

Sales Enablement

Help Sales know who to prioritize, what to say, and when to act— inside HubSpot



The Problem This Solves

Most Sales teams don't struggle because they're bad at selling. They struggle because **their systems don't support how they sell.**

- Reps don't know which leads or accounts to prioritize
- HubSpot feels like a reporting tool, not a selling tool
- Messaging is inconsistent across reps and deals
- Enablement assets exist, but aren't used in the moment
- Follow-up is reactive instead of intentional

The result: missed opportunities, slow deal cycles, and frustration between Sales and Marketing.

What We Build (In This Order)



1. Sales Prioritization Framework

We configure HubSpot so reps instantly see **who to focus on:**

- High-priority leads and accounts surfaced automatically
- Clear signals for readiness based on lifecycle, engagement, and intent
- Saved views and filters that eliminate guesswork

Sales stops sorting. HubSpot tells them where to focus.

2. Prospecting Workspace Setup

We optimize HubSpot's prospecting tools to support daily sales motion:

- Custom prospecting views
- Task queues aligned to priority accounts and leads
- Automation that reduces manual follow-up

HubSpot becomes part of the sales workflow – not something reps avoid.

3. Sequences & Sales Workflows

We design sales-ready sequences tied to buyer context:

- Lifecycle- and stage-appropriate sequences
- Automated task creation and follow-up logic
- Clear handoffs from Marketing to Sales

Outreach feels relevant, timely, and consistent – without being robotic.

4. Talk Tracks & Call Support

We embed messaging directly into HubSpot to support real conversations:

- Talk tracks aligned to buyer stage
- Objection-handling guidance
- Call notes and prompts tied to records

This is not sales training – it's **in-the-moment guidance.**

5. Sales Assets & Enablement Content

We organize and surface enablement assets where Sales needs them:

- Sell sheets and one-pagers tied to deal stages
- Email templates embedded in HubSpot
- Clear guidance on what to use, when

No searching. No guessing. Everything is contextual.

What This Package Is Not

- Sales coaching or performance management
- Lead nurture or marketing campaigns
- RevOps governance or portal clean-up
- Analytics ownership or forecasting

Those live in other HIVE offerings.

What You Walk Away With

- Sales reps who trust and use HubSpot
- Clear priorities and consistent outreach
- Faster follow-up and stronger conversations
- Reduced friction between Sales and Marketing

When This Is the Right Fit

Choose this package if:

- Sales isn't following up consistently
- Reps don't trust HubSpot
- Enablement assets aren't being used
- Deals stall after handoff

How It Fits in the HIVE Growth System

- Lifecycle & Nurture Systems warms buyers
- RevOps Engine keeps HubSpot clean and reliable
- Sales Enablement ensures Sales converts opportunity into pipeline

Sales Enablement is where all the upstream work finally turns into revenue.

HIVE's Philosophy

At HIVE, we believe **sales enablement only works if it lives where Sales already works.**

That means:

- Inside HubSpot – not decks, docs, or one-off trainings
- Aligned to buyer readiness and lifecycle stage
- Designed to reduce friction, not add process

This package is about **operational enablement**, not coaching or performance management.

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