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**Sales Enablement for**

# HubSpot CRM



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## HubSpot CRM

In the last few years, HubSpot CRM has grown in popularity. In contrast with other complicated CRM systems, HubSpot's offerings are simple and easy to use. On the flip side, simplicity comes at a cost of limited flexibility.

## DRIVING ENABLEMENT

HubSpot CRM may not offer all the features and options that complex CRM systems offer. However, that should not be a deterrent to enabling your sales team.

Here are three ways you can drive sales enablement with HubSpot CRM



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## Guided Selling

Guide your sales team with right content and intelligence at the right time. Sales should have access to the right content in the context of their Deals, Companies & Contacts.

Having access to relevant and trusted content right inside HubSpot CRM will drive sales productivity.

The screenshot displays the HubSpot CRM interface for a deal titled "Forritra Security Management". At the top, the deal name is shown next to an edit icon, followed by the amount "\$200,000" and a close date of "05/31/2018". Below this is a sales pipeline with stages: Sales Pipeline, Presentation Scheduled (marked with a checkmark), and three subsequent empty stages. The main content area is divided into two panels. The left panel, titled "About Forritra Security Management", contains a section "Enablrix Content" with four items: "Sales Decks - Mobile Security Standard Sales Presentation" (File: MessagingTree.docx), "Case Studies - Identity Management at Bank of the West" (File: IdtyMgmt\_BOW.pptx), "Case Studies - Mobile Security for First Republic Bank" (File: MobSecurity\_First Republic.pptx), and "Executive Summary - Mobile Security Template Executive Summary" (File: SalesExecSummary.pdf). The right panel shows a "New note" form with a text area and a "Start typing to leave a note..." prompt. Below the form is a tabbed interface with "Activity" selected, showing a timeline of events for March and February 2018. The activity feed includes: "Deal moved from Qualified To Buy to Presentation Scheduled" (Feb 26 at 6:20 AM EST), "You left a note" (Feb 21 at 9:30 AM EST) with the text "I had a discussion with the CIO and they have confirmed that we have been selected in the final 3 for a bakeoff.", and "Deal moved to Qualified To Buy" (Feb 21 at 9:29 AM EST).



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## Content Notifications

Notify your sales force when relevant content is available. Notify them by email, or message them in Slack.

White Papers, videos, blogs and other assets can really help sales reps in their conversations.



**marketing\_go** 12:25 PM

Here is a recently updated case study. Share it with your prospect.

**Case Studies - Mobile Security for First Republic Bank**

[MobSecurity\\_First Republic.pptx](#)

 Shared via Enablix



**Hello David White,**

Check out these fact sheets on Security Analytics:



[Haystax Customer  
Success History Fact  
Sheet](#)



[Constellation for Insider  
Threat Fact Sheet](#)



[Haystax Technology  
Security Fact Sheet](#)

To check out more content on Security Analytics [click here](#)

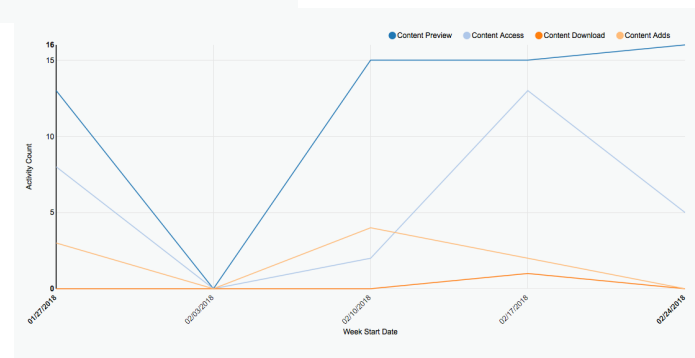
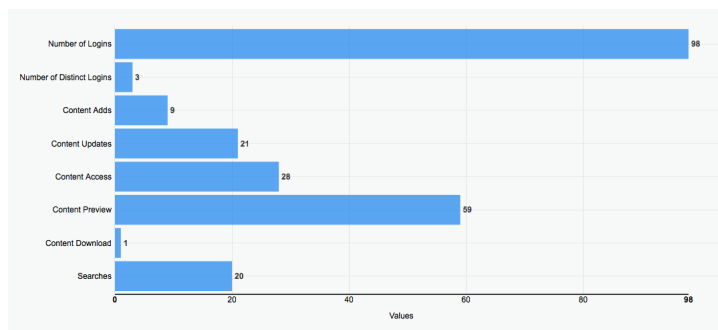
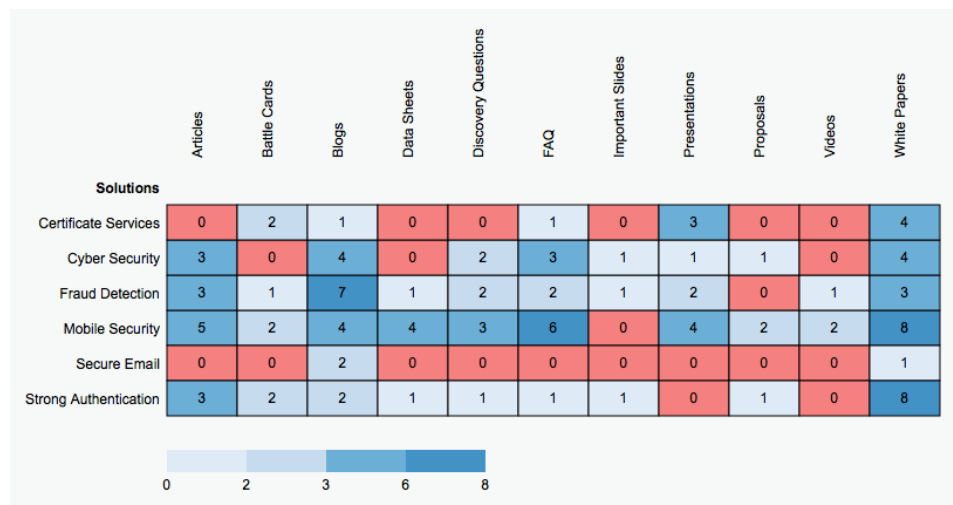
Cheers,  
The team at Enablix



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## Content Engagement

Measure content effectiveness to identify content gaps and content trends. See what works and double down on effective content.





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## Enablrix can help

Enablrix is already helping several HubSpot CRM customers with sales enablement. With minimal setup and an affordable pricing model, you can drive sales enablement with HubSpot CRM.

To learn more, email us at [content@enablrix.com](mailto:content@enablrix.com)

### INTEGRATED

Our product is already integrated with HubSpot.

### EASY TO USE

We recognize the burden on your time. Our system is easy to use and requires minimal set up and ongoing maintenance.