

## STRATEGY

# Using HubSpot Lead Generation & Mobileforce CPQ to Convert Leads to Cash

### Take your Sales & REV Ops to the NEXT LEVEL

As I sat stranded at the airport due to an unexpected 6-hour flight delay, I decided to make the most of the situation by pursuing a pressing business challenge. Aware that our clients were in search of a comprehensive CPQ (Cost, Price, Quoting) solution, I dove into my mobile device to find the answer.

After hours of research, while waiting for my flight, a breakthrough emerged. **The perfect solution was found in the powerful combination of HubSpot and Mobileforce.** By leveraging their tight integration, our clients can now streamline lead generation, sales qualification, and quoting, while integrating these insights back to the marketing team. The outcome is a REV Ops-optimized sales process that enables remarkable revenue growth.

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### WHY SHOULD YOU integrate Mobileforce CPQ with HubSpot?

- **Streamlined Sales Journey:** Integrate Mobileforce CPQ into HubSpot's lead generation pipeline for accurate quotes, quick configuration, and enhanced sales productivity. This combo can create 3 to 5 times more new logo revenue.
- **Closed-loop Revenue Optimization:** Use the integrated customer journey and win/loss data to optimize revenue and maximize marketing campaign ROI by providing valuable insights to the marketing team.
- **Enhanced Sales Efficiency:** Leverage Mobileforce CPQ integration to empower sales reps with real-time access to product information, pricing, recommended associated products, and personalized quotes.
- **Centralized Sales Management:** Consolidate deal tracking, forecasting, product catalogs, pricing, discounting history, and sales workflows within the HubSpot to Mobileforce CPQ integration.

## Working With Us — WHAT'S INCLUDED in your engagement with Open Path



### Thorough Assessment and Planning:

Our team conducts a detailed assessment of your current Salesforce or other quoting environment, sales processes, and specific business needs. Based on this evaluation, we create a customized implementation plan that aligns with your goals and objectives.



### Seamless Data Migration:

We ensure a seamless transfer of data, including accounts, contacts, opportunities, and product information, from Salesforce (or other quoting platforms) to HubSpot. Our experts take care to minimize data loss and ensure data integrity throughout the migration process.



### Expert Mobileforce CPQ Integration:

Open Path configures and integrates Mobileforce CPQ with HubSpot, aligning it with your unique sales processes and workflows. We synchronize all features, pricing rules, and product catalogs to optimize your sales team's productivity and efficiency.



### Comprehensive Training and Support:

We provide comprehensive training to your sales team, ensuring they are equipped with the knowledge and skills to leverage Mobileforce CPQ within the HubSpot ecosystem. Our support team is available to address any questions or concerns, providing ongoing assistance and guidance.

**Open Path is the trusted partner you need for a successful transition from Salesforce (or other quoting platforms) to HubSpot** while integrating Mobileforce CPQ into your sales operations. Our expertise, commitment to excellence, and comprehensive support make us the ideal choice.

**Contact us today** to schedule a consultation and unlock the full potential of a Mobileforce CPQ integration with HubSpot.

[Start Your Growth Path](#)

