

An Overview of HubSpot

We believe the world has changed. We see businesses using more kinds of software, not less, that all needs to work together. To help our customers grow better in this environment, HubSpot is evolving from an “all-in-one” suite into an “all-on-one” platform.

HubSpot is a set of tools that supports a company's customer facing teams including Marketing, Sales and Service helping them to optimize each stage of the buyer's journey and grow their business.

HubSpot's flywheel philosophy uses the momentum of happy customers to drive referrals and repeat sales for our customers. We've also invested in an integrations ecosystem that helps customers do more with HubSpot and creates real value for people who adopt our platform.

We build marketing, sales, service, and website management products that start free and scale to meet our customers' needs at any stage of growth.

[Check out our story here](#)

Round 2 Role Play

You had a successful first meeting with Julia (or Julio) Boyce, and you feel confident you can present a solid proposal that will meet ClassPass' needs.

In this meeting, you should avoid driving conversation about price. Instead, your goal should be to position the value of how HubSpot could specifically help ClassPass, and present a solution from HubSpot's platform that can support their business growth needs.

Prepare relevant information and insights around the current industry and references from similar software companies to support your proposal.