

Revenue leaders: Your forecasting is only as good as your tech stack alignment.

Dive into our collection of actionable RevOps tactics, smart workflows, and cross-functional alignment strategies to turn your projections from wishful thinking into bankable reality. And transform good quarters into exceptional ones.

This month's newsletter is the competitive edge your team has been looking for. 🚀

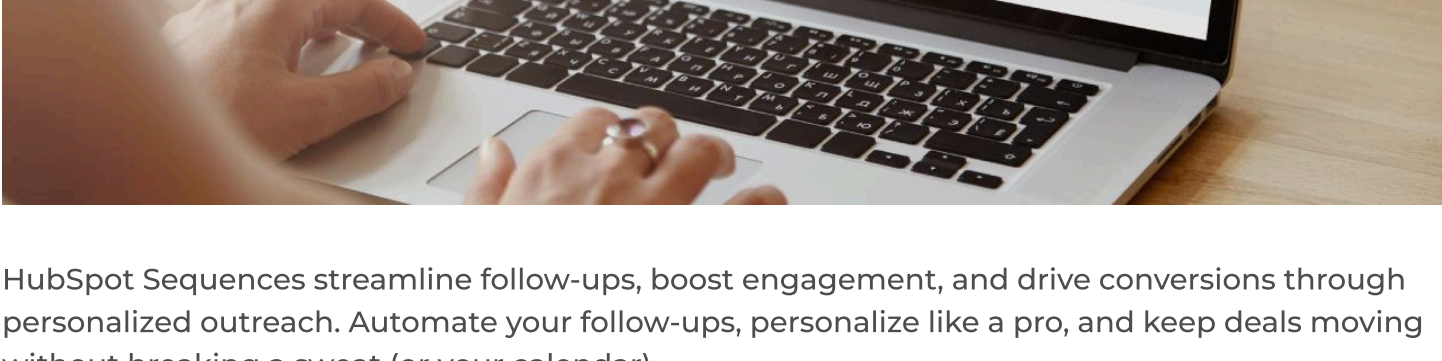
Crafted 100% with revenue growth in mind. ❤️

INSIDE THIS NEWSLETTER:

- ✔ **Blog:** Using HubSpot Sequences to streamline marketing automation and drive smarter engagement.
- ✔ **Blog:** Integrate HubSpot and Salesforce to turn scattered data into actionable insights.
- ✔ **Case study:** Learn how Spectrum Control identified hidden gaps and created a roadmap for long-term growth with a HubSpot audit.
- ✔ **HubSpot update:** Build faster workflows with flexible trigger selection
- ✔ **HubSpot update:** Bill smarter with HubSpot's new subscription API
- ✔ **RevXpert Academy:** How to personalize HubSpot quotes to close deals faster

BLOGS

Still sending manual follow-ups? Discover the smarter way with HubSpot sequences



HubSpot Sequences streamline follow-ups, boost engagement, and drive conversions through personalized outreach. Automate your follow-ups, personalize like a pro, and keep deals moving without breaking a sweat (or your calendar).

Why it's awesome:

- Auto-email magic ✨
- Follow-ups that actually happen ✔
- Sales + marketing = besties ❤️

Learn how to set them up for smarter sales and marketing using our detailed step-by-step guide.

SCALE YOUR OUTREACH TODAY

Struggling to turn leads into revenue? See how HubSpot & Salesforce integration can change that



Learn how integrating HubSpot with Salesforce aligns sales and marketing, unlocks real-time analytics, and enhances personalization. Ditch the silos. Sync your systems. Watch conversions climb.

Why this integration is a game-changer:

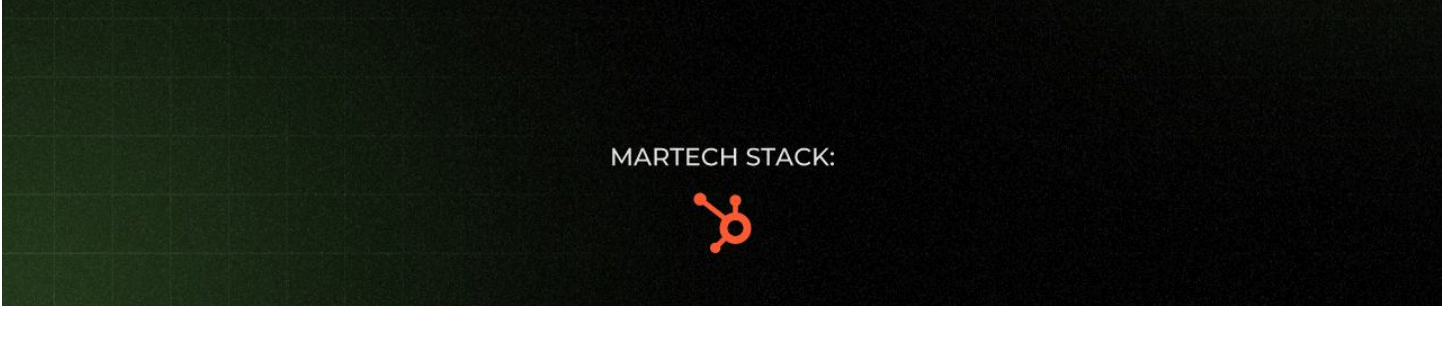
- 🔗 One source of truth – No more toggling between platforms or second-guessing your data.
- 📊 Real-time analytics – Make decisions with confidence using up-to-the-minute insights.
- 💡 Smarter personalization – Send the right message at the right time, every time.
- 💰 Higher ROI – Optimize every touchpoint and tighten your revenue engine.

When your tech stacks up, so does your revenue.

UNLOCK SMARTER SALES WORKFLOWS

CASE STUDY

From blind spots to big wins: Inside Spectrum Control's Hubspot audit transformation



Spectrum Control faced challenges with underutilized HubSpot features and system errors. A deep-dive audit uncovered the gaps - and unlocked real growth potential.

What the audit delivered:

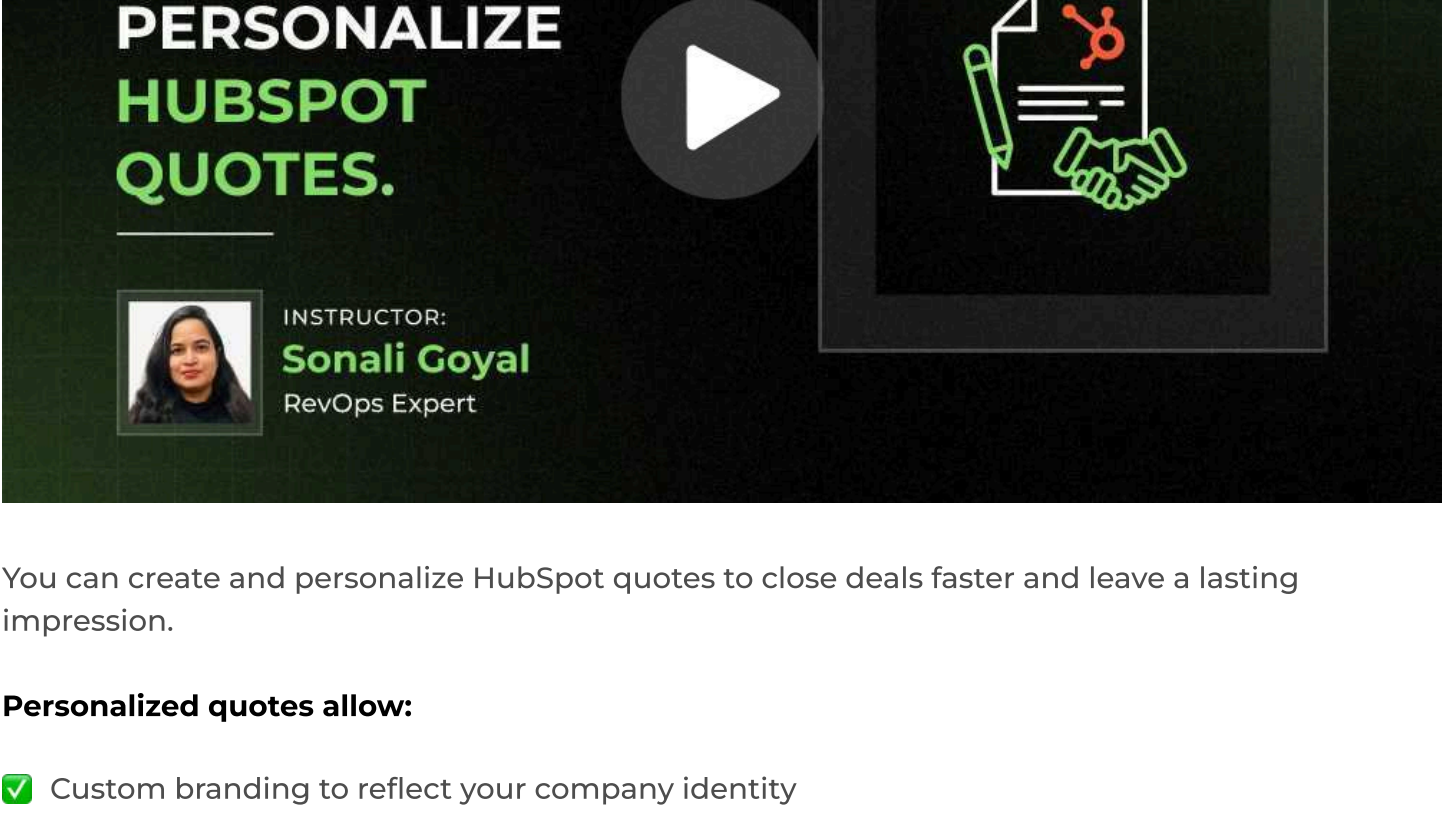
- 🔍 Full platform assessment – No feature left behind. We mapped what was working and what wasn't.
- 🔧 Quick wins + long-term fixes – From broken automations to hidden reporting issues, we tackled it all.
- 🗺️ A strategic roadmap – Clear next steps to scale their systems and support revenue goals.
- 🚀 Empowered teams – Better training, smarter processes, and confidence to move faster.

See how we helped them clean up and level up.

LEARN MORE

REVPERT ACADEMY

Turn quotes into conversions - personalize your HubSpot quotes in minutes



You can create and personalize HubSpot quotes to close deals faster and leave a lasting impression.

Personalized quotes allow:

- ✔ Custom branding to reflect your company identity
- ✔ Tailored quotes that align with each prospect's needs
- ✔ Faster approval workflows to shorten the sales cycle
- ✔ Higher conversion rates with clear, compelling proposals

Learn how to set up personalized quotes on HubSpot with our latest video on the RevXpert Academy.

WATCH THE FULL VIDEO

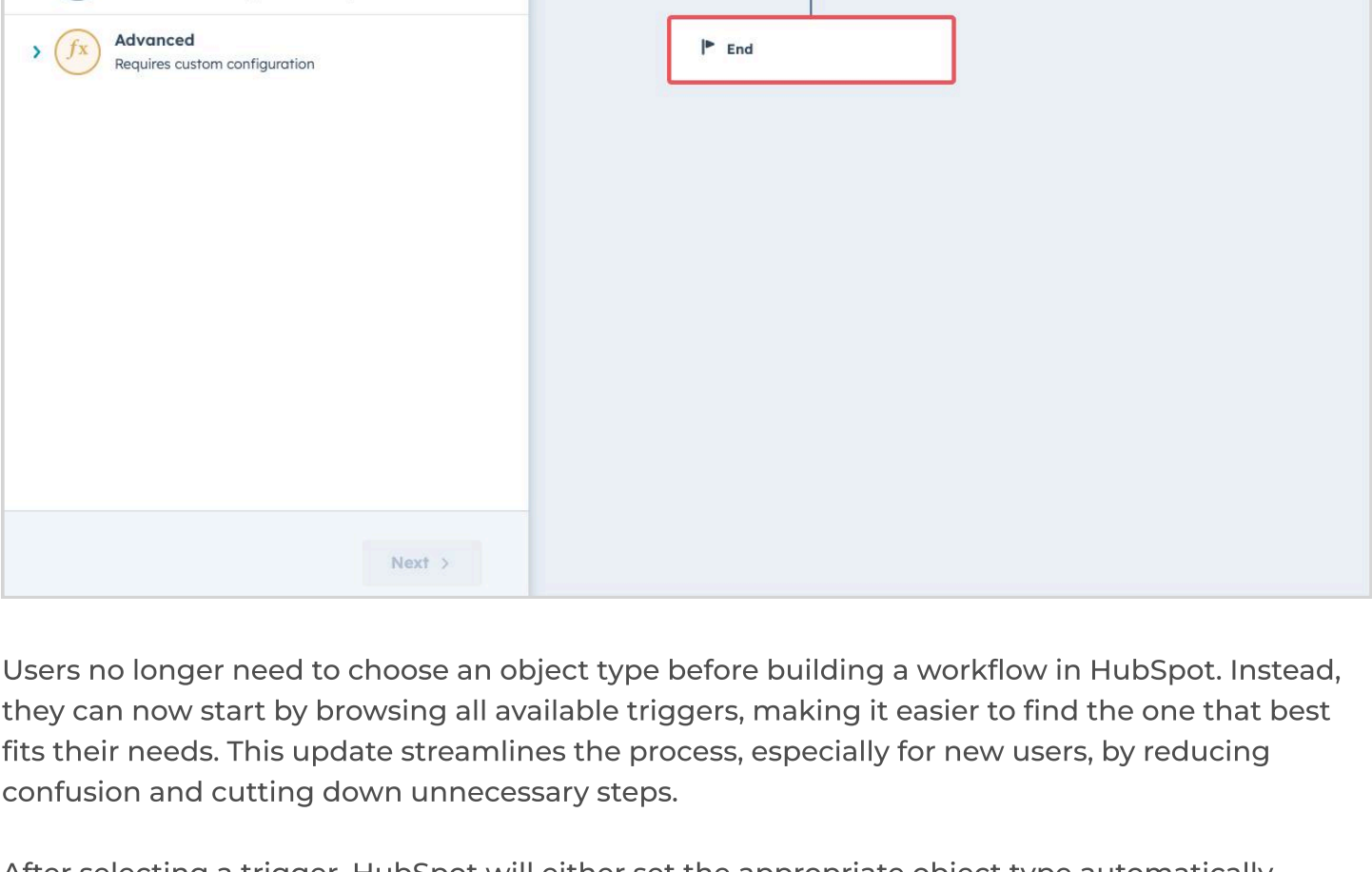
HUBSPOT UPDATES

Enable smarter billing with HubSpot's new subscription API 🔄

With HubSpot's new Subscription API, users can now create and manage subscriptions as CRM records and generate invoices. You can connect these subscriptions to contacts, deals, and more, and use them to automate billing. Invoices can be paid digitally via HubSpot Payments, Stripe, or marked as paid manually.

This update enables integration with external apps and real-time updates. Available to all HubSpot hubs and tiers.

Build smarter and faster: New workflow triggers save time, drive results 🔄



Users no longer need to choose an object type before building a workflow in HubSpot. Instead, they can now start by browsing all available triggers, making it easier to find the one that best fits their needs. This update streamlines the process, especially for new users, by reducing confusion and cutting down unnecessary steps.

After selecting a trigger, HubSpot will either set the appropriate object type automatically or prompt you to choose if it applies to multiple objects.

This feature is available to all Pro and Enterprise users across Marketing, Sales, Service, and Operations.

Thanks for sticking with us till the end — we truly appreciate you being here.

Got questions, feedback, or just feel like saying hi? We'd love to hear from you.

Our inbox is always open.