



HubSpot BDR Task & Role Play

Overview

The HubSpot Task & Connect Call Role Play is designed to test your ability to prospect, cold call, control and run a discovery conversation, and progress the deal forward. Please note that you'll be expected to be prepared for this exercise as if you are a HubSpot BDR. Your recruiter will give you a call to help you prepare and be successful in your role play!

Interview Structure

There are TWO parts to this interview. Part **ONE** is the take-home task that you will need to submit 36 hours before your interview (appx. 30 minutes to complete). Part **TWO** is the Connect Call Role Play which will take place during the scheduled interview.

Part ONE: Take-home Task Description

Below is a list of three businesses. Your task is to research and identify **ONE** business out of the three provided that is the best fit for HubSpot, identify a suitable stakeholder to reach out to and create an outreach strategy. Fill in [this document](#) and submit it to us 36 hours before your scheduled interview.

Business #1: [Wyndham Destination](#)

Business #2: [Tiger Broker](#)

Business #3: [Pet Lover Center](#)

You will be scored on 3 aspects of the take-home task including:

1. Ability to research and identify how likely a business is to become a high-value HubSpot client
2. Ability to identify the most relevant stakeholder to reach out to
3. Ability to tailor make a reach out strategy to fit the business

Part TWO: Connect Call Role Play Description

The entire interview typically takes 45 minutes and will contain the following steps:

- Quick intro and review of the take-home task (appx. 5 minutes)
- Connect Call (appx. 15 minutes)
- Self-assessment (appx. 5 minutes)
- Feedback/coaching from the hiring manager (appx. 5 minutes)
- Second call attempt (applying hiring manager feedback, appx. 5 minutes)

- Your questions for the interviewer (appx. 5 minutes)

During the role play, you will act as a HubSpot BDR and cold call the same business and contact that you chose to message in your take-home task. Remember, this is an initial outreach and the prospect is not expecting your call. The BDR Manager will respond like a typical HubSpot prospect.

IMPORTANT TIP: Do not spend the majority of the limited time you have with the prospect trying to pitch Hubspot. The objective of the role play is to get them excited and interested enough to set up a Discovery Call with a HubSpot Account Executive, not to get them to buy today. You want to act like a trusted advisor/consultant, and make the conversation about the prospect and their business. Read this for more info of the objective of this roleplay - [Consultative Selling](#)

You will be scored on 6 aspects of the role play including:

- **Preparation** - You will need to incorporate your take home task into the role play

-Read

this as a guide this [14 Things Salespeople Must Know Before Calling a Prospect](#) use the prospect linkedin page and find out any potential business information and use it in your role play

- **Introduction:**

- 1) Take note of rapport building, commonality, voice tone,
- 2) ability to capture the prospect's attention and build trust
- 3) Set up a clear agenda of the call

Read this link - [16 Sales Prospecting Tips to Crush Your Next Call](#)

Example on how you set a clear agenda from the link above:

- **Business Discovery**

Ability to get the prospect to share information about themselves & the business with you so that you can uncover current challenges with open ended [qualifying questions](#). Ask about their current CRM and how their Sales and Marketing teams use it.

Use [GPCT Framework](#) - What are their company business goals, how they are achieving it and use [Sandler Selling 3 Level of Pain](#) - To Frame your Discovery questions, good to hit Level 2 of Sandler Selling. Use [BANT](#) to get all information and refer to this useful link [Examples of GREAT](#)

[Discovery Questions](#)

- **Ability to overcome objections**

Take a look at some of our [case studies](#) - Use at least 2 reference cases. Have a pulse on main competitors and HubSpot's [competitive advantage](#) - Use this to do short elevator pitch

TIP: You should LAER the prospect's objections – Listen, Acknowledge,

Explore, Respond

- **Ability to uncover sense of urgency & arrange a Discovery Call with a HubSpot AE**

Leverage the pain and challenges you uncover to create a customized HubSpot value proposition (i.e. How can HubSpot help solve some of their problems?) ●

Utilize that momentum to make a recommendation to set up a Discovery Call with an Account Executive (make sure you schedule a time for this with the prospect, even though it won't actually take place)

- **Coachability, self awareness in your self assessment**, as well as your ability to absorb
& implement feedback

Helpful Resources:

1. [What is HubSpot?](#)
2. [Why Choose HubSpot?](#)- HubSpot Features- You can use this or [g2.com](#) for overcoming objection
3. [The 18 Best Places for Sales Reps to Research Prospects](#) Read this for your take home assignment