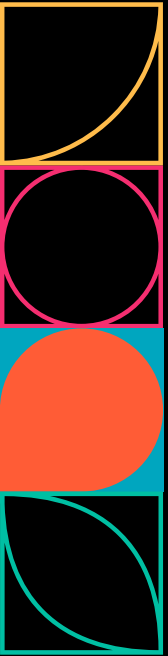
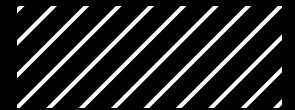


SALES & BUSINESS DEVELOPMENT REPS AT INBOUND



INBOUND 2023 Custom Agenda



INBOUND IS THE ULTIMATE DESTINATION FOR ANYONE

looking to learn, grow, and connect with industry leaders across tech who specialize in marketing, sales, operations, customer success, and much more.

STAY UP TO DATE ON THE LATEST BUSINESS DEVELOPMENT INNOVATIONS

and approaches, discover new tools and resources to enhance your sales strategies, and develop fresh skills through hands-on workshops and interactive sessions, selected just for you.

THIS YEAR INBOUND IS FOCUSING ON THE POWER OF CONNECTION

and how the future of business is all about a connected mindset. As a sales and business development rep, INBOUND sessions will provide tips, tricks, and insights into the need-to-know-business trends and practices crucial to your work, while always keeping customers at the heart of your business.

HOW CAN YOU ALIGN D&I REVENUE TEAMS FOR GROWTH?

Looking for ways to build a solution selling mindset? Want to connect and network with other sales and business development reps and industry leaders?

TOP SESSIONS FOR SALES & BUSINESS DEVELOPMENT REPS

1. Fueling Focus and Creativity

with **ANDREW HUBERMAN**
(Neurobiology Professor and Host, Huberman Lab Podcast)

A conversation with Andrew Huberman exploring the power of intense focus, mindfulness, and rest to fuel creativity and strengthen the culture of a team.

3. Build and Align D&I Revenue Teams for Efficient Growth

with **DEANNA RANSOM** (Founder and CEO, A.R.I.A. Partners, Inc.) and **LORI RICHARDSON** (President, Women Sales Pros)

Achieving revenue goals in an optimized manner must include the building and leading of inclusive go to market teams. Learn how to design a strategic road map for reaching revenue goals that have alignment and inclusion across the revenue engine. Leave this session with an understanding of why diverse, aligned, and inclusive teams are important for revenue growth, and how to build them from the key insights of case studies. ***Reservation is required.**

2. Meetup: More Women, More Sales

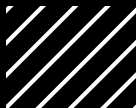
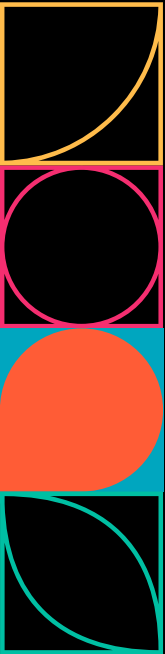
with **LORI RICHARDSON** (President, Women Sales Pros)

Network with some of the Women Sales Pros sales experts to make connections with women in sales and revenue, as well as our male allies. We'll talk about issues you're facing, successes you've had, and goals you intend to accomplish as you rise in your revenue creation role. ***Reservation is required.**

4. Gain and Grow: Aligning Sales and Success for Impact

with **CHRISTIAN KINNEAR** (Chief Sales Officer, HubSpot) and **JEETU MAHTANI** (EVP, Customer Success; HubSpot)

It all boils down to either driving growth through new sales, or uncovering opportunities from your existing customers. Join HubSpot's chief sales officer, Christian Kinnear, and EVP of customer success, Jeetu Mahtani, as they sit down to chat through the significance of aligning your sales and customer success efforts to create a cohesive, value-driven customer experience. They'll speak to how they approach it at HubSpot, the business impact, lessons learned along the way, and how to measure success.



TOP SESSIONS FOR SALES & BUSINESS DEVELOPMENT REPS

5. How To Drive a Connected GTM Model With RevOps

with **SAM JACOBS** (Founder and CEO, Pavilion),
ALISON ELWORTHY (EVP, RevOps; HubSpot),
and **SID KUMAR** (SVP RevOps, HubSpot)

Companies across industries are moving fast to build out their RevOps teams to enable scaled and efficient growth. We'll share best practices and growth strategies on how HubSpot and other high growth organizations are leveraging RevOps to drive GTM alignment to your C-suite and deliver connected customer experiences across the customer journey.

7. The Mindset Shift That Transformed Our Sales

with **JOHN SHORT** (CEO, Compound Growth Marketing),
SYLVAN GUO (Co-founder, Powered by Hue),
MICHAEL DOUGLAS (VP of Customer Development, ENFOS),
and **CAROLE MAHONEY** (Founder, Unbound Growth)

According to the Harvard Business Review, \$70 billion is spent on sales training, yet barely half of salespeople make quota. For business owners who sell, the news is even more dire: they make less than \$50K a year. In this panel of salespeople and business owners, learn the mindset shift each made in order to change their sales behaviors and get better results.

6. Solution Selling: Mindset, Processes, and Results

with **MOLLY RIGATTI**
(Director of Sales and Marketing, Impulse Creative)

The best sales people don't seem like they're selling anything at all. Solution selling gives us the tools we need to do that, no matter what you sell or what team you lead. Let's look at the strategy, the specific HubSpot tools, and processes (SalesOps) that makes solution selling less scary, overwhelming, or cumbersome for my team (our LAZER meeting template), and the results that matter like revenue, LTV, reputation, and partnerships. *Reservation is required.

8. Building a Winning Channel Sales Strategy and Team

with **MICHELLE BENFER** (SVP Sales, HubSpot)
and **PATRICK BIDDISCOMBE** (CEO, New Breed)

The growth of the HubSpot ecosystem is rapidly pushing channel sales to the forefront of overall sales strategy. Discover how to build a successful channel sales motion — including organization design, marketing strategy, sales rep upskilling, compensation, and change management.

TOP SESSIONS FOR SALES & BUSINESS DEVELOPMENT REPS

9. Revolutionizing B2B Sales With Revenue Acceleration

with **CHANNING FERRER** (Chief Sales Officer, Semrush)

The traditional B2B sales process is outdated and ineffective, leaving buyers frustrated, and causing missed opportunities for sellers. The solution is revenue acceleration. You'll learn best practices, why it matters, and how to successfully implement it to revolutionize your B2B sales cycle.

11. Your 9 Levers To Drive Sales Productivity in 2024

with **LIZ CHRISTO** (Investor and GTM Advisor, Stage 2 Capital) and **AJ BRUNO** (Co-founder and CEO, QuotaPath)

By September, you should be thinking about shaping next year's GTM strategy, which includes compensation, customer mix, and more. How can you ensure your strategy drives and rewards the right selling behaviors, when 45% of reps have admitted they don't feel motivated by their comp plans? In this session, 2x Startup Founder AJ Bruno and Investor Liz Christo reveal nine levers and tactics that will pack the biggest punch in 2024. ***Reservation is required.**

10. Turn HubSpot Into the Ultimate Sales Engagement Platform

with **DAVID GABLE** (Head of Sales, Kixie) and **ALDO BARBAGIOVANNI** (Dir. of Solutions Engineering, Kixie)

Many people associate HubSpot with being an effective marketing platform and an awesome CRM. What they don't realize is that it is also capable of being the most powerful sales engagement platform on the market. Learn how to go beyond a prescriptive sequence and utilize the data flowing into HubSpot to automate outreach at times when people are most receptive to it. ***Reservation is required.**

12. 6 No-BS Reasons Why Your Sales Enablement Strategy Sucks

with **GEORGE B. THOMAS** (Owner and HubSpot Helper, George B. Thomas, LLC)

You know sales enablement is more critical than ever to the immediate health and future success of your company. In this radically candid, results-focused session, you'll walk away knowing exactly how your sales enablement strategy is failing (and why). Join and get equipped with the agile, revenue-generating sales enablement strategy that you've been searching for. ***Reservation is required.**

[Explore INBOUND Sessions](#)



COMMUNITY AND CONNECTION ARE AT THE HEART OF INBOUND.

Deepen your craft and areas of expertise while also expanding your network with a global, diverse, and inclusive community of sales and business development leaders. **Build meaningful connections at INBOUND** with our new communities and Meetup experiences.

IMMERSE YOURSELF IN A 360° EXPERIENCE

that offers top-notch education, vibrant community-building, entertainment, wellness, delicious food, and other surprise and delight moments on-site. From our VIP Welcome Party and activities at Lawn on D to interactive sponsorship activations and more, **don't miss out on all of the exciting events at INBOUND.**

NEED APPROVAL FROM LEADERSHIP TO COVER THE COSTS OF ATTENDING INBOUND?

Download our Convince Your Boss Letter to explain the value of INBOUND, share the game-changing sessions you're most excited about, and **how attending will level up your personal growth in alignment with your company's goals.**

