

The Sales Engagement Digest

LEARN:

Big news! We're excited to announce two CRM integrations with HubSpot and Microsoft Dynamics 365. This provides unified reporting, increased seller productivity, and better visibility across the revenue team. Learn more about these integrations:

HubSpot Integration

Microsoft Dynamics 365 Integration

LISTEN:

It's never been as important to prioritize your strongest leads as it is in today's unsteady economy. But which ones are your best? Ila Gold of Stripe, a financial infrastructure platform for businesses, joined us on the Hey Salespeople! podcast to help sellers identify the most promising prospects.

[Listen Now](#)

WATCH:

It's no wonder you hear about personalizing your prospecting all of the time: it all but guarantees higher engagement rate. But what does effective personalization actually mean and how do you apply it to your sales process? We'll show you in this messaging + personalization masterclass.

[Register](#)

REWIND:

Most small-to-medium-sized businesses are single-person companies. Still, 99% of U.S. businesses are considered SMBs. Ignore them and you're leaving money on the table. In this quick video, Salesloft's Andrew Hamburger shares how sales engagement helps you sell to small businesses where the founder is likely wearing every hat in the company.

[Watch Video](#)