



HubSpot battlecard



their positioning + messaging

- "Founded on 'inbound', the notion that people don't want to be interrupted by marketers or harassed by salespeople - they want to be helped."
- "Marketing Hub connects your data and tools in one place for deeper connections with your customers"
- "Each hub is powerful alone but even better together"
- "Easy to use", "powerful"

the TLDR

CTCT offers a great range of products at really affordable prices for Small and mid sized businesses. Hubspot, while offering some options for small businesses, focuses on larger organizations, with prices beginning at \$800/mo for their Professional product offerings. Also, they don't provide phone support until you jump into some of their more expensive offerings, while we provide phone support at every level.

where they win

- Offers Free and Enterprise-level packages
- Pricing is cheaper for Starter package (vs. **CTCT's** Standard package) up to 5,000 contacts
- Higher brand awareness than **CTCT**
- Offers larger variety of products (Marketing Hub, Sales Hub, Service Hub, CMS Hub, Operations Hub)
- Ranks higher on Ease of Use and Quality of Support on G2
- They're a great fit for large businesses
- Offers a Blog feature

where we win

- Offers a significantly more affordable price for our Premium package starting at \$80, compared to HS's Professional package at \$890
- Email monthly send limits are higher:
 - **CTCT** Standard: 12x contact limit /Premium: 24x contact limit
 - HS- Starter: 5x contact limit /Professional: 10x contact limit
- Offers phone support at all package levels
- We rank higher on Ease of Setup on G2 (8.4 vs 8.1)
- We're a great fit for Small and Midsize Businesses. Perfect for the average business owner

notable differences

	HubSpot	CTCT
SMS Marketing	Add-on for Pro plan or higher	Add-on at all package levels
Social Posting	Offered at Professional Package	Offered at Lite package
Phone Support	Offered at Pro and Enterprise packages	Offered at all package levels
Blog	✓	
ChatSpot (chat-based command tool)	✓	
Focus on SMBs		✓

handling a competitive conversation

- **Acknowledge** - show them we understand our competitors and their positive attributes
- **Position** - use soften statement to then transition into telling them there are differences
- **Differentiate** - describe a benefit that takes on a pain point or a challenge the customer is facing
- **Redirect** - ask an open ended question based on the initial objection