



Pivot, stretch, lift, grow:

How Articulate Marketing's sales acceleration services helped Ripple Intranet launch their new platform



Phil Schofield (no, not that one) is a co-founder of [Ripple Intranet](#), a people-first intranet platform designed specifically for internal comms teams.

Now we have got the introductions out of the way, there are three things you need to know about Phil:

- He is the most charmingly direct, anti-BS person you will ever meet.
- Among a million other things, he is responsible for sales at Ripple.
- He works out. A lot. CrossFit. Lifting weights, gymnastics and the rest.

It turns out that sales and CrossFit are very similar. You need to work hard but it pays to have the right equipment, some training and a bit of moral support and encouragement.

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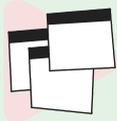
Doing HubSpot the Articulate way gives more time for customers, and takes away lots of time spent on customer admin.

- *Phil Schofield*



The right kit for sales

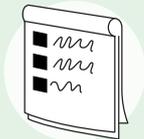
Ripple signed Articulate as an outsourced marketing agency to help them through a 100-day sprint to launch their new business. Our work included:



Designing and building a new website in HubSpot CMS



Marketing strategy including positioning, audience personas and content plan



Copywriting for the website and blog



Implementing inbound lead capture and lead nurturing using HubSpot

However, this story is about sales and our 'sales enablement' services. We don't do sales for our clients. But we do help them do sales more efficiently.

'HubSpot is a bit of a monster' says Phil. 'Very easy to get it wrong. But done sensibly, it is a very powerful platform.' This is why he enlisted our help to set up HubSpot correctly and implement best practices for using it.



Sales training

Articulate's lead consultant, Toby Hurst, worked with Phil over a four-week onboarding and training process to get Ripple up and running on HubSpot. The programme included (among other things):

- HubSpot CRM configuration
- Setting up calendar links and email integration
- Importing existing contacts
- HubSpot configuration, including properties such as lifecycle stage and lead status
- Creating email sequences for lead nurturing
- Setting up and integrating LinkedIn Sales Navigator

All these deliverables were wrapped up in coaching and training workshops that ensured knowledge transfer.

What Phil found especially valuable was the real-world expertise and insight that Toby brought to the process.

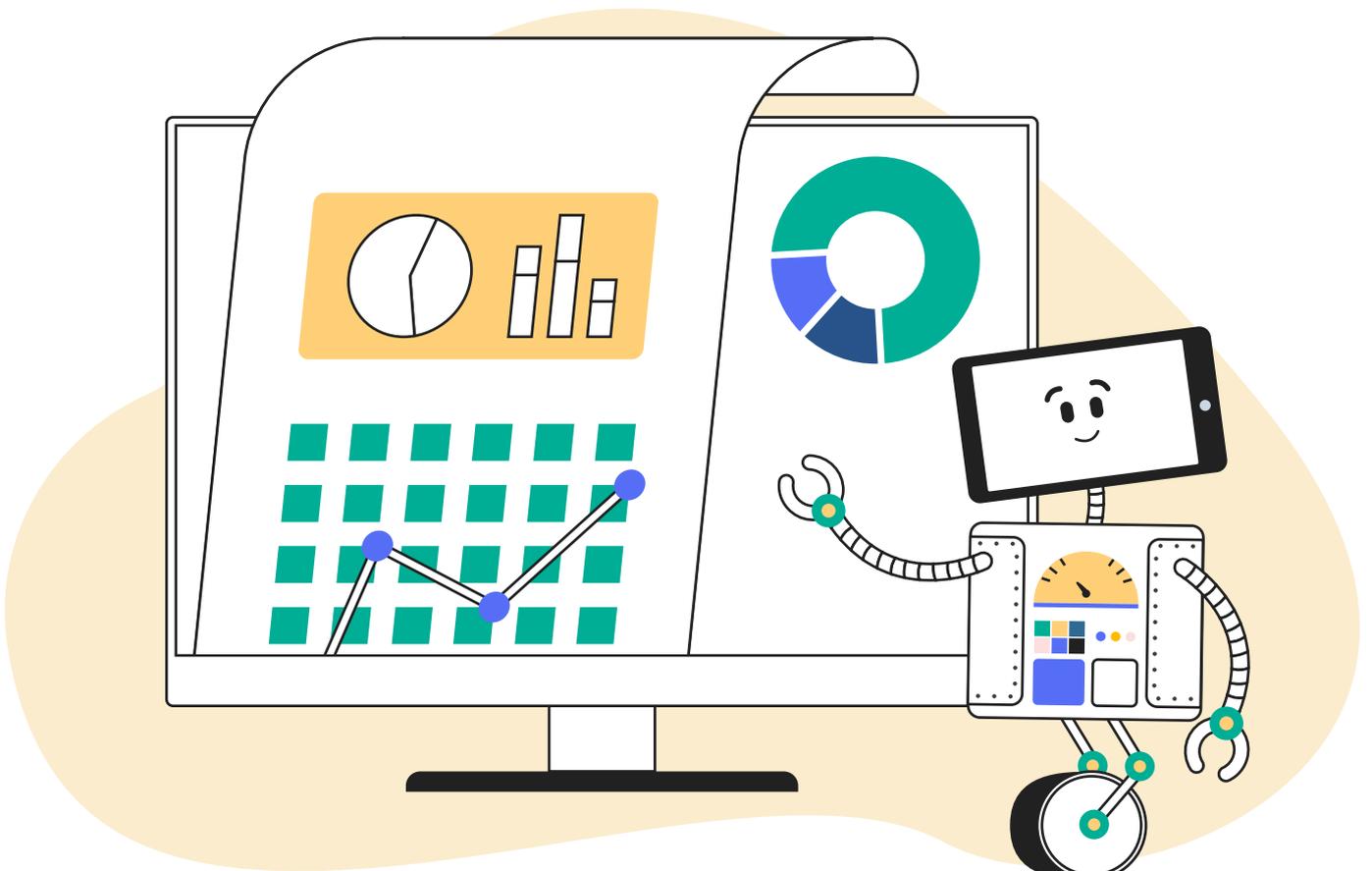
'The training is based on Articulate's processes and experiences. At no point did I see a demo or staged environment,' says Phil. It's not a classroom training experience or a theoretical exercise. Toby runs Articulate's sales team and he practices what he preaches.



Coaching and support

Sales can be a lonely business. So a bit of moral support goes a long way. Happily, our sales enablement programme includes six hours of contingency time that allowed Toby to respond quickly to ad-hoc questions and unanticipated requirements. It's valuable time to 'bounce ideas and figure things out,' explains Phil.

Also, simply seeing best practice in action helped model it for Phil: 'Toby treats us the way he works with his customers - everything's done through the CRM; we use his Meetings calendar to book up time.'



Personal best

One highlight of the sales enablement process was Articulate's 'Lead guarantee' process. Toby and Phil worked together to identify a list of ideal target companies and our team researched and identified contact details for Phil to engage. Now, Ripple has an oven-ready prospecting list with hundreds of potential customers and a tried-and-tested sales sequence to work them.

Although it's still very early days, Phil has already had two contacts - one at Harrods and another at Singapore Manchester University - book up meetings with him to discuss their intranet software.

'We have a sales system now,' says Phil. Articulate gave Ripple 'a very clear and focused plan on getting from an empty CRM to something that will support getting customers through the funnel. Doing HubSpot the Articulate way gives more time for customers, and takes away lots of time spent on customer admin. They're a safe pair of hands for your sales engine.'

Our brand strategies, websites, marketing campaigns and sales enablement combine eureka moments, data-driven insights, deep creative work and the experience that comes from more than 20 years in B2B technology marketing. We build engines for growth. **We are Articulate.**

For more information contact ceo@articulatemarketing.com or book a call at www.articulatemarketing.com/meet.

