48forty HubSpot Sales Documentation

Summary

This document is a guide and walkthrough of all 48forty internal processes inside of Hubspot. Links are provided throughout that lead to useful examples and documentation inside of HubSpot, flowcharts, spreadsheets and other assets.

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Object Architecture

An Object refers to a record type that stores data in HubSpot which includes all of the following:

- Companies
- Contacts
- Deals
- Company Locations*
- Plants*

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Objects and records inside of HubSpot can be associated with each other to both bolster reporting and make navigation throughout the portal easier. A quick breakdown of each object is provided in the table below"

Companies	Company records hold some revenue information and act as the parent to all of the company locations associated with it. You will also find all of the associated Contacts and Deals on a Company record.
Company Locations	Company Locations are used to show the different billing locations at a given Company as they are added to Logix. This allows us to report on regions as well as effectively import revenue data from Logix accounts.
Contacts	Contact records store general information about a person such as their email and phone number. Information submitted through forms or imported from sources like Zoom Info is also populated on this record.
Deals	Deal records should be created for each opportunity that arises at a Company or Company Location. Information such as the Estimated Annual Volume and line items are stored on this record.
Plants	Plant records are created for each 48forty plant and are automatically assigned to Contact records using a system of Zip Code automation. They are there for reporting and to help sales quickly find information.

48forty's HubSpot architecture has been customized with Plants and Company Locations to specifically fit the needs of your organization. The table below demonstrated how objects inside of HubSpot have been created to align with objects inside of Logix, where applicable:

HubSpot	Logix
Companies	Master Account Group
Company Locations	Account
Contacts	N/A

Deals	N/A

When a Deal is won and a new Account is to be created in Logix, the Company Location ID should be added to the account. This will allow for an import and comparison of Actual Sales data to the Projected Annual Volumes tracked during the Closing process.

Lifecycle Stages

In HubSpot we use a series of “Stage” properties to help us keep track of where different Objects (Records) are within a process. Lifecycle Stages help us to determine where a Contact and Company is in the process of becoming a customer.

Contacts and Companies are updated automatically based on actions that occur on the records. Contacts and Companies move through the Lifecycle Stages together and are always the same. The chart below outlines each stage and its definitions:

Lifecycle Stage	Definition
Subscriber	Contacts created in HubSpot with no sales intent. This may be blog subscribers or other sources of Contact creation.
Prospect	Contacts start in the Prospect stage when they are added as an Outbound Contact or added through Zoom Info.
Lead	Contacts start in the Lead stage when they are added as an Inbound Contact or complete the RFQ form on the website.
Marketing Qualified Lead	Contacts start in the MQL stage when they come through the RFQ form with a Business Domain or Volume above 300.
Inside Qualified Lead	
Sales Qualified Lead	
Opportunity	

Customer	
Vendor	
Other	

Lead Rating

The Lead Rating property is used to automatically identify if the lead is high priority or not. It is based on two different criteria - Sales/Cores Volume and Email Domain Type.

If a Contact indicates they have a Volume of 300 or more, they are prioritized. If a Contact submits a business email domain (not Gmail or Yahoo, etc.) they are also prioritized.

The chart below outlines the structure for our lead rating system used primarily by Inside Sales:

Rating	Description
A	Business Domain *and* Volume is Equal to or Greater than 300
B	Business Domain *or* Volume is Equal to or Greater than 300
C	Free Domain *and* Volume is Less than 300

Inbound vs. Outbound

In HubSpot we need to organize our Contact records (leads) based on whether they are inbound or outbound. This will help us to measure our KPIs and conversions based on efforts to both groups. This is managed in the “Inbound or Outbound” property found on the record.

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Inbound leads are most often created through the website or online ads. These Contacts will come in and automatically be marked as an Inbound lead. The team will then follow the Lead Qualification Stage (outlined in sections below) to work the record to becoming a customer.

Outbound Leads are most often created through manual addition or Zoom Info. When added to the system manually, you must select “Outbound” as an option in the Contact Create Form. When imported from Zoom Info, Contacts are automatically marked as “Outbound.”

RFQ Form

The RFQ form lives on the 48forty Website and is the main source of inbound leads. The properties outlined below are filled in by the Contact and submitted to their record:

First and Last Name	Buy or Sell
Email Address	Buy Volume
Phone Number	Sell Volume
Zip Code	Order Frequency
Company Name	Existing Customer (Yes or No)
Company Website	Multiple Locations (Yes or No)

Once the RFQ form is submitted, a Contact record will be enrolled in automation that sets them down the Lead Qualification Stage process. Review the sections below for more information.

Zoom Info

Zoom Info is the main way in which leads can be imported to HubSpot for Prospecting and outbound sales activities. Talk to your manager or supervisor regarding training on how to navigate Zoom Info and what limits are in place before importing Contacts to HubSpot.

Contacts imported from Zoom Info will have all of the following information on their record:

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First and Last Name
Email Address
Phone Number
Zip Code
Company Name
Company Website

Once a Contact is imported to HubSpot, they will automatically be marked as an Outbound lead and be enrolled in automation that sets them down the Prospect Qualification Process. Review the sections below for more information.

Manual Creation

There are scenarios in which you may want to manually add individual Contacts to HubSpot:

- **Inbound:** You may be speaking with Representative 1 at a Company and they refer you to Representative 2 in order to progress or close the opportunity.
- **Outbound:** You may have met someone at a trade show or in passing and wish to add them to the system so that you can reach out to them at a later date.

In either situation, navigate to ***CRM -> Contacts*** and fill out the basic Contact information. Once you select whether it is an Inbound or Outbound Contact, you will be required to add information based on your selection that will set off automation for Prospect and Lead Qualification.

Imports

At this time, sales reps do not have permissions to do mass imports of records in an effort to keep the system as clean as possible. For the foreseeable future, please Contact your Sales Management and Support staff and/or Ascend to assist with any large imports that you need.

Sales Qualification Processes

When a Contact is created in HubSpot, whether they are Inbound or Outbound, we use stages to track where they are in the qualification process. We work through this system of qualification to ensure that Deals in our pipeline represent opportunities with a real potential to close.

- **Inbound** Contacts are called **Leads** and follow **Lead Qualification Stages**
- **Outbound** Contacts are called **Prospects** and follow **Prospect Qualification Stages**

Lead Qualification Stages

When a Contact is created as Inbound they will automatically have a Company associated with them and be set to "Lead Qualification Stage - New." Each stage definition is outlined below:

Lead Qualification Stage	Definition
New	Automatically assigned when a Contact is added as an Inbound Lead and the stage is unknown.
Outreach	Automatically set when the first Call/Email is sent out.
Sequence	Automatically set when the Contact is enrolled in a sequence.
Replied to Sequence	Automatically set when the Contact is enrolled in a sequence and replies to the sequence email thread.
Assigned to…	Manually selected by the Inside Sales team for reassignment.
Quoting	Manually selected by each member of the team before creating a Company Location and Deal Record.
No Response	Automatically set when the Contact is enrolled in a sequence and finished without sending a response to the email thread.
Not Qualified	Manually selected if it is determined they do not meet requirements. A reason will be required when you select this.

Vendor	Manually selected if it is determined that the Contact is a vendor that buys or sells pallets themselves.
Gate Vendor	Manually selected if the Contact is more appropriate for the Gate Vendor program.

As stated in the definitions, Contacts move through the Lead Qualification stages with a combination of manual and automatic triggers. The outline below walks through the process and documents the responsibility of both the Inside and Commercial teams inside of HubSpot.

Lead Qualification Stage - New

1. Inside Sales will be assigned the lead based on Zip Code
2. The lead will show at the top of the Lead Qualification Dashboard

Lead Qualification Stage - Outreach

1. After reviewing the information submitted by the lead a call should be made in HubSpot
2. The Contact will move to this stage if the activity is done through HubSpot

Lead Qualification Stage - Sequence

1. If the Contact does not answer, Inside Sales will enroll them in a sequence
2. The Contact will move to this stage when they are enrolled in the sequence

Lead Qualification Stage - Replied to Sequence

1. The Contact will move to this stage when they reply to the Sequence
2. If the reply is done outside of the sequence thread, you must manually move it

Lead Qualification Stage - Assigned to (RBDM/NBDM/NAM/GM/Supply Chain)

1. This option should be selected if the opportunity warrants the Commercial team
2. The Inside Sales team will be required to select a new Contact owner
    a. GM opportunities should remain with the Inside Sales Team
3. Assigned leads will show up on the Commercial Team Dashboard

Lead Qualification Stage - Quoting

1. After the lead has been reassigned, or Inside Sales is ready to quote, select this option

The next steps of the process are outlined in the Company Location and Deal Creation sections.

Prospect Qualification Stages

The Prospect Qualification Stages are an exact mirror of the Lead Qualification Stages and will not be outlined. However, the process is outlined below as responsibilities are slightly different.

Prospect Qualification Stage - New

1. After importing or adding a prospect, check the Prospect Dashboard
2. Prospects will appear on the Dashboard based on who is the Contact Owner

Prospect Qualification Stage - Outreach

1. A call should be made to the contact as the first effort to get in touch with them
2. The Contact will move to this stage is the activity is done through HubSpot

Prospect Qualification Stage - Sequence

1. If the Contact does not answer, the user will enroll them in a sequence
2. The Contact will move to this stage when they are enrolled in the sequence

Prospect Qualification Stage - Replied to Sequence

1. The Contact will move to this stage when they reply to the Sequence
2. If the reply is done outside of the sequence thread, you must manually move it

Prospect Qualification Stage - Assigned to (RBDM/NBDM/NAM/GM/Supply Chain)

1. This option should be selected if the opportunity warrants a different owner
2. Selecting this stage will be require you to select a new Contact owner
    a. GM opportunities should remain with the Inside Sales Team
3. Assigned prospects will show up on the Commercial Team Dashboard

Prospect Qualification Stage - Quoting

1. After the lead has been reassigned, or the user is ready to quote, select this option

The next steps of the process are outlined in the Company Location and Deal Creation sections.

Company Location Creation

Once you have determined that it is time for your Lead or Prospect to enter the Deal Pipeline, you must first create a Company Location. A Company Location should be created for each different Account that you would eventually add in Logix whether there is 1 or 10 different ones.

Follow the steps outlined below to create a Company Location before creating a Deal record:

1. Ensure that Lead Qualification Stage is set to “Quoting” on the Contact record.
2. Create or navigate to the existing Company record associated with the Contact.
3. On the right hand side of the Company record, select “Add” under “Company Location”
4. Fill in the following required fields:
    a. Name (City)
    b. State
    c. Postal Code
    d. Owner
    e. Associated Company (Should already be selected)
    f. Associated Contact
5. Click “Create” or “Create and Add Another” if you need multiple locations added

Reminder: Company Locations allow us to track Actuals data back to HubSpot and are crucial to the success of HubSpot’s architecture. Please be sure every Deal has a Company Location.

Deal Creation

Once a Company Location has been created, it is time to add a Deal record to the pipeline. Navigate to the Company Location and follow the steps outlined below:

1. On the right hands side of the Company Location record, select “Add” under “Deals”
2. Fill out the relevant information and click “Save” at the bottom of the page.
    a. Name (Company Name - Company Location City - Company Location State)
    b. Pipeline
    c. Stage
    d. Inbound or Outbound
    e. Deal Type
    f. Buy or Sell
    g. Pallet Size
    h. Pallet Type
    i. Product Type
    j. Associated Company, Company Location and Contact

The fields required to create a new Deal are limited as more information will be added to the record as it moves through the pipeline. More information regarding the Deal object and pipeline itself are outlined in the next section.

Deal Pipeline Management

Keeping in mind our Object Architecture, a new Deal should be created for each opportunity that comes to the 48forty team. Each deal is associated with a Company Location and represents a potential to add or update a Projected Annual Volume to that Company Location.

The pipeline is outlined in the table below with a list of required information at each stage. While moving records from stage to stage will prompt you to update the information outlined below, you can access the record and update the line items on the Deal at any time you wish.

Stage	Definition	Required Properties
Assess	Deals are created in this stage and should remain here while gathering more information.	N/A
Proposed	Once a quote has been sent to the lead or prospect.	Estimated Decision Date Win Probability Line Item Pricing and QTY APV (Sales) APV (Cores)
Negotiate	If the contact comes back and requests for a change to the quote, or we are having discussions regarding terms.	Win Probability
Pending	Once the lead or prospect has agreed to the pricing or terms and we are setting them up.	Win Probability
On Hold	If there is a reason for the opportunity to be stalled from moving forward.	Estimated Decision Date Win Probability Annual Projected Volumes

Closed Won	After the opportunity is closed and we are going to add the order or account to Logix.	Close Date APV (Sales) APV (Cores) Line Item Pricing & QTY
Closed Lost	If we've identified that the opportunity will not be won.	Close Date APV (Sales) APV (Cores) Line Item Pricing & QTY Closed Lost Reason

The information added to the deals throughout this process will be what fuels all sales reporting and annual estimated volumes. When a Deal is Closed Won the APV (Sales) and APV (Cores) is copied to the Company Location which it is associated with along with the most recent close date. Annual Projected Volumes are tracked on the Company Location using that date.

Logix Actuals Imports

When setting up an account in Logix the "Company Location ID" should be added to the record to ensure that we can align and import actuals data from HubSpot. In HubSpot, navigate to the Company Location record and find the "Record ID" in the top left hand corner. This should be added in Logix.

Imports will be performed by sales leadership on a routine basis to track actuals against the projected volumes closed.

Custom Views

Reporting and Dashboards

Lead Qualification Dashboard
Commercial Team Dashboard
FY25 Revops Dashboard

Change Management

This section is to record and date any changes made to the system.

Lifecycle Stage Reporting

- Updated on 7/17/2024 to this criteria.
    - Previously from May 2023 to 7/16/2024, lifecycle stages used this criteria.
    - It is critical to understand this change when pulling any historical reporting by lifecycle stage because the definitions are different and thus historical reporting using lifecycle stages is impacted.
    - Even with this change, the Inside Sales team receives ALL leads.

RFQ Form

- Per updated lifecycle stages, updated the RFQ form to block all free domains from submitting a request for quote. This change happened on 7/12/2024. This also includes any location-specific or other landing page that uses that RFQ form.

Forms

There are a number of forms on the 48forty website, from a general "Contact Us" form, to content download forms, to the RFQ form (which lives in a number of places.)

Contact Us Form

- LIVE LINK
- In portal
    - Submissions route to "customer.care@48forty.com" as of Sept 2021
        - Contact is sent a thank you email
        - Previously also routed to "info@48forty.com" but turned off in Nov 2023
- This form is not promoted, but it is a general "catch all" form. Anyone can fill it out. Leads are directed on the page to fill out the RFQ form, but some still submit here.
    - Potential adjustments to better surface leads:
        - Search the body of the request for "RFP" "bid" "proposal" and send to sales (Similar to this workflow for the RFQ form)
        - Add a checkbox question on this form to the effect of "Do you need help buying or selling pallets?" and then forward any of those to sales as well. Would need to watch if this checkbox is abused.
        - Any of the above should also filter based on business domain