

## 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](#)

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## Your Prospect's Company Overview

### [ClassPass](#)

At ClassPass, we provide a flexible network of fitness and wellness experiences. Whether you hit up a HIIT class, unwind with a massage, stream a class from your home or reconnect with your inner high school tennis player, we make it easy to prioritize your health by bringing them together into one app.

Members can book workouts in over 30,000 studios, as well as beauty and wellness experiences and treatments. Employers can offer ClassPass' workplace wellness program as a benefit to their employees.

Our mission as a small business? To motivate people to live inspired lives every day by introducing and seamlessly connecting them to soul-nurturing experiences.

Case studies about software companies HubSpot has worked with:

- [ReachFive's Success with CMS Hub](#)
  - [CloudApps Boosts Revenue by 2X With HubSpot](#)
  - [Talmundo Increases Leads by 313% With HubSpot](#)
  - [Fast-Growing Foleon Scales Up with HubSpot](#)
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## Round 1 Role Play

You are an Account Executive 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 Julia (or Julio) Boyce, VP of Marketing, from [ClassPass](#) downloaded an e-book called "how to nurture your leads from your website and convert them."

When you look further into Julia's interactions with HubSpot's website, you see that they have downloaded previous content about lead generation, and have recently been viewing content about HubSpot CRM and content management systems. You take a look at the website for ClassPass, and notice a few opportunities for growth, so you decide to give them a call.

### The Sales Call

You called and got Maya, the receptionist. You told them that you were calling to speak with Julia, and that you were from HubSpot. They checked if Julia was available, and said that they were very busy, but agreed to meet with you for 10 minutes at 1:00 p.m. the next day. You plan to schedule a Zoom meeting for that time.

## Your goals of the meeting

- Uncover the growth goals and challenges for ClassPass
- Learn about your growth goals, challenges
- Qualify their timeline for solving their problems and whether or not they can make a purchase to solve these problems
- Successfully position the value of how HubSpot could help their team
- Successfully position and schedule a Discovery Meeting with all decision makers

## Potential Objections

- Not interested in hearing more
- This sounds expensive
- They don't want to bother with learning a new system because they don't have previous technical, coding, or website development experience