

For general sales tools and resources, [visit our sales process resource page](#). Below are specific resources that will help you find, connect, demo and sell CMS Hub.

Find

- ✔ In general, there are a few indicators of 'good-fit' for CMS Hub. These include:
 - Company size: if they're between 2-9 employees, they're a good fit for CMS Hub Starter, if they're 10-200 employees, they're a good fit for CMS Hub Professional. If they're between 200-2,000 then enterprise is a better fit.
 - If their last redesign was over 18 months ago
 - They're unhappy with their current CMS
 - They're spending too much time on maintenance and security
 - They have multiple websites/domains
 - They desire or have app-like functionality on their site
- ✔ Additionally, you can use the below tools to help uncover the right fit prospects:
 - [Alexa Rank](#)
 - [Builtwith](#)
 - [Website Grader](#)
 - [Datanyze](#)



Connect

In the connect stage, you're trying to make a strong first impression and hook the prospect into a call with you. Below are some useful resources you can leverage in your outreach:

- ✔ [Outreach templates when using Website Grader](#)
- ✔ [Outreach templates to convince CMS Developers](#)
- ✔ Video clips to include in your outreach:
 - [What is CMS Hub in 30 seconds](#)
 - [CMS Hub Professional vs Enterprise](#)
 - [7 Ways CMS Hub Takes the Pain Away](#)



Discovery

- ✔ [Exploratory Question Guide](#)
- ✔ [CMS Hub specific discovery questions](#)
- ✔ [CMS Hub discovery questions for Marketers \(unified pitch\)](#)

Demo & Sell

- ✓ [CMS Pitch Deck](#) and [Marketer Pitch Deck for CMS Hub](#)
- ✓ [Your Personal Demo Account](#)
- ✓ [Academy Partner Demo Certification](#)
- ✓ Showcase a Proof-of-Concept website
 - There are two ways for partners to create a free CMS account for their clients. The value of these accounts is that you can build out a full website (or sample/demo/proof of concept) for the client, and the client only buys the product when they're ready to launch the site.
 - First - if the partner logs into their portal and goes to the partner dashboard, they'll see a banner at the top of the page that lets them start a flow that creates a new portal with the CMS Developer Sandbox in it. CMS Developer Sandbox has very similar functionality to CMS Enterprise, except you can't connect a custom website domain. This flow is best if the partner works with a client who doesn't yet have a HubSpot account.
 - Second - if a partner employee logs into a client's portal and goes to the in-app pricing page, there will be an "Activate CMS" button in the CMS Enterprise price card. Clicking that button will add the CMS Developer Sandbox into the client's existing portal.
- ✓ Demo Video Clips to help you learn
 - [Overview of CMS Memberships](#)
 - [Overview of Content Partitioning](#)
 - [Overview of Web Apps](#)
 - [Overview of Smart Content & Editing Experience](#)
- ✓ Case Studies:
 - [ClassPass](#)
 - [WWF](#)
 - [Inspire.com \(collection of sites built on HubSpot\)](#)

Objection Handling

- ✓ [Guide to CMS Hub Objection Handling](#)
- ✓ [CMS Security for IT Teams](#)
- ✓ [CMS Comparisons](#)