Objection Handling CMS HUB

HubSpot

Objection	Soundbite	Follow up Resource
Moving to CMS Hub sounds like a big project. We're not ready to migrate our site	"You don't have to do a full redesign. We can work with you to move your existing site onto HubSpot, or we can explore creating a microsite for any number of initiatives you might have right now. HubSpot also has a migration resource where you can bring your site to HubSpot -- often for free. I'll send you a resource after our call."	Link
WordPress is Free. CMS Hub is too expensive.	"WordPress is free in the same way that a puppy might be "free." Although the sticker price might be $0.00, there are secondary costs like hosting, security, and regular maintenance that can add up quickly. WordPress websites typically cost upwards of $400/month --- but I can send you a one pager that breaks this down in depth.	Link
WordPress has thousands of plugins and a large ecosystem	"There are 56K WordPress plugins - Some are good, many are bad. This is WordPress' blessing and curse. If you pick a bad plugin you're leaving your website, business, and customers at risk. Layering in plugins can open up big security risks, slower website speeds, and compatibility issues. In contrast, CMS Hub is still extendable and has over 650+ Apps and thousands of Assets in our marketplace. The difference is we're like the Apple App Store - Vetted, governed, safe and secure. Let me send you a follow up email with more details."	Link
Can I export my website? I don't want to be locked into a vendor.	"HubSpot is working hard to ensure migrating on and off our CMS is smooth. You own and have full control to export your content, files and data at anytime. I'll send you a resource after our call that explains the different export paths."	Link
Our developers like our current platform.	"While there are a few differences between developing on HubSpot and developing on WordPress (or another platform), the learning curve is pretty light and they'll be able to maintain their existing workflow. I can pass along an FAQ doc to you, but let's schedule some time with a CMS specialist and your developer so they can learn more about the platform."	Link