

What Are You Selling?



HubSpot VAR Sales Coaching

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Prospects Will Only Evaluate/Buy What you Sell

The Hard Way

- If you sell software features, you will compete feature-for-feature against the competition
- If you sell activities, your hourly fee will be compared to others and you can only charge for the time the activity requires ... when the activity is over, so are you

Consider...

- Selling the result your prospect wants, which is unique... instead of all the little steps needed to achieve the result, which are commodities
- Making your prospect part of what you sell so there is buy-in at the close and so your role extends beyond a specific task or result



Product Proficiency Isn't The Same As Practitioner Aptitude... Demonstrate High Aptitude Not Product Features

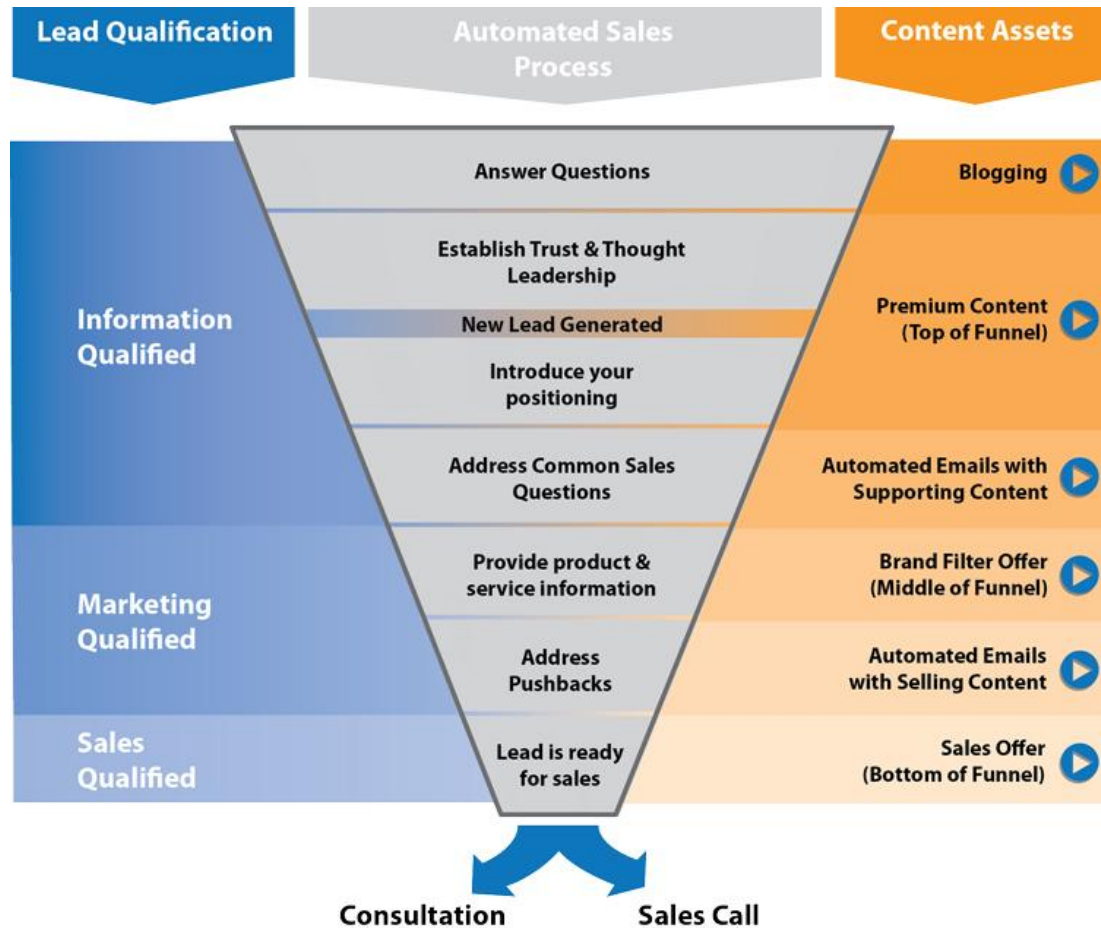
Consider...

- If I teach you to be an expert user of Adobe Photoshop, that doesn't mean anything you create with Photoshop will be considered art. When you talk about HubSpot are you talking about features or what you create with those features?
- Show your prospects how to create marketing people love, for their business, using HubSpot. They will be much more excited about purchasing that and working with you than if you show them you are just a HubSpot feature jockey or activity e.g. 'we blog for \$' driven agency.

“What we're talking about is both a different way of selling inbound marketing and a new way of managing a client”



What if You Could Create a Custom, HubSpot-based Marketing Strategy for Each Prospect, on The Fly?



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Creating Marketing People Love is a Repeatable, Scalable Process

Consider...

- Marketing People Love = Content + Sales Process
- Great content is a function of things your prospect can tell you about their business on a sales call... if you know what to ask and how to use the information
- Sales process can be implemented for any prospect on HubSpot using CTAs, Forms, Landing Pages, Lists and Lead Nurturing... if you understand how an effective inbound marketing sales process works
- 2 one-hour calls = custom inbound marketing strategy + closing offer

“At IMR we have productized a scalable, repeatable process for selling and delivering marketing people love on the HubSpot platform. We call this new way of selling and managing inbound marketing, the Content Marketer’s Blueprint™.”



Want to Learn More About the Content Marketer's Blueprint?

Visit <http://tinyurl.com/transformyouragency>

Services IMR offers its VAR Blueprint partners

Create custom white-label Content Marketer's Blueprint	\$795
6 hour training on selling and managing with the Blueprint	\$2,000
IMR facilitated Blueprint sales call	\$500
HS client setup for Blueprint	\$500
Weekly IMR facilitated account management call (8 wks)	\$3,000
Blueprint-based content creation (blog, CTA, workflow, etc)	\$6,500
Whitepaper offer	\$2,000

