'll manufacture helpful salespeople with whom your prospects actually want to interact.

3 The Sales Management Formula Pages 4 - 5

Turn your sales managers into sales coaches and you're halfway there. Then train your sales coaches not to bombard your salespeople with too much feedback. Instead, sales coaches should identify the one skill which will boost the performance of each individual salesperson the most and develop a customized coaching program to develop that skill. This should be metric driven all the way through. You then add in contests and great compensation programs and your salespeople will thrive.

4 The Demand Generation Formula Pages 6 - 7

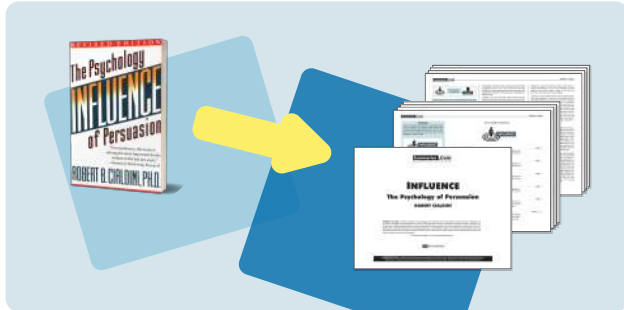
Outbound marketing (like advertising) is dead. Today, inbound marketing is measurably more productive. Help buyers find you by acknowledging they are in the driving seat and act accordingly. The key to success today is to generate inbound leads and then make sure they get converted into customers consistently well. Again, metrics will identify the best way to do this.

5 Technology Pages 7 - 8

You have to equip your salespeople with technology which will help them sell better, faster and more effectively. Make sure you take advantage of technology which can streamline administrative functions, enhance the buyer experience and enable salespeople to engage buyers in the most helpful way at the right time. Above all, use technology to maximize the salesperson's selling time.

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