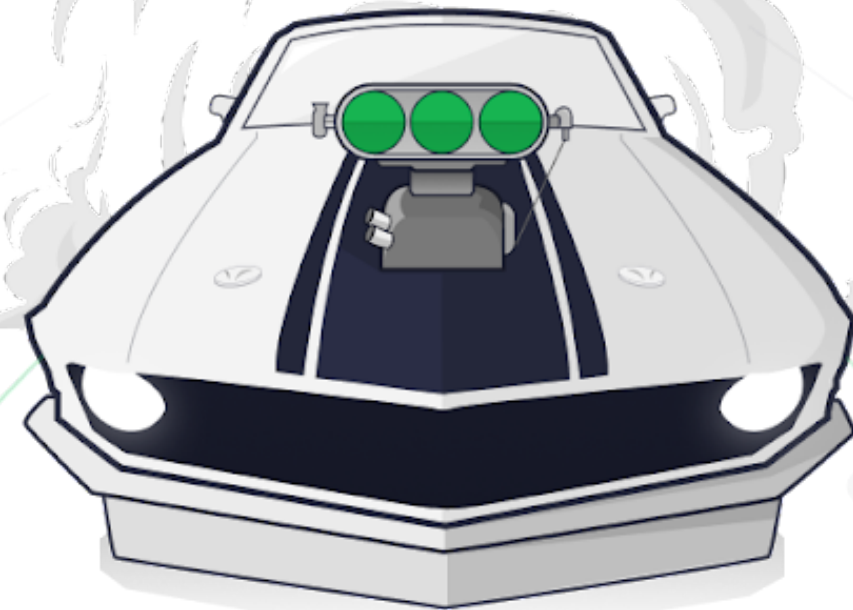


HubSpot + RP Present

Becoming a HubSpot Super Admin



Matt + RevPartners



Background - Matt

- West Point Grad; Veteran - Military Intelligence
- Former Head of RevOps
- Cofounder @ RevPartners
- 30+ HubSpot Certifications



Company - RevPartners

- Democratize Revenue Operations
- Fastest Partner to Platinum (3 Months)
- Fastest Partner to Diamond (5 Months)
- Advanced CRM Implementation

What We Do

RevOps as a Service

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



Agenda

- BLUF
- A New Era
- The HubSpot Admin
- The Five Stages
- HubSpot Admin Training
- Q&A

Bottom Line Upfront (BLUF)

Questions

- **Career:** Does it make sense to make a career out of getting really good at HubSpot?
- **Upskill:** How do I become a better "HubSpot Admin?"
- **Definition:** Who is the HubSpot Admin anyway?

Bottom Line Upfront (BLUF)

Questions + Answers

- **Career:** Does it make sense to make a career out of getting really good at HubSpot? **YES**
- **Upskill:** How do I become a better "HubSpot Admin?" **Follow the Stages**
- **Definition:** Who is the HubSpot Admin anyway? **RevOps Professional specializing in HubSpot Platform**

Becoming a HubSpot Admin

We Live in a **New Era**

We Live in a **New Era**

Tom Brady

One where Tom Brady is not in the Superbowl



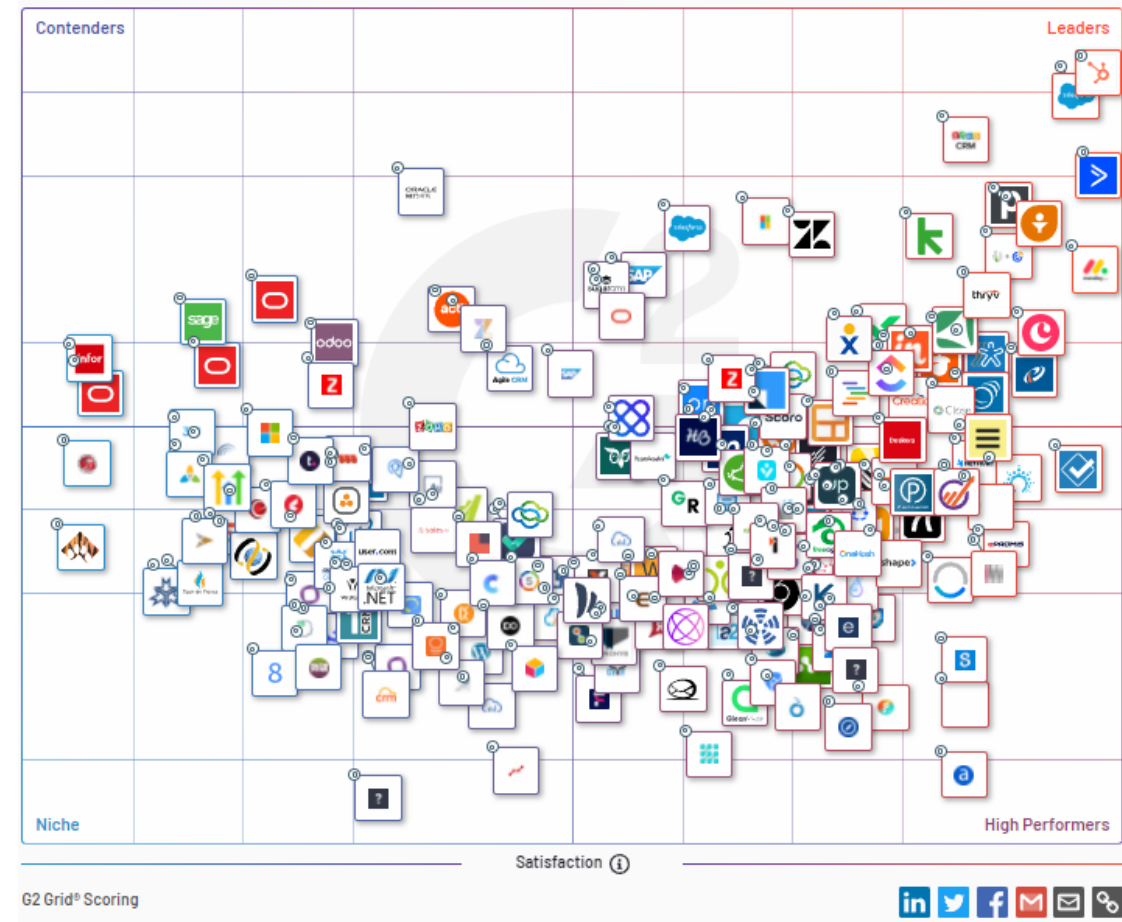
We Live in a New Era

HubSpot: #1 CRM

HubSpot is the #2 CRM in the World

G2 Grid® for CRM

Check out the G2 Grid® for the top CRM Software products. G2 scores products and sellers based on reviews gathered from our user community, as well as data aggregated from online sources and social networks. Together, these scores are mapped on our proprietary G2 Grid®, which you can use to compare products, streamline the buying process, and quickly identify the best products based on the experiences of your peers.



We Live in a **New Era**

HubSpot: #2 CRM

HubSpot is the #2 CRM in the World

HubSpot: #1 MAP

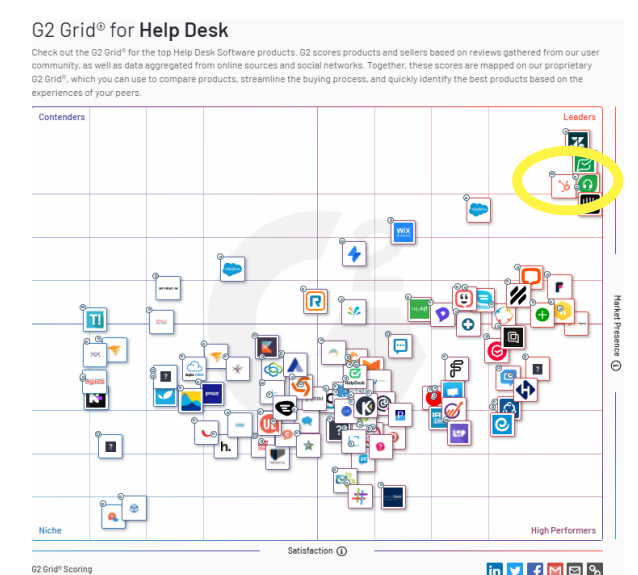
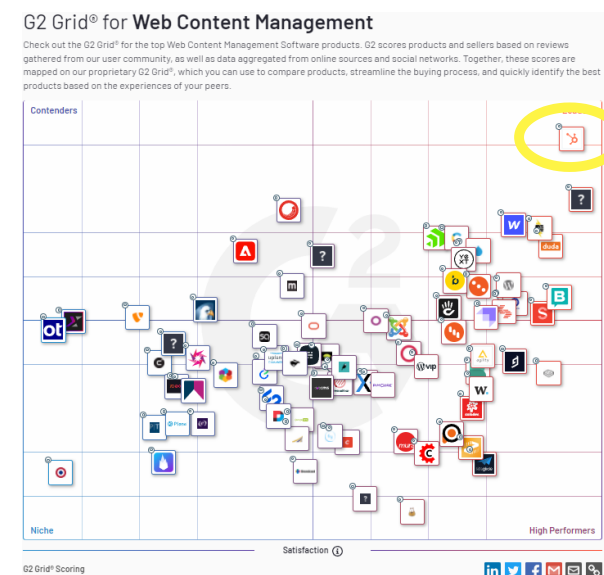
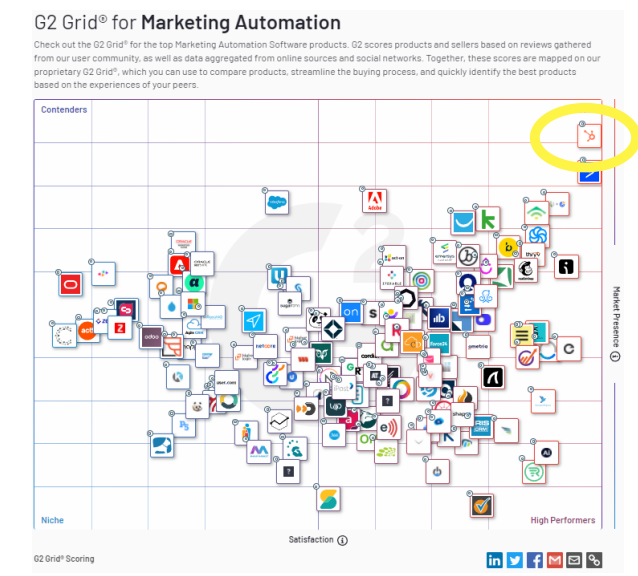
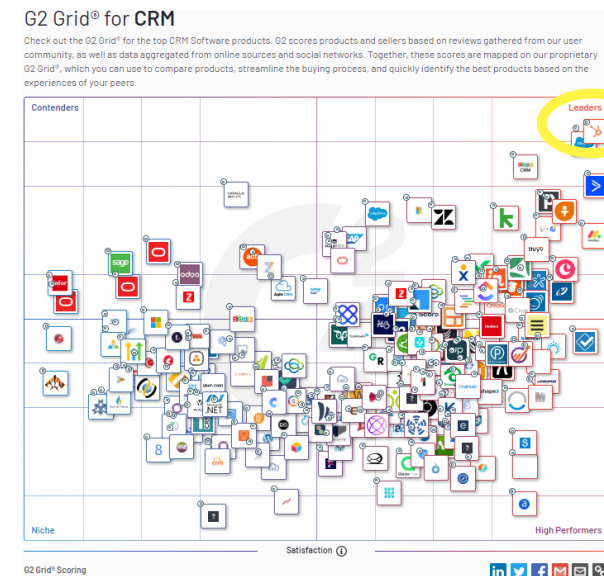
HubSpot is the #1 MAP in the World

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:** DocuSign
8. **Service:** Zendesk
9. **Call Recording / CI:** Gong
10. **Intent Data:** Bombora
11. **List Building:** ZoomInfo
12. **Data Operations:** Incycle
13. **Reverse ETL:** Hightouch

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 Platform that is easy to use

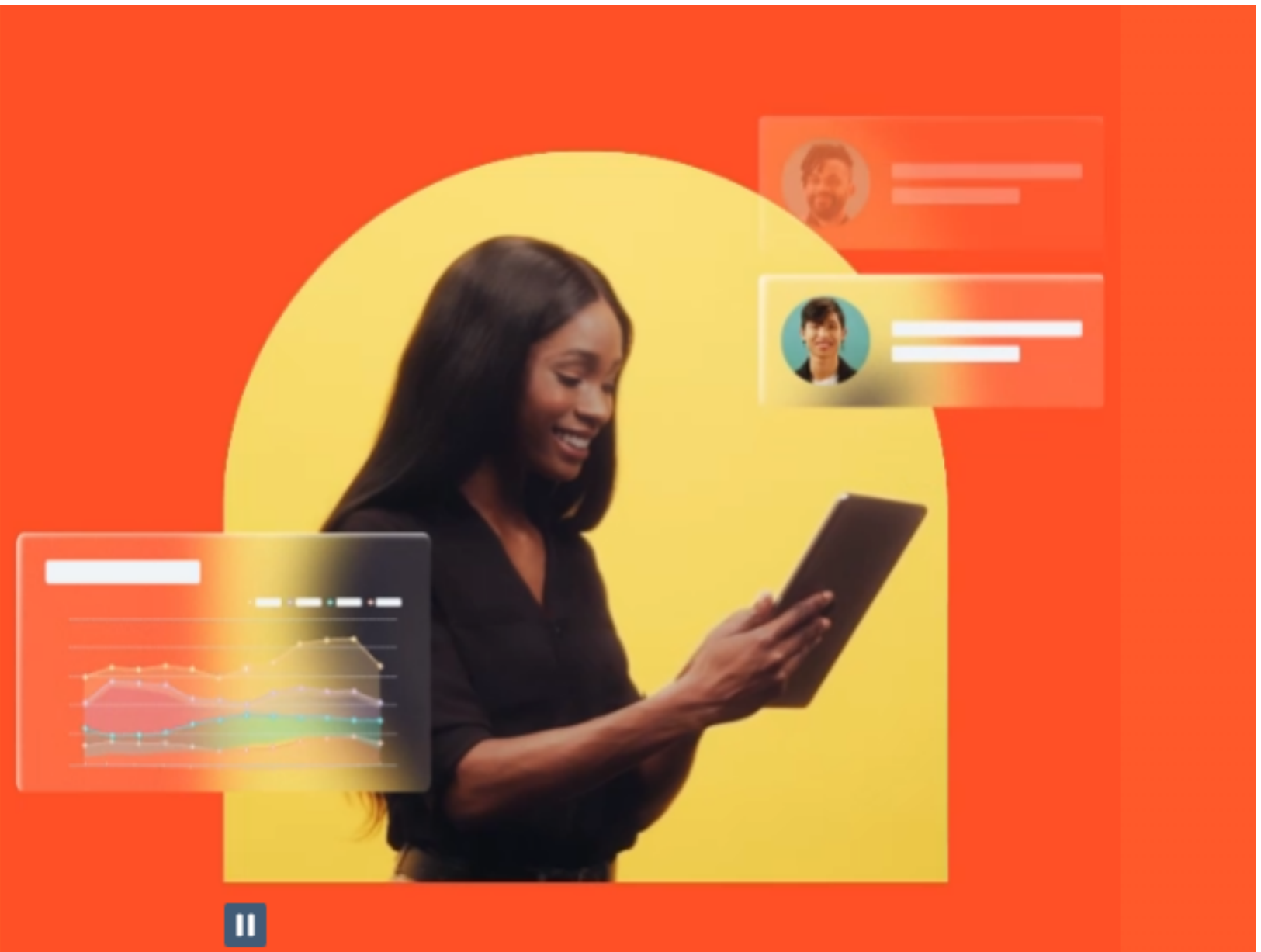
HUBSPOT CRM PLATFORM

An easy-to-use CRM.

Who knew that'd be revolutionary?

[Start free or get a demo](#)

Get started with our free tools, or get more with our premium software.



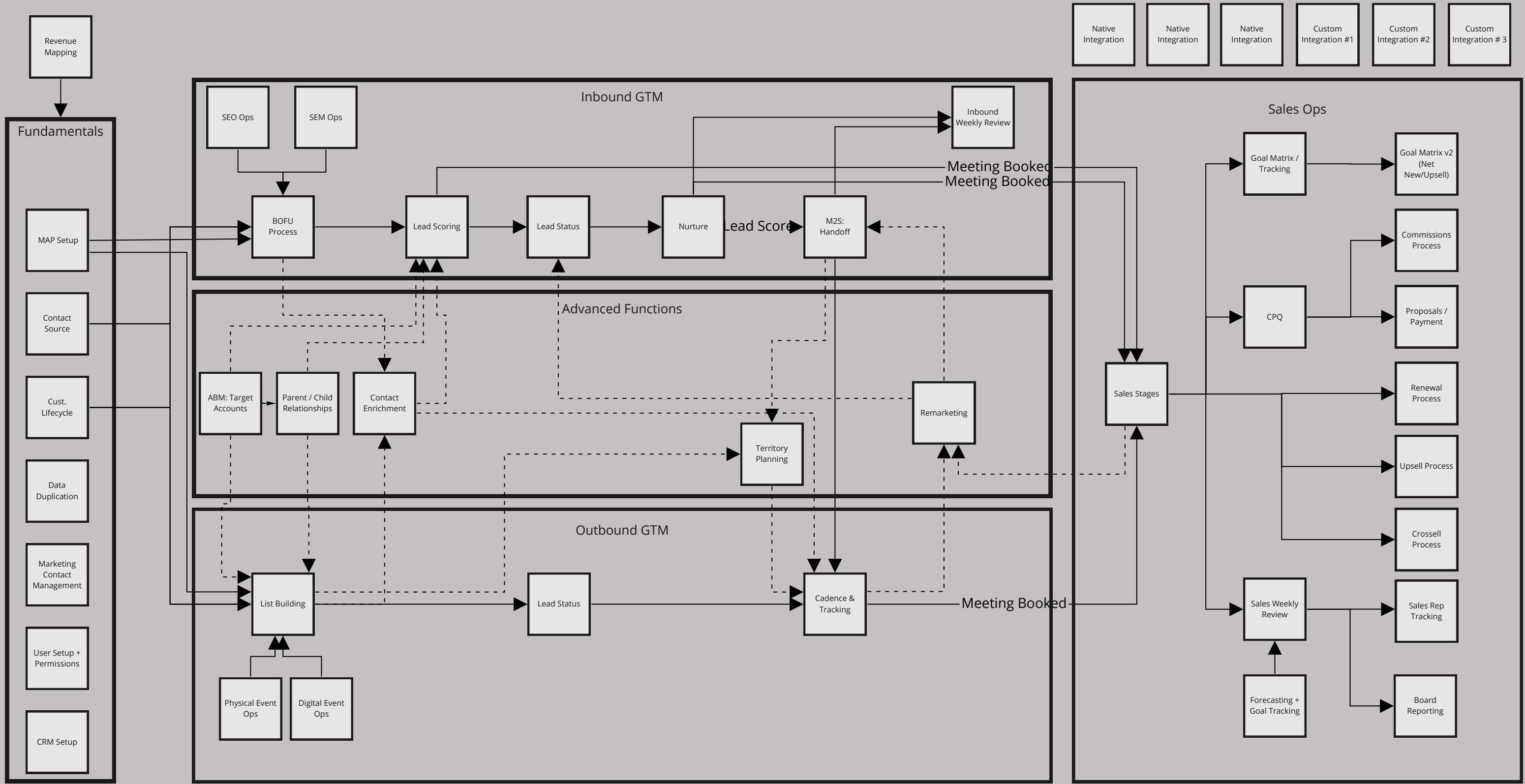
We Live in a New Era

HubSpot is CRM Platform -spans multiple disciplines (RevOps)

The screenshot displays five HubSpot product cards arranged in a grid. Each card includes a logo, a brief description, 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.

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.



We Live in a **New Era**

Rise of the HubSpot Admin

- **Platform:** 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

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

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

Becoming a HubSpot Admin

The HubSpot "Super" Admin

The Admin Equation

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

The HubSpot Admin

The Admin Equation

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

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

The HubSpot Admin

The Admin Equation

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

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 a data native; Can draw ERDs and know SQL.
 - Citizen Developer: Is a strong no coder and may have a basic grasp of one language
 - 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 Admin

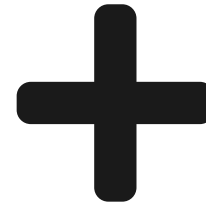
The HubSpot Power User

- **Definitions:** Can translate business requirements into HubSpot builds, troubleshoot HubSpot issues, and bleed 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

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.



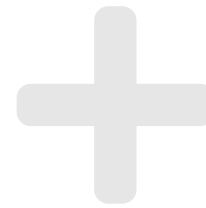
The HubSpot Power User

- **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

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

Question: How do I become a HubSpot Admin?

HubSpot Admin: 5 Stages

A Framework for Leveling Up

- **Why this is needed:**
 - New Profession: Not taught in school
 - Starting Point: Wide range of "starting points"
 - Coder
 - Event Marketing
 - SDR
 - Operations Coordinator
 - SEO Marketing
 - Cross Functional: Requires "upskilling" across several functions
- **How Organized:** Discrete numbers and "Yes / No" questions.
 - RevOps Professional Abilities:
 - Power User Abilities:
- **How does it help:** Give clear, discrete ways to upskill
- **Why are there 5 Stages:** Great question.....

HubSpot Admin: 5 Stages

The Stages

Stage 1: The Initiate

Stage 2: The Apprentice

Stage 3: The Adept

Stage 4: The Master

Stage 5: The Sage

HubSpot Admin: 5 Stages

The Stages

- **Stage 1:** The Initiate
 - Description: A competent individual contributor (IC) that is learning HubSpot.
 - Attributes:
 - *RevOps:* N/A
 - *HubSpot:* Works in 1 Hub; 2 Certifications

HubSpot Admin: 5 Stages

The Stages

- **Stage 1:** The Initiate
 - Description: A competent individual contributor (IC) that is learning HubSpot.
 - Attributes:
 - *RevOps:* N/A
 - *HubSpot:* Works in 1 Hub; 2 Certifications
- **Stage 2:** The Apprentice
 - Description: A high performing team leader that is actively upskilling and pursuing RevOps excellence
 - Attributes:
 - *RevOps:* 1 Function, Miro Cert, No Code
 - *HubSpot:* Works in 2 Hub; 5 Certifications

HubSpot Admin: 5 Stages

The Stages

- **Stage 1:** The Initiate
 - Description: A competent individual contributor (IC) that is learning HubSpot.
 - Attributes:
 - *RevOps:* N/A
 - *HubSpot:* Works in 1 Hub; 2 Certifications
- **Stage 2:** The Apprentice
 - Description: A high performing team leader that is actively upskilling and pursuing RevOps excellence
 - Attributes:
 - *RevOps:* 1 Function, Miro Cert, No Code
 - *HubSpot:* Works in 2 Hub; 5 Certifications
- **Stage 3:** The Adept
 - Description: A leader that is developing business and cementing technical mastery in HubSpot
 - Attributes:
 - *RevOps:* 2 Function, Miro Cert, No Code, Partially read P&L, Build G2M TAM
 - *HubSpot:* Works in 2 Hub; 15 Certifications, Demo 1 Hub in HubSpot, Create Custom Object, Custom Report in 1 HR

HubSpot Admin: 5 Stages

The Stages

- **Stage 1: The Initiate**
 - Description: A competent individual contributor (IC) that is learning HubSpot.
 - Attributes:
 - *RevOps*: N/A
 - *HubSpot*: Works in 1 Hub; 2 Certifications
- **Stage 2: The Apprentice**
 - Description: A high performing team leader that is actively upskilling and pursuing RevOps excellence
 - Attributes:
 - *RevOps*: 1 Function, Miro Cert, No Code
 - *HubSpot*: Works in 2 Hub; 5 Certifications
- **Stage 3: The Adept**
 - Description: A leader that is developing business and cementing technical mastery in HubSpot
 - Attributes:
 - *RevOps*: 2 Function, Miro Cert, No Code, Partially read P&L, Build G2M TAM
 - *HubSpot*: Works in 2 Hub; 15 Certifications, Demo 1 Hub in HubSpot, Create Custom Object, Custom Report in 1 HR
- **Stage 4: The Master**
 - Description: An executive that can run a revenue operations department in HubSpot.
 - Attributes:
 - *RevOps*: 3 Function, Miro Cert, No Code, Can read P&L, Build G2M TAM, Has PMP/Scrum, Can read SQL
 - *HubSpot*: Works in 4 Hub; 20 Certifications, Demo 2 Hubs in HubSpot, Create Custom Object, Draw HS ERD, Custom Report in 15 minutes

HubSpot Admin: 5 Stages

The Stages

- **Stage 1: The Initiate**
 - Description: A competent individual contributor (IC) that is learning HubSpot.
 - Attributes:
 - *RevOps*: N/A
 - *HubSpot*: Works in 1 Hub; 2 Certifications
- **Stage 2: The Apprentice**
 - Description: A high performing team leader that is actively upskilling and pursuing RevOps excellence
 - Attributes:
 - *RevOps*: 1 Function, Miro Cert, No Code
 - *HubSpot*: Works in 2 Hub; 5 Certifications
- **Stage 3: The Adept**
 - Description: A leader that is developing business and cementing technical mastery in HubSpot
 - Attributes:
 - *RevOps*: 2 Function, Miro Cert, No Code, Partially read P&L, Build G2M TAM
 - *HubSpot*: Works in 2 Hub; 15 Certifications, Demo 1 Hub in HubSpot, Create Custom Object, Custom Report in 1 HR
- **Stage 4: The Master**
 - Description: An executive that can run a revenue operation department in HubSpot.
 - Attributes:
 - *RevOps*: 3 Function, Miro Cert, No Code, Can read P&L, Build G2M TAM, Has PMP/Scrum, Can read SQL
 - *HubSpot*: Works in 4 Hub; 20 Certifications, Demo 2 Hubs in HubSpot, Create Custom Object, Draw HS ERD, Custom Report in 15 minutes
- **Stage 5: The Sage**
 - Description:
 - Attributes:
 - *RevOps*: 4 Function, Miro Cert, No Code, Partial P&L, Build G2M TAM, Build G2M Forecast, Has PMP/Scrum, Can read/write SQL queries,
 - *HubSpot*: Works in 5 Hub; 30 Certifications, Demo 4 Hubs in HubSpot, Create Custom Object, Draw HS ERD, Custom Report in 5 minutes

HubSpot Admin: 5 Stages



		Stage 1	Stage 2	Stage 3	Stage 4	Stage 5
	Name	The Initiate	The Apprentice	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

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

RevGenius  MSP 

Wizard of Ops  Pavilion 

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 Jepson

HubSpot Admin Job


LinkedIn  Indeed 

HubSpot ERD

HS Dev  Resource  RP Drawing 

HubSpot Community

HS Comms  Super Admin

Kyle Jepson 

Custom Object

HS Course  RP How-to 

HubSpot + RP Present

Becoming a HubSpot Super Admin

