

The Hidden Cost of Cobbled Systems

For Sales Leaders

In the old world, if you wanted to scale, you'd either increase headcount or improve productivity per rep.

In the new world, budgets are a little tighter, improving productivity per rep is more important than ever, and sustainable growth is the name of the game.

How do you set your team up for success? By taking a close look at what's holding you back.



The Research

New sales productivity research shows **sales reps use just 62% of their tech stack.**

55% of respondents don't use tools they find extraneous

50% don't use tools without useful integrations

36% don't use tools when there's an easier workaround

On average, sales reps navigate **13 point solutions** as part of their company's tech stack.

Many have overlapping functionalities or no longer align with current needs. All of them eat up time that could be spent on revenue-generating activities.



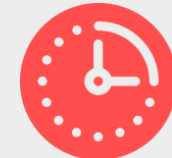
95% of respondents agreed that reducing time spent on non-revenue generating activities would help them meet quota



8 in 10 agreed that reducing time spent on non-revenue generating activities would help them earn bonuses



86% agreed that reducing time spent on non-revenue generating activities would increase their paycheck



25% said updating Salesforce or another CRM frequently takes time away from selling

The Problem



Sales reps spend **41%** of their average workday **not selling**


This costs companies approximately **38%** in revenue per quarter



Adding headcount won't help you improve time to ramp and adoption. Tacking on disparate tools to meet new needs as you scale won't help you introduce efficiencies or eliminate product creep.

To grow better, you need to streamline your systems and decrease your total cost of ownership.

The Solution



What could your team do with even close to **41% more time to sell?**

What could you do with a streamlined tech stack, a highly adopted CRM, less duct tape (read: integrations and admins/ops), and actionable data and insights?

With HubSpot, you can:

- ✓ **Give time back to your sales team**, so your reps can sell better and faster
- ✓ **Increase CRM adoption** with software that's easy to adopt, easy to adapt, and easy to align
- ✓ **Improve productivity per rep**, so you don't have to increase headcount and can spend that savings scaling the business elsewhere
- ✓ **Deliver connected customer experience** with a universal contact record
- ✓ **Decrease your total cost of ownership** with an all-on-one solution with no hidden costs



HubSpot helped Leadec USA centralize their CRM, customize sales funnels, and automate lead nurturing, resulting in a **30% increase in lead conversion and a 25% reduction in sales cycle length.**

[Read the full case study.](#)

HubSpot is highly awarded by the G2 community:



The Results



- ✓ **More Deals Closed**
Professional customers see a 166% increase in deals-closed won after 12 months.
- ✓ **Better Deal Close Rate**
A greater increase in deal close rate (74%) after 12 months than customers with Sales Hub alone (57%).
- ✓ **Faster Time to Ramp**
50 days. That's how long it takes to activate Sales Hub, on average.
- ✓ **Sustained Year Over Year Growth**
The majority of Sales Hub customers with 50+ paid sales seats saw their deal-won revenue, number of deals closed-won, win rate, and average deal size remain stable or improve year over year.

[Calculate your return on investment](#)

The Results



✓ More Deals Closed

An 85% greater increase in deals closed after 12 months than customers with Sales Hub alone.

✓ Better Deal Close Rate

A greater increase in deal close rate (74%) after 12 months than customers with Sales Hub alone (57%).

✓ Increased Efficiency

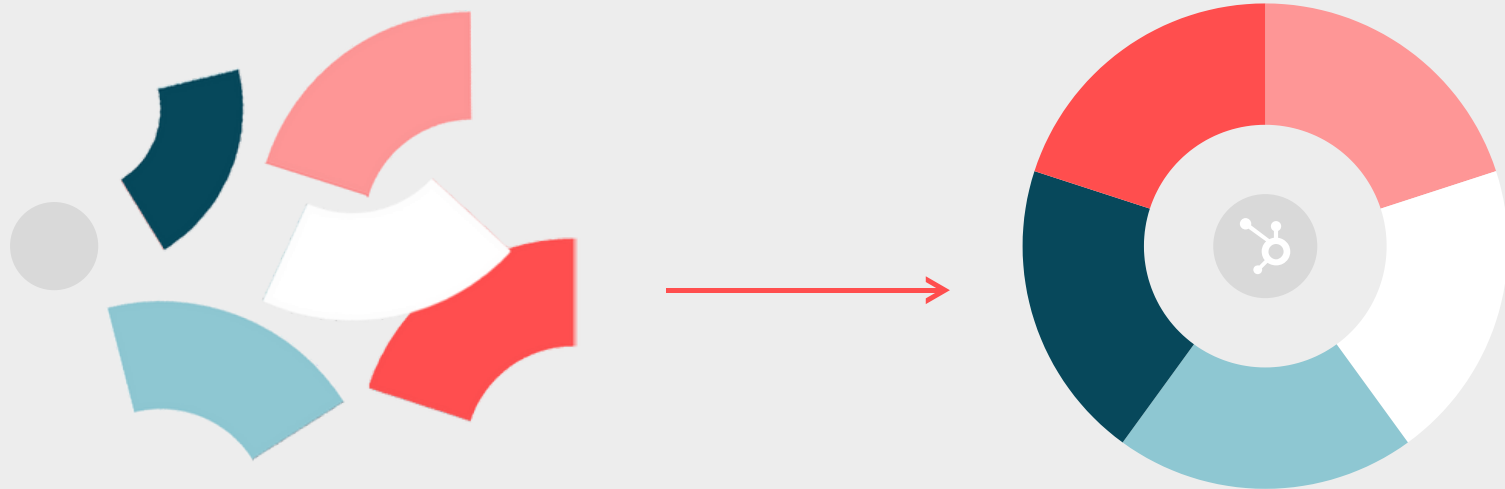
Customers who use workflows close an average of 508% more deals than those who do not.

✓ Greater Inbound Lead Growth

A 109% increase in inbound leads after 12 months.

✓ Higher Website Traffic

An 18% greater increase in website traffic after 12 months than customers with Marketing Hub alone.



Grow Better, Connected

With a crafted CRM platform instead of a cobbled tech stack, you won't have to factor in:

- Monthly subscription fees
- Integration costs
- Third-party resources (projects or retainers)
- Time pulled from internal teams (Development, Engineering, Operations, etc.)
- Gaps you're plugging manually (with Excel sheets, BI platforms, etc.)

Streamlining your technology — and decreasing your total cost of ownership — is only the beginning.

What's the first step to improving productivity per rep and driving more durable growth? Assessing wasted time/energy in your current process.

[Learn more](#)

