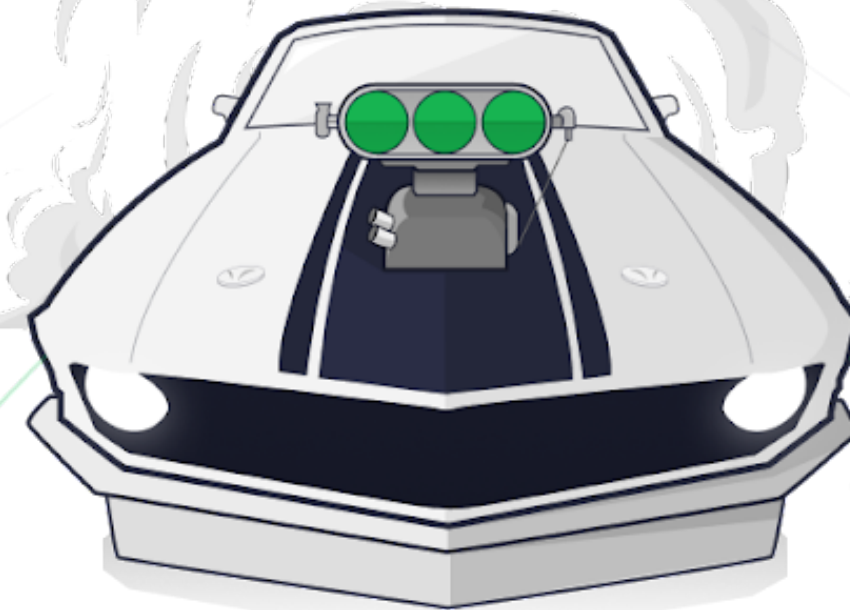


HubSpot + RP Present

Becoming a HubSpot

Super Admin

Tips from a RevOps Recruiter



Matt + David

RevPartners + RevSearch



Background:

- West Point; Veteran- Military Intelligence
- Former Head of RevOps (and former SFDC Fanatic)
- Cofounder @RevPartners
- 30+ HubSpot Certs
- Fastest Tiering HubSpot Partner in HS History



Background:

- Born and raised in Germany
- 7x Years a Executive Recruiter - focused on large European owned, companies with office in US
- Co Founder of RevSearch - boutique firm specializing in hiring RevOps leaders for PE/VC back companies
- #1 Ranked RevOps Recruiter on Google

What We Do

RevPartners: RevOps as a Service

We design, build, and execute **revenue operations** to support holistic go to market strategies for scaling B2B companies.

RevSearch: Hire RevOps Leaders

We deliver **RevOps talent** for **fast-growing B2B SaaS** companies



Agenda

- BLUF
- A New Era + The HubSpot Admin
- The RevOps Professional: Tips from a RevOps Recruiter
- Q&A

Bottom Line Upfront (BLUF)

Questions + Answers: RevOps Recruiter Perspective

- **RevOps Professional:**
 - **Managers:** What are hiring managers looking for in a RevOps Professional?
 - **Data:** How data fluent does a RevOps professional need to be?
- **Interview:**
 - **Questions:** What interview questions does a candidate need to be able to answer to land a RevOps job?
- **Upskill:**
 - **Certs:** What certification make me stand out as a candidate?
 - **Importance:** How important are certifications really?

We Live in a New Era

HubSpot: #2 CRM

HubSpot is the #2 CRM in the World

HubSpot: #1 MAP

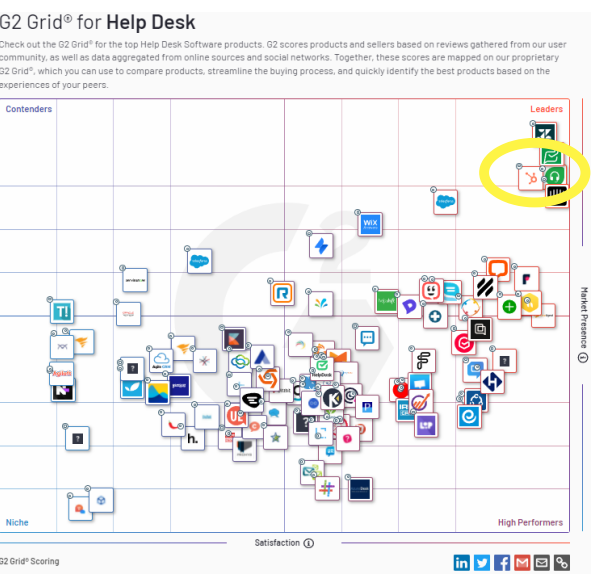
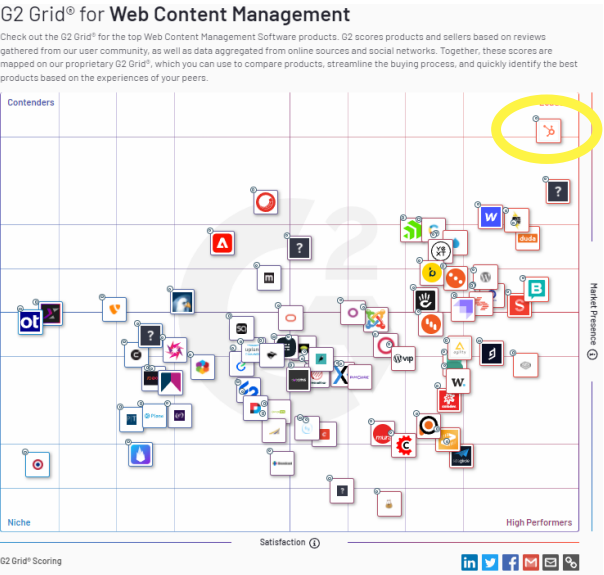
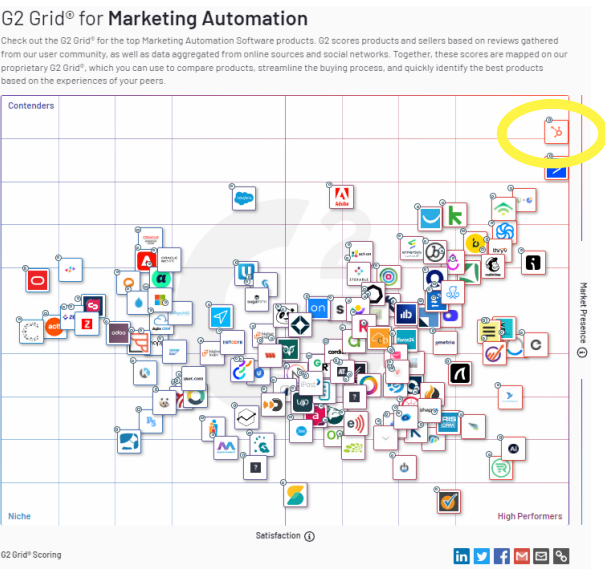
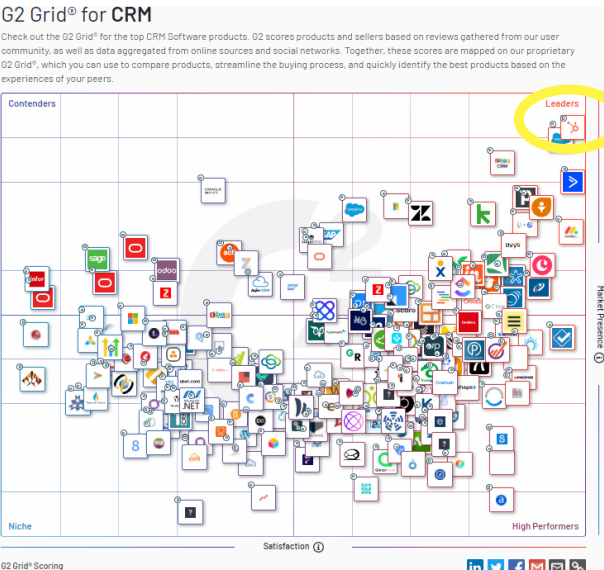
HubSpot is the #1 MAP in the World

HubSpot: #1 CMS

HubSpot is the #1 CMS in the World

HubSpot: #3 Service (Help Desk)

HubSpot is the #3 Help Desk in the World



We Live in a New Era

Old Era: Modern B2B GTM Techstack - 13 Systems

1. **CRM:** Salesforce
2. **Sales Engagement:** Outreach
3. **MAP:** Pardot
4. **CMS:** Wordpress
5. **Forms:** Gravity
6. **CPQ:** DealHub
7. **Proposals:** Conga
8. **Service:** Zendesk
9. **Call Recording / CI:** Gong
10. **Intent Data:** Bombora
11. **List Building:** ZoomInfo
12. **Data Operations:** Incycle
13. **Reverse ETL:** Hightouch



Old Era: Modern B2B GTM Techstack = 4 Systems

1. **CRM, Sales Engagement, MAP, CMS, Forms, CPQ, Proposals, Service, Call Recording / CI, Data Operations:** HubSpot
2. **Intent Data:** Bombora
3. **List Building:** ZoomInfo
4. **Reverse ETL:** Hightouch

HubSpot replaces 9 systems

We Live in a New Era

HubSpot is CRM Platform -spans multiple disciplines (RevOps)

1. **SalesOps:** Account Mapping, Forecasting, Pipeline Management, Prospecting, Sales Capacity Planning, Lead Routing, List Building, CPQ, Etc.
2. **MarOps:** Email Marketing, Social Marketing, Webinar Operations, Lead Scoring, Account Scoring, SEO, SEM, etc.
3. **WebOps:** Landing Pages, Technical Optimization,
4. **SuccessOps:** Ticketing Operations, NPS, Customer Survey, Knowledgebase, etc.
5. **DataOps:** Data Deduplication, Data Transformation, ERD + Custom Object Builds, Custom API Integrations, Coded Actions, Analytics, etc.

The screenshot displays the HubSpot product overview page, organized into five main sections, each representing a different HubSpot product line. Each section includes a logo, a brief description of the software's purpose, a list of popular features, and a 'Get started' button.

- Marketing Hub™**: Marketing software to help you grow traffic, convert more visitors, and run complete inbound marketing campaigns at scale. Popular Features: Lead generation, Marketing automation, Analytics.
- Sales Hub™**: Sales CRM software to help you get deeper insights into prospects, automate the tasks you hate, and close more deals faster. Popular Features: Advanced CRM, Meeting scheduling, Payments.
- Service Hub™**: Customer service software to help you connect with customers, exceed expectations, and turn them into promoters who grow your business. Popular Features: Tickets, Customer feedback, Knowledge base.
- CMS Hub®**: Content management software that's flexible for marketers, powerful for developers, and gives customers a personalized, secure experience. Popular Features: Drag-and-drop editor, SEO recommendations, Website themes.
- Operations Hub™**: Operations software that syncs your apps, cleans and curates customer data, and automates processes – so all your systems and teams work better together. Popular Features: Data sync, Programmable automation, Data quality automation.

We Live in a **New Era**

Rise of the HubSpot Admin

- **Platform:** Is platform that has 5 Hubs with unique features
- **Processes:** Spans multiple RevOps disciplines and departments
- **Ecosystem:** Larger demands for integrations (more systems) and custom APIs
- **Scaling + Upmarket:** HubSpot can scale with larger companies

Conclusion: There has never been a BETTER time to be a HubSpot Admin

Recommendation: Get really stinking good doing RevOps in HubSpot. It's a good career move

We Live in a **New Era**



Becoming a HubSpot Admin

The HubSpot "Super" Admin

The Admin Equation

RevOps Professional + Power User = **"NAME SOFTWARE" Admin**

Becoming a HubSpot Admin

The HubSpot Admin

The Admin Equation

RevOps Professional + Power User = "NAME SOFTWARE" Admin

A RevOps Professional specializing in specific software

Becoming a HubSpot Admin

The HubSpot Admin

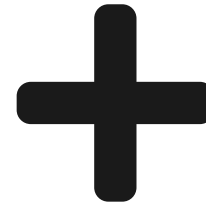
The Admin Equation

RevOps Professional + HubSpot Power User = **HubSpot Admin**

The HubSpot Admin

The RevOps Professional

- **Definitions:** Implements adoptable processes, creates clean data, synthesizes data (hindsight, insight, foresight), visualizes data, and makes tactical and strategic recommendations. Make the Flywheel go VROOM
- **Buckets:**
 - Industry Best Practices: Within their discipline (SalesOps, MarketingOps, WebOps, SuccessOps, etc), they know best practices for their process.
 - Data Architect: Is data native; Can draw ERDs and know SQL.
 - Data Coder: Is a strong no coder and has basic grasp of one to two languages
 - GTM Motions: Can build a GTM (TAM, ICP, Personas, Pain Points, Messaging); understands 3-4 GTM motions intimately (B2B, B2C, B2D2C, B2B2C).
 - Product Managers: Can implement behavior change across departments. Either a PMP or Scrum Master - can manage large, ambiguous initiatives. Can create business and technical requirements.
 - Documentation: Comfortable drawing processes in a mapping tool - Miro / Lucidchart.



The HubSpot Power User

- **Definitions:** Can translate business requirements into HubSpot builds, troubleshoot HubSpot issues, and bleeds orange.
- **Buckets:**
 - The Hub Knowledge: Know all features in a Hub and pricing tranches (i.e. when you actually need to upgrade from starter, pro, enterprise). Good Admins SAVE money.
 - HubSpot Translators Translate features into process; don't talk in Hubs - talk in process.
 - Builders: Is a strong no coder and has basic grasp of one to two languages
 - Troubleshoot: Can diagnose problems and troubleshoot problems in HubSpot (SLA 1 week).
 - Dashboards / Reports: Can build a custom report in HubSpot in under 5 minutes; Runs a more than 1 meeting leveraging a HubSpot Dashboard.
 - HubSpot ERD: Can visualize and draw the HubSpot ERD on command
 - HubSpot Demo: Can do a HubSpot demo for minimum of 2 Hubs

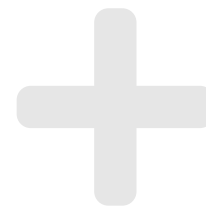
HubSpot Admin: 5 Stages

		Stage 1	Stage 2	Stage 3	Stage 4	Stage 5
	Name	The Initiate	The Apprenctice	The Adept	The Master	The Sage
RevOps Professional	# of Functions - Know Best Practices	0	1	2	3	4
	Scrum or PMP	No	No	No	Yes	Yes
	Can Read a P&L	No	No	Partial	Yes	Yes
	Can Read SQL	No	No	No	Yes	Yes
	Can Write SQL Queries	No	No	No	No	Yes
	Has Miro or LucidChart Cert	No	Yes	Yes	Yes	Yes
	Build G2M (TAM, ICP, Persona, Messaging)	No	No	Yes	Yes	Yes
	Build G2M Forecast Model	No	No	No	No	Yes
	Build No Code Integration	No	Yes	Yes	Yes	Yes
HubSpot Power User	Create a Custom Object	No	No	Yes	Yes	Yes
	Draw HS ERD?	No	No	No	Yes	Yes
	# of Hubs - Launched	1	2	3	4	5
	# of Certifications	2	5	15	20	30
	# of Hubs Can Demo	0	0	1	2	3
	How fast can build custom report	24 Hours	6 Hours	1 hour	15 Minutes	5 Minutes
	HubSpot Cert Score	N/A	N/A	N/A	N/A	N/A

The HubSpot Admin

The RevOps Professional

- **Definitions:** Implements adoptable processes, creates clean data, synthesizes data (hindsight, insight, foresight), visualizes data, and makes tactical and strategic recommendations. Make the Flywheel go VROOM
- **Buckets:**
 - Industry Best Practices: Within their disciple (SalesOps, MarketingOps, WebOps, SuccessOps, etc), they know best practices for their process.
 - Data Architect: Is data native; Can draw ERDs and know SQL.
 - Data Coder: Is a strong no coder and has basic grasp of one to two languages
 - GTM Motions: Can build a GTM (TAM, ICP, Personas, Pain Points, Messaging); understands 3-4 GTM motions intimately (B2B, B2C, B2D2C, B2B2C).
 - Product Managers: Can implement behavior change across departments. Either a PMP or Scrum Master - can manage large, ambiguous initiatives. Can create business and technical requirements.
 - Documentation: Comfortable drawing processes in a mapping tool - Miro / Lucidchart.



The HubSpot Power User

- **Definitions:** Can translates business requirements into HubSpot builds, troubleshoot HubSpot issues, and bleeds orange.
- **Buckets:**
 - The Hub Knowledge: Know all features in a Hub and pricing tranches (i.e. when you actually need to upgrade from starter, pro, enterprise). Good Admins SAVE money.
 - HubSpot Translators Translate features into process; don't talk in Hubs - talk in process.
 - Builders: Is a strong no coder and has basic grasp of of one to two languages
 - Troubleshoot: Can diagnose problems and troubleshoot problems in HubSpot (SLA 1 week).
 - Dashboards / Reports: Can build a custom report in HubSpot in under 5 minutes; Runs a more than 1 meeting leveraging a HubSpot Dashboard.
 - HubSpot ERD: Can visualize and draw the HubSpot ERD on command
 - HubSpot Demo: Can do a HubSpot demo for minimum of 2 Hubs

Deep Dive into "RevOps Professional"

RevOps Recruiter: Tips

Discussion: The RevOps Professional



- **What do RevOps Recruiters (and hiring managers) look for in a RevOps Professional?**
 - Hard Skills:
 - *Process/ Change Management:* Can you influence people that don't work for you?
 - *PM/Agile:* Do you GSD (Get stuff done), or do you post on LinkedIn all day?
 - *Data Analyst:* Can you slice, dice, and validate data? Are you a data whisper?
 - *CRM Power User:* More than a casual gamer. Are you up to date
 - Think HubSpot in 2020 vs. HubSpot in 2022
 - *Integrator + Data Architect:*
 - Strategic + Tactical - BUILD and OPERATIONALIZE a G2M blueprint.
 - Can you create a centralized place of truth?
 - Can you take disparate, multiple databases and create a cohesive CRM
 - GTM -> Data structure -> tools -> insights
 - Soft Skills
 - *High EQ*
 - Nice to haves: Low-code, SQL, Coding language

HubSpot Admin Training



How to Upskill - RevOps

- **RevOps Best Practices**
- **Project Management / Scrum**
 - PMP Certification
 - Scrum Masters
- **How to read P&L**
- **Learning SQL**
- **Drawing Process**
 - Miro Certification
 - LinkedIn Certification
- **Building G2M Plan**
- **Building G2M Forecast**
- **No Code Integration Training**
- **Learning Data Architecture**



P&L

Udemy  LinkedIn 



Project Management

PMP  Scrum 

SQL

Udemy  LinkedIn 



Documentation

Miro  Lucidchart 

G2M Planning / Forecast

LinkedIn  MBA 



No Code

Zapier  Udemy 

RevOps

RevGenuis  MSP 
Wizard of Ops  Pavilion 
HS Super Admin 

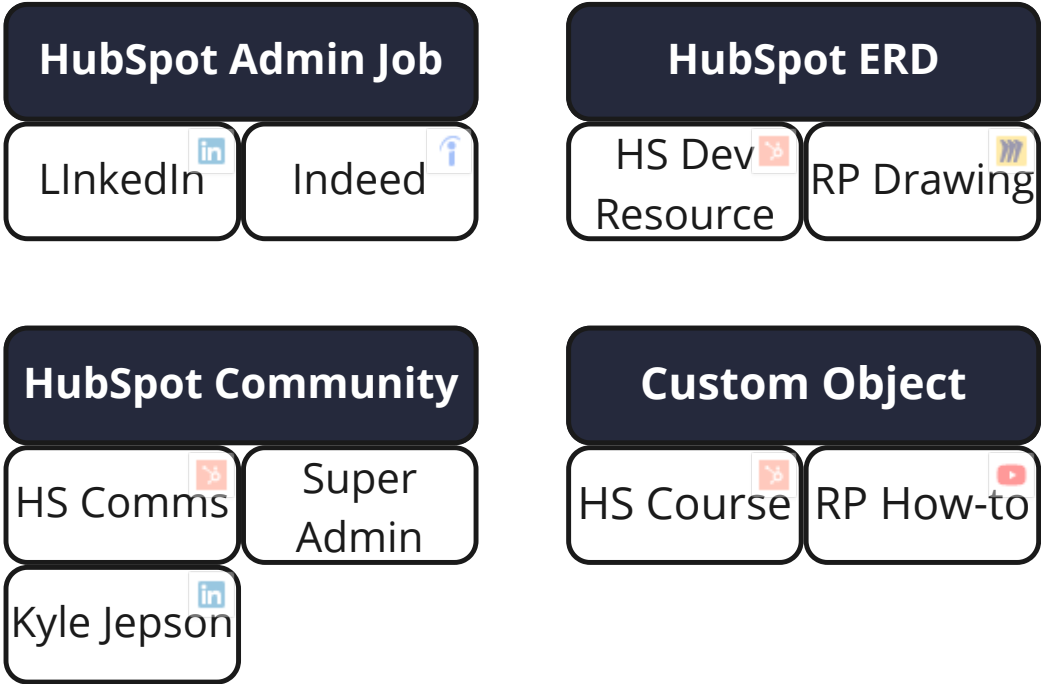
Relational Databases

LinkedIn  Coursera 

HubSpot Admin Training

How to Upskill - HubSpot Power User

- Get a Job as a HubSpot Admin
- Drawing the Hubspot ERD
- Creating a Custom Object
- HubSpot Academy Certifications
- Join HubSpot Communities
 - RevOps Community Events
 - The Super Admin - Discord
- Non Traditional Ways
 - Watch Kyle Jebson



RevOps Recruiter: Tips

Discussion: The RevOps Professional

- **How data fluent does a RevOps Professional really need to be?**
 - Good enough to:
 - Join Tables
 - Pivot Tables
 - Dedupe and validate data
 - VLookups (and why to use them)
 - Visualize databases in their minds (how to structure data)
- **Which is there a RevOps discipline (Marketing Ops, Sales Ops, etc.) more important than another?**
 - Yes there is: In order of priority
 - *Sales Ops:* Pipeline Metrics
 - *Marketing Ops:* Funnel Metrics

RevOps Recruiter: Tips

Discussion: The RevOps Professional

- **How data fluent does a RevOps Professional really need to be?**
 - Good enough to:
 - Join Tables
 - Pivot Tables
 - Dedupe and validate data
 - VLookups (and why to use them)
 - Visualize databases in their minds (how to structure data)
- **Is there a RevOps discipline (Marketing Ops, Sales Ops, etc.) more important than another?**
 - Yes there is: In order of priority
 - *Sales Ops:* Pipeline Metrics
 - *Marketing Ops:* Funnel Metrics

RevOps Recruiter: Tips

Discussion: The RevOps Professional

- **How does the RevOps skill set change from a Seed/Series A company versus a late stage, Pre IPO company**
 - Phases
 - *0-15M ARR*: Army of 1 (Generalist)
 - Heavy emphasis in sales Ops
 - *15M+ ARR*: Leader of Team
 - Centralized RevOps department with functional (Process) specialists
 - Observation:
 - *Burnout*
- **What should a candidate be asking new companies about their role?**
 - Looking to answer -> Do they consider RevOps a strategic function or a necessary evil
 - Question
 - *Milestones*: At what milestones, will we invest in our second headcount
 - *Example*: Do we plan to invest in Sales/CS headcount? If yes, at what point do we add another Ops resource?

RevOps Recruiter: Tips

Discussion: The RevOps Professional

- **What questions must a RevOps candidate nail if they want to “stand out” above the crowd?**
 - Overall
 - Wholistic (big picture) vs. functional (software / process specific)
 - Cross-departmental
 - Theoretical vs. practical (More than buzzwords)
 - Outcomes and why mattered
 - Questions

RevOps Recruiter: Tips

- **What questions must a RevOps candidate nail if they want to “stand out” above the crowd?**
 - Why do you want to work in RevOps?
 - What is your definition of RevOps?
 - What is your ideal tech stack for scaling a company?
 - Please walk me through your RevOps process/playbook when you first arrive?
 - How do you stay focused on long-term scale goals, while taking care of tactical goals in the short term?
 - Did the business grow through RevOps? What were some of the key projects that impacted revenue lift?
 - Walk me through some of your biggest wins while building out RevOps for X company?
 - Give me an example of how you successfully implemented a new process or system cross-functionally? How did you keep everyone on task?
 - Did you achieve adoption at X company? If yes, how did you do it? If no, why?
 - What GTM metrics & KPI's are you reporting on?
 - What is your companies churn rate? Why?
 - Can you walk me through a recent interpersonal conflict or roadblock in the organization? How did you overcome it to stay on mission?
 - If I handed you an excel sheet of raw pipeline data today, could you analyze the data & provide me with key insights?

RevOps Recruiter: Tips

Discussion: The RevOps Professional

- **I want to land a RevOps job; what should I do? Should I get certifications?**
 - Certifications: What certifications should a RevOps candidate get and why?
 - PMP
 - Lean Six Sigma
 - Design Thinking
 - CRM certifications
 - Advanced Excel Cert
 - SQL
 - How important are they really?
 - Important enough...
 - Experience trumps certifications
 - Certifications amplify experience

HubSpot + RP + RevSearch Present

Becoming a HubSpot

Super Admin

Tips from a RevOps Recruiter



REVSEARCH

