



FIU Panther Sales Tournament 2020

Round 1 Role Play
(Seller Role)

An Overview of HubSpot

Marketing and Sales has changed. People want to engage with brands before they are ready to buy, rather than having a product shoved down their throat. Inbound Sales and Marketing is about attracting new buyers to their brand when they're ready to buy.

HubSpot technology allows customers to attract new potential customers to your website, convert them into leads for their sales team, turn those leads into customers, and keep them loyal for years to come. Our marketing, sales and customer success products allow customers to utilize Inbound sales and marketing techniques in an all-in-one, easy-to-use growth platform.

[Check out our story here](#)

Your Prospect's Company Overview

[McDevitt Law Group](#)

For almost 40 years, we have strived to provide the highest quality real estate and estate planning services. Our clients include landlords, developers, buyers, sellers, investors and lenders throughout the Greater Boston area. Whether you are a first time home buyer or longtime client with a complex transaction, we can provide legal assistance every step of the way.

Our experience working on all aspects of real estate transactions means we know what it takes to create a successful closing, lease or business transaction. We have extensive experience working for both lenders and borrowers, allowing us to bring our insight to your transaction. As an investor we provide financing, leasing, and purchase and sale services to help your business succeed.



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As a small law firm, we pride ourselves on providing personal attention to your case and providing the highest quality representation. Our goal is to provide the best possible service that provides our clients the best possible results.

Case studies about law groups HubSpot has worked with:

- [Main Line Family Law Gets Attention from Oprah Network Using Inbound Marketing](#)
- [Amerihope Cuts Paid Advertising and Increases Leads 186% Using HubSpot](#)
- [Campmany Abogados Increases Client Numbers By 7X With HubSpot](#)

Round 1 Role Play

You are a Business Development Representative at HubSpot, working on the Small Business Sales team to help businesses enhance their digital marketing and sales strategy. You get a lead notification that Brady McDevitt from [McDevitt Law Group](#) downloaded an e-book on the HubSpot website titled "[An introduction to effective calls-to-action.](#)"

When you look further into Brady's interactions with HubSpot's website, you see that he's been a subscriber to the blog for two years, and has recently been viewing content about "buyer personas." You take a look at the website for McDevitt Law Group, and notice a few opportunities for growth, so you decide to give him a call.

The Sales Call

You called and got Jim, the receptionist. You told him that you were calling to speak with Brady, and that you were from HubSpot. He checked with Brady, and he said that he was very busy, but he agreed to meet with you for 10 minutes at 9:00 a.m. the next day. You plan to schedule a Zoom meeting for that time.



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Your goals of the meeting with Brady

- Uncover the growth goals and challenges for his law group
- Qualify his timeline for solving his problems and whether or not he can make a purchase to solve these problems
- Successfully position the value of how Inbound Marketing could specifically help his firm
- Successfully position and schedule a Discovery Meeting with all decision makers

Potential Objections

- Not interested in hearing more
- This sounds expensive
- They already have a person doing their digital marketing (unclear what HubSpot is)