

RevOps Engine

Turn HubSpot from a messy tool into a reliable operating system



The Problem This Solves

Many companies buy HubSpot to create alignment but over time, the portal becomes **bloated, inconsistent, and unreliable**.

- Lifecycle stages mean different things to different teams
- Pipelines are cluttered with stalled or misclassified deals
- Automations were built reactively and now conflict with each other
- Reporting exists, but no one fully trusts it
- Changes are made ad hoc, with no governance or documentation

The result: HubSpot becomes something teams work around, not rely on.

HIVE's Philosophy

At HIVE, we believe HubSpot should function like an **operating system**, not a junk drawer.

The RevOps Engine is about:

- Structure over shortcuts
- Rules over guesswork
- Governance over one-off fixes

This package is **entirely HubSpot-centric**. It does not create campaigns, nurture journeys, or sales assets. It ensures HubSpot itself is **clean, scalable, and trustworthy**.

What We Do in HubSpot (In This Order)

1. Portal Architecture & Governance Audit

We start by evaluating how HubSpot is actually being used today:

- Lifecycle stages and progression logic
- Pipelines, stages, and exit criteria
- Existing workflows and automation conflict
- Properties, naming conventions, and ownership
- Permissioning and user behavior

This identifies where HubSpot is breaking down – and why.

2. Lifecycle & Pipeline Governance

We establish clear, enforceable rules inside HubSpot:

- Who owns lifecycle stage changes – and when
- What qualifies movement between stages
- Deal stage definitions and required criteria
- Automation to prevent misclassification

This removes ambiguity and creates consistency across teams.

3. Workflow & Automation Rationalization

We clean up and restructure automation so it works with your teams, not against them:

- Consolidation of redundant or conflicting workflows
- Clear logic for handoffs and ownership
- Automation documentation for future changes

HubSpot becomes easier to manage – and safer to evolve.

4. SLA Enforcement & Process Consistency

We configure HubSpot to support accountability:

- Marketing - Sales SLAs
- Sales follow-up rules
- Task creation and enforcement
- Visibility into compliance

No more manual policing. HubSpot enforces the process.

5. HubSpot Trust Dashboards

We implement dashboards focused on operational health, not campaign performance:

- Lifecycle and pipeline integrity
- Stalled deals and bottlenecks
- SLA adherence
- Data quality indicators

These dashboards answer one question: **"Can we trust what HubSpot is telling"**

6. Quarterly HubSpot Optimization Roadmap

HubSpot evolves. Teams change. Processes shift. Each quarter, we deliver:

- A prioritized HubSpot optimization roadmap
- Recommendations for structural improvements
- Guidance on what not to change

This keeps the portal healthy as the business scales.

What You Walk Away With

- A clean, governed HubSpot portal
- Consistent lifecycle and pipeline logic
- Automation that's understandable and maintainable
- A system teams can actually rely on

When This Is the Right Fit

Choose this package if:

- HubSpot feels cluttered or inconsistent
- Teams don't follow the same rules
- Changes feel risky to make
- Leadership questions data reliability

We don't deliver tactics. We build your revenue engine.