

Technical Sales Leadership: Mapping investments to people, processes and tools

Three simple steps to driving investments in your business.

Step 1: People

Build a world-class team and reward your top performers.



Recruit

Develop incentives for your best employees to refer like-minded talent to your company.



Reward

Deliver economic and recognition rewards to your best and most-improved performers.



Retain

Keep your top performers challenged and engaged with your organization.

Losing a top performer can cost your company millions of dollars.

Step 2: Processes

Business practices that relied on travel and entertainment are no longer top of mind.



Analog

Evaluate to see if analog practices such as travel and entertainment are relevant to the opportunity.



Digital

Optimize your technical sales practices to be digital first and analog second.



Automated

Determine what aspects of mundane work can be automated to help focus on high value tasks.

Make sure your team is ready for a digital-first sales motion and help them automate low-value work so they can focus on high-value tasks.

“I want to spend money on areas where I can see a clear time horizon and return on investment relative to other areas where we can spend.”

- CFO, Large Cap

Step 3: Tools

Avoid trying to cobble together your own tools or retrofitting general-purpose systems.



In-House

Scrutinize the all-in expense of building internal tools to support your daily needs.



General Systems

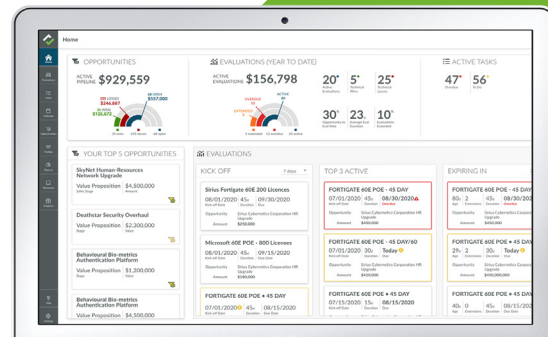
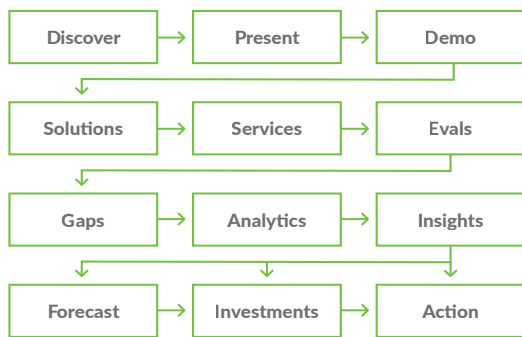
Quantify the cost of retrofitting a general purpose system to support your daily workflow needs.



Purpose-Built

Calculate the speed and cost of purchasing something built for you vs. in-house or general systems.

Your team fuels millions of top line growth every year, so advocate for the right tooling specifically built to support their daily work needs.



Hub provides the most comprehensive SaaS solution to help technical sales professionals win more business. For more information visit www.hub.inc