

National Sales Challenge Training

Session 1

hibü

**INTEGRATED
DIGITAL
MARKETING**





Alex Guffey
Based in St Louis, Missouri
AVP – Sales Training

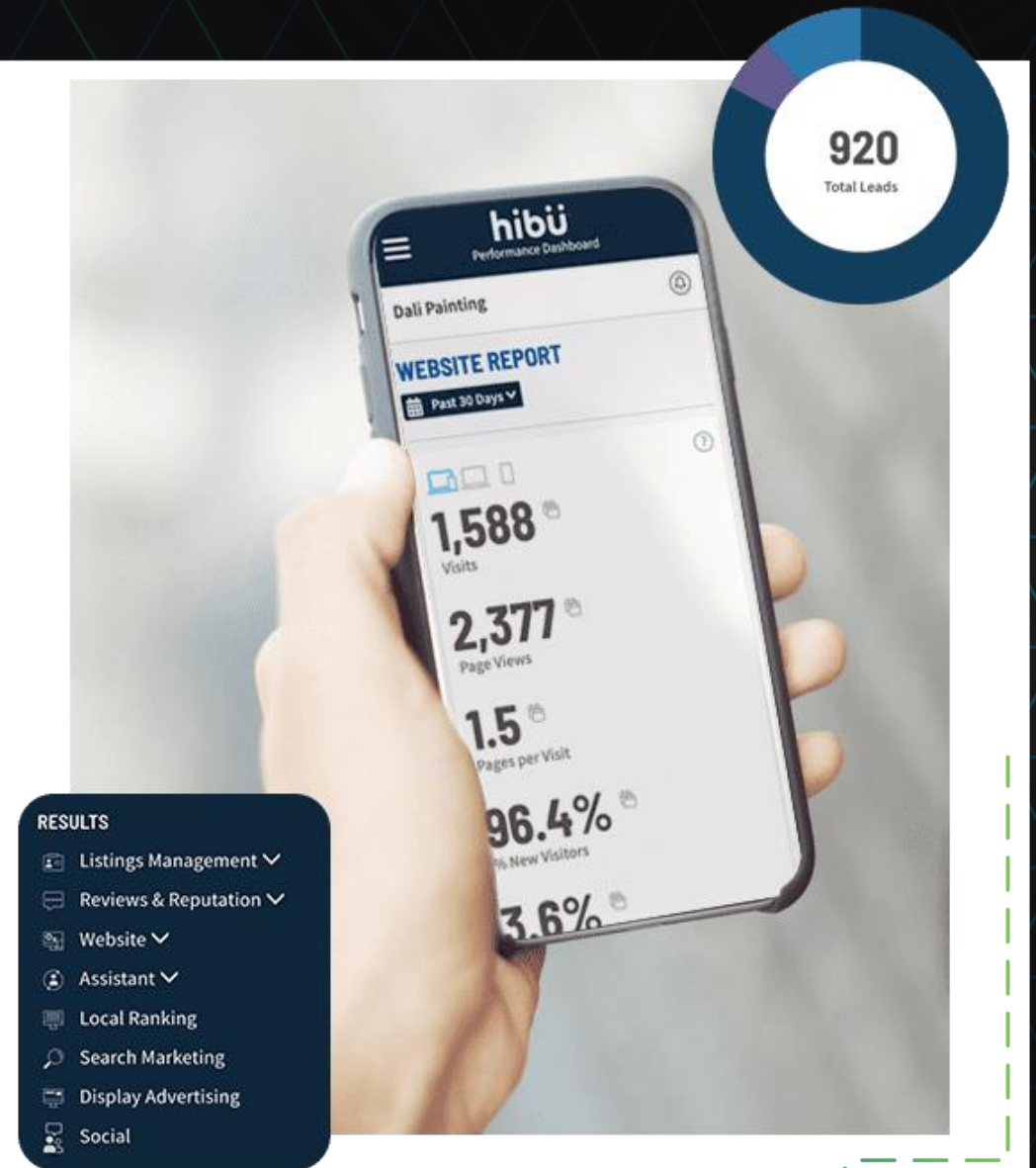


Abby Nicol
Based in Indianapolis, Indiana
VP – Training & Development

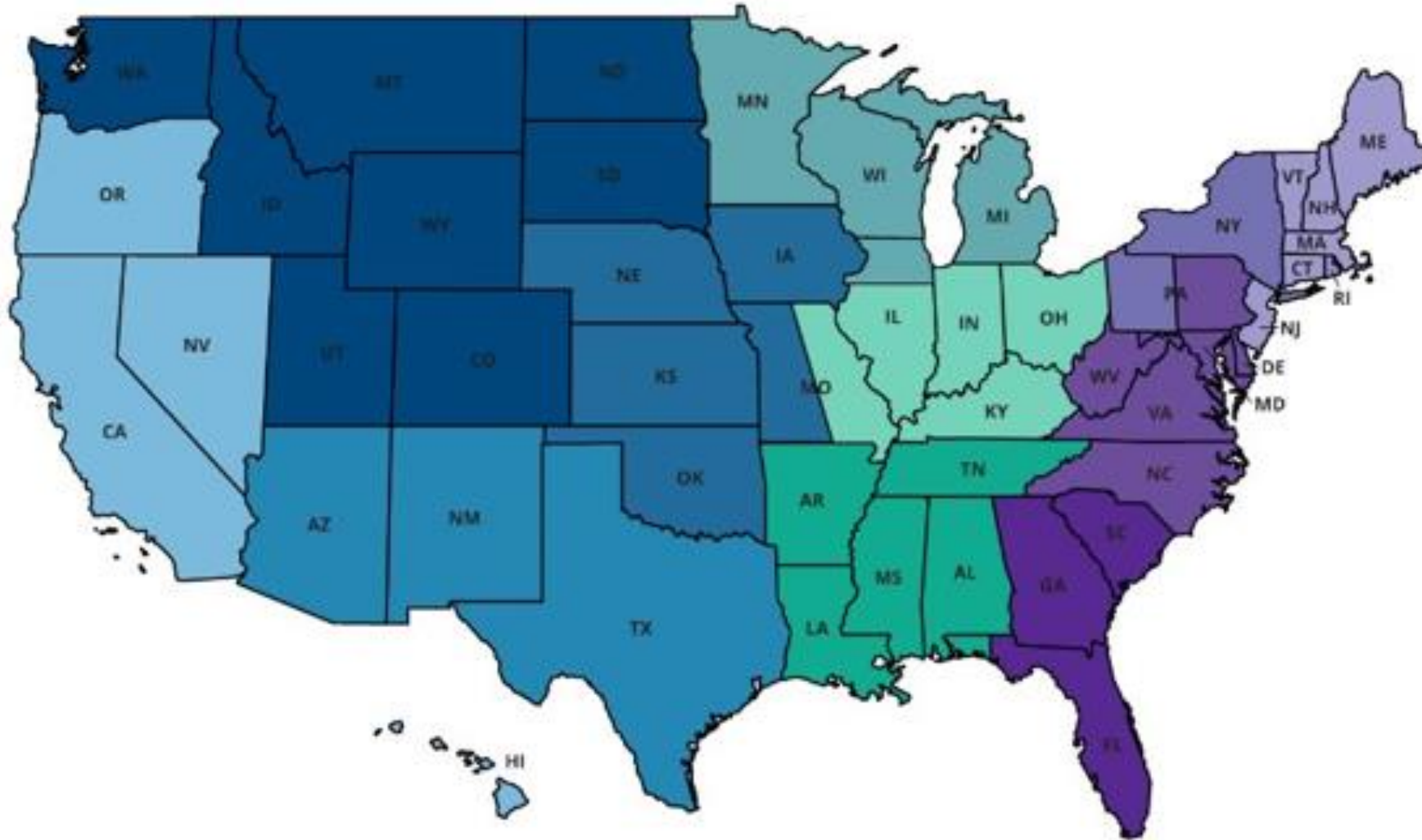
Who is Hibu?



Hibu is the leading provider of integrated digital marketing solutions to over 70,000 small and medium-sized businesses across the U.S., offering websites, SEO, omnichannel advertising, and automated marketing tools all in one platform to help established local businesses simplify their marketing efforts and bring in new leads.



Hibu | Nationwide Outside Sales Presence



hibu™

Three HQ Locations:

Cedar Rapids, IA

221 3rd Ave SE, Suite 300

Cedar Rapids, IA 52401

Columbus, OH

9200 Worthington Road

Westerville, Ohio 43082

King of Prussia, PA

2560 Renaissance Boulevard

King of Prussia, PA 19406

Hibu | A Place for Growth



Start Your Career

Launch your professional journey with a company that values ambition and drive.



Growth & Development

We offer mentorship, training, and clear paths for advancement.



Work-Life Balance

Flexible schedules, generous PTO, and wellness resources.



Uncapped Commissions

Your earning potential is limitless with our performance-based rewards.



Robust Training

Learn from the best with structured onboarding and continuous learning.



Inclusive & Supportive Culture

Be part of a team that values authenticity and collaboration.



Community-Focused

Make a difference by helping local businesses thrive.



Nationwide Positions

Opportunities available across the country to fit your lifestyle.



hibu[™]

Hibu Outside Sales Careers

ADVANCED SALES OPPORTUNITIES

Senior Executive Account Manager
Executive Account Manager
Senior Account Manager
Account Manager
Senior Account Executive
Account Executive
Account Representative
Digital Account Executive

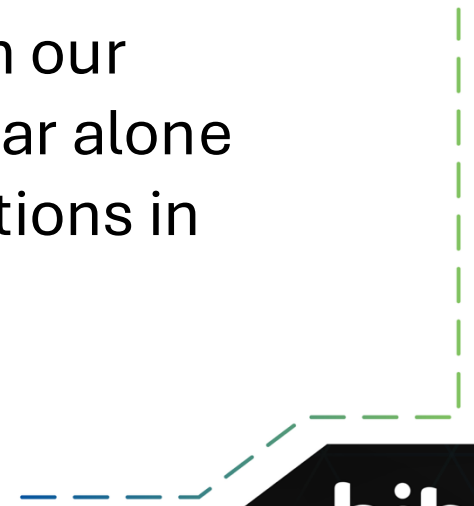
SALES MANAGEMENT OPPORTUNITIES

Senior Vice President
Vice President
Regional Vice President
Regional Manager
Associate Regional Manager

Helping People Achieve Their Personal & Career Goals Within the Company

Explore the Opportunities!

- With nearly 800 Sales team members nationwide, we help launch and build successful, growth forward careers at Hibu.
- We promote from within our organization and this year alone we had over 215 promotions in the last year alone!



Hibu | Rooted in Our Values

Our core values empower our exceptionally talented, creative, and dedicated people to help small businesses across the country achieve their goals and dreams. These values are more than just words on a graphic - they guide our actions every day and drive the positive impact we see in our people and their success.



Client for Life

Clear understanding of each of our client's objectives, passionately focused on helping them achieve. Serve every client like they are our only client. Proactive in our service, remarkably responsive in need. Think like a client, act like an owner.



A+ in Teamwork

Partner together and assume positive intent of your colleagues. Be empathetic and strive to understand the perspective of others. Take our work seriously, but not ourselves.



Unquestionable Integrity

Do the right thing, be honest and incorruptible, even when no one is around to see. Think long-term. Under promise and over deliver. Treat people with respect, embracing diversity in people, experiences and thoughts.



Challenge Complacency

Change is inevitable - embrace and grow with it. Thoughtfully challenge the status quo. Simpler is often smarter. Everyone is empowered to stimulate and drive positive change.



Bold Goals and Big Wins

Dream big with courageous pursuit of what is possible... even impossible. Have fun along the way. Celebrate and recognize our accomplishments as individuals and a team. Hold ourselves and each other accountable for progress and results. Achieve personal and professional goals at Hibu.



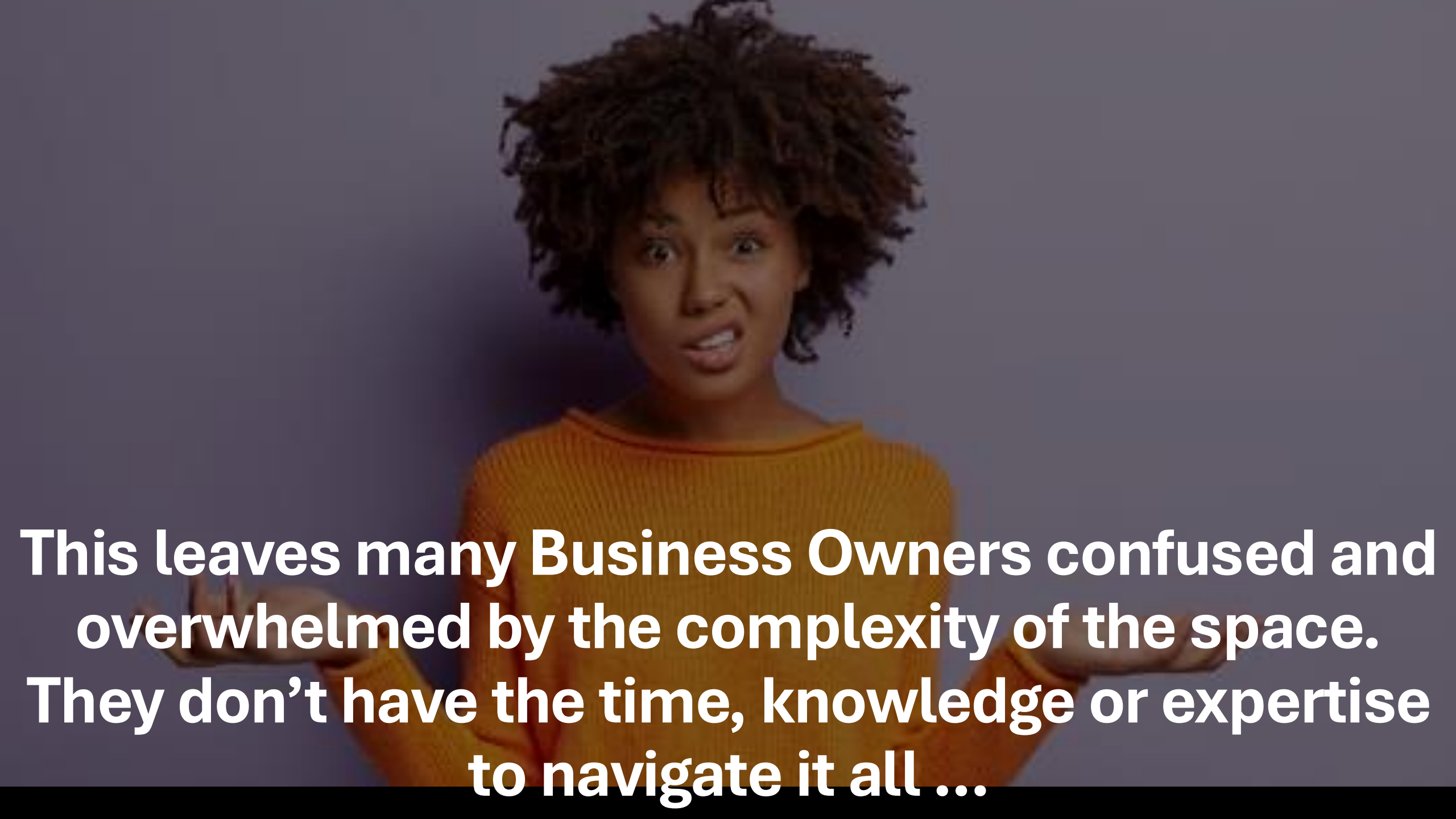
What We Do & Why Hibu?





There are over 14,106 Marketing technology solutions available for Local Businesses and all require a business owner to use Multiple Vendors to accomplish their goals...

Wow!

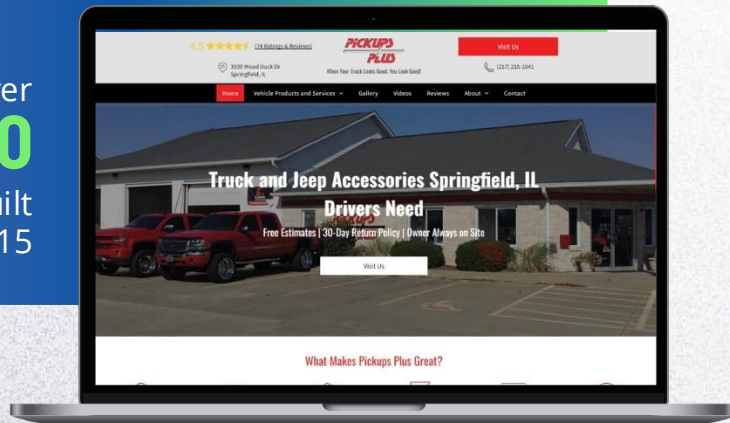
A woman with dark, curly hair and a yellow sweater is shown from the chest up. She has a confused or overwhelmed expression on her face, with wide eyes and a slightly open mouth. Her hands are raised in front of her, palms facing up, in a gesture of uncertainty. The background is a solid, muted blue-grey color.

This leaves many Business Owners confused and overwhelmed by the complexity of the space. They don't have the time, knowledge or expertise to navigate it all ...

OUR EXPERIENCE BECOMES YOUR EXPERIENCE

We've provided expert service and driven new customers to **Tens of Thousands** of local businesses!

Over
306,500
Websites built
since 2015



Over
112,000
Reviews &
Reputation
Management
programs since 2017

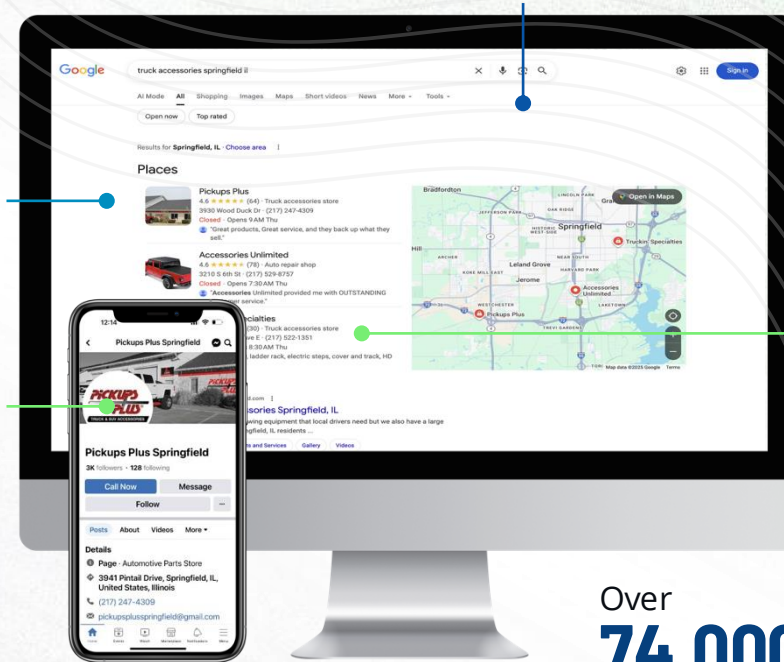
Over
31,300
Social campaigns
since 2016

Over
14,800
Marketing Automation
programs since 2021

Over
65,000
Search campaigns
managed since 2015

Over
8,300
SEO campaigns
since 2015

Over
234,300
Listings managed
since 2015



Over
74,000
Display campaigns
managed since 2015

*Numbers of campaigns and products fulfilled as of 6/25.

**Hibu is the Single Solution for
local Digital Marketing.**

One Platform, One Provider.



Organic Marketing

POWERED BY
hibü ONE

WATCH NOW ►

Sponsored



Fresh Smile

www.freshsmile.com • Dental

Dentists Near You | We Work With All Insurance | FreshSmile.com

New Patient Special! Get a full exam, cleaning & X-rays for just \$99! *Trusted by families in your area for over 15 years. Smile care, modern tech, and same-day appointments available.

Dental Checkups • Teeth Whitening • New Patients



hibü

HIBU IS YOUR SINGLE SOLUTION FOR LOCAL DIGITAL MARKETING

Most businesses lack the time, knowledge and expertise needed to do it themselves.



Creating a strong, synchronized digital presence



Maintaining & updating your business information



Creating and distributing dynamic, relevant content



Driving qualified traffic & remarketing to existing customers



Tracking, measuring & adapting

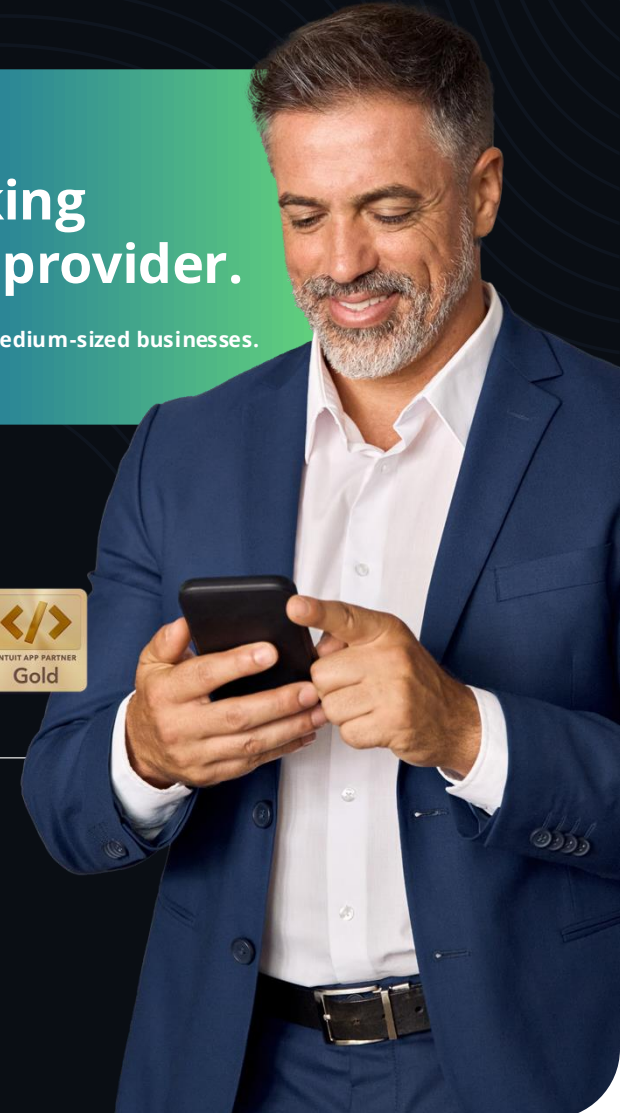
73% of SMBs prefer working with one marketing provider.

Thrive Analytics, Local Pulse Reports, January 2023; Base= 9,550 U.S. small and medium-sized businesses.



Hibu is the first SMB-focused digital marketing services provider to have achieved badged status with Google, Meta, Microsoft and Amazon – the top 4 advertising networks in the US.¹

¹<https://www.statista.com/statistics/242549/digital-ad-market-share-of-major-ad-selling-companies-in-the-us-by-revenue/>





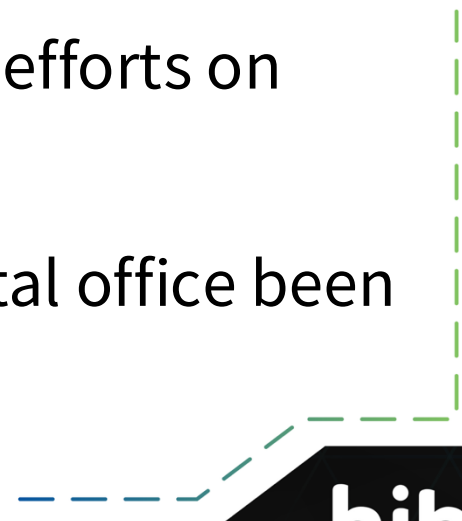
One Platform. One Provider.

Our Target Market | Ideal Client Profiles



Ideal Client Segment for Hibu Today

- Small to medium sized, established businesses with less than 100 employees
- We grade all prospects (leads) through our robust system and then point our sales teams to our ideal prospects by flagging in our CRM (Salesforce).
- Sales team members spend time focusing their prospecting efforts on these ideal future clients.
- Examples might be: Plumbing company with 20 trucks, Dental office been in business in their community for 5+ years, etc.



Characteristics of an Ideal Client

Needs that point to a prospect turning into an ideal client:

“A business that wants to grow, work with better customers, who wants to spend less time on low value jobs, has a real business challenge that we can support (not a single marketing element to fix) and is not large enough to have their own internal marketing team.”

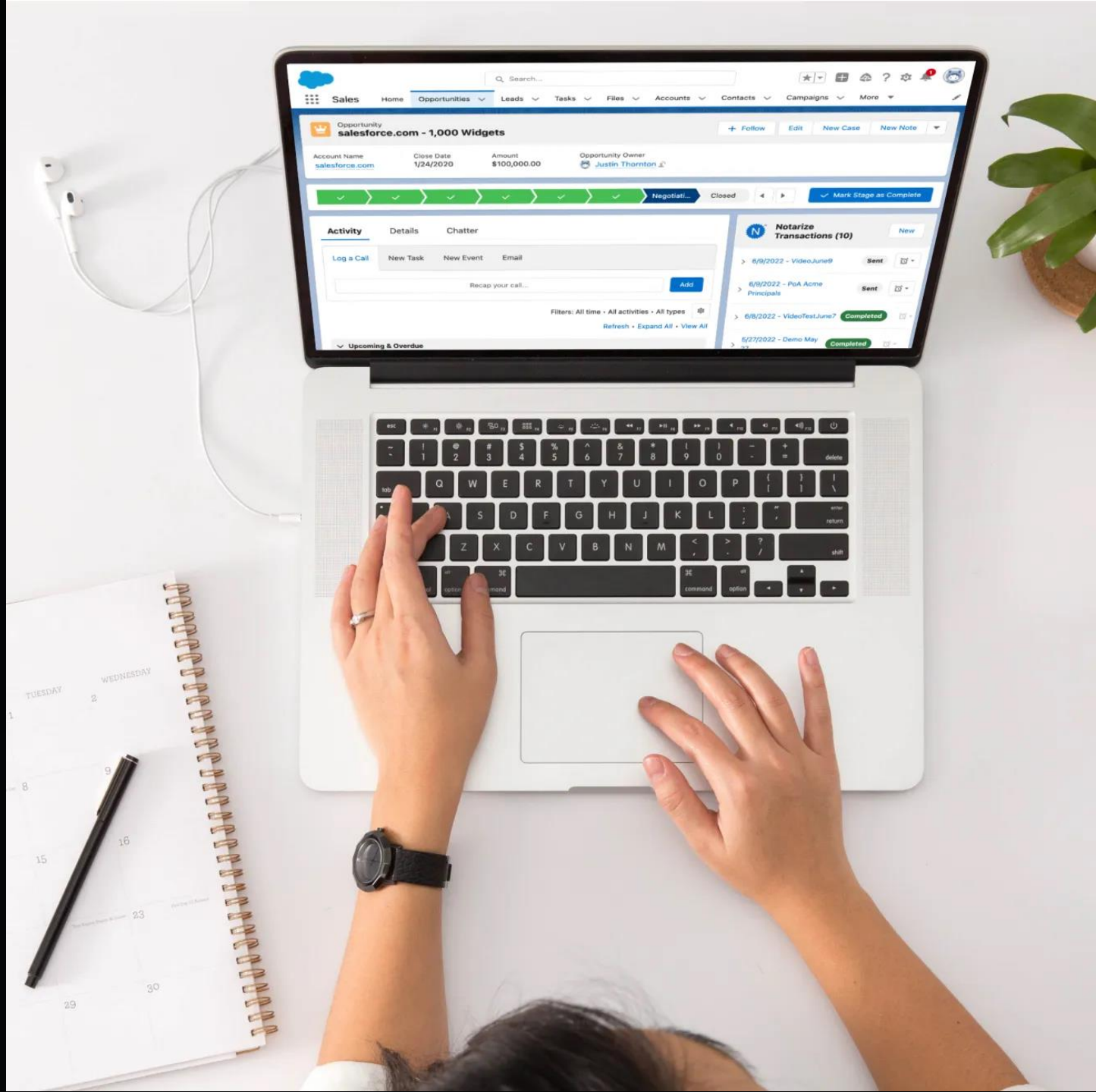


Our Hibu Sales Approach



Sales Process:

Step 1 – Begin with an Ideal Prospect – Salesforce CRM points us to our ideal Prospects.





Sales Process:

Step 2 –
Call Prospect, aim to
connect with Decision
Maker and identify
best
time to visit
in person.

Sales Process:

Step 3 –

Go out and visit with the Prospect at ideal time, learn about business and schedule a webinar appointment to propose a digital marketing program.





Sales Process:

Step 4 –

Attend Webinar with Hibu Digital Specialist – recommendation made, back up recommendation with sales results collateral (ROI if necessary) and negotiate to agreed upon program.



Sales Process:

Step 5 –
Close Sale, Outline
Next Steps for
Onboarding and
Ongoing Relationship,
Account Management
and Optimization

Sales Call & Roleplay Specifics



| Roleplay 1 |

Prospecting, Overcoming
Objections & Fact Finding to
Secure Qualified Webinar
Appointment

| Webinar |
with
Prospective
Client
Occurs

| Roleplay 2 |

Reinforce the Recommendation
made in Webinar with Client
Success Collateral, Overcome
Objections and Negotiate to Gain
Agreement on Program and Close
the sale.



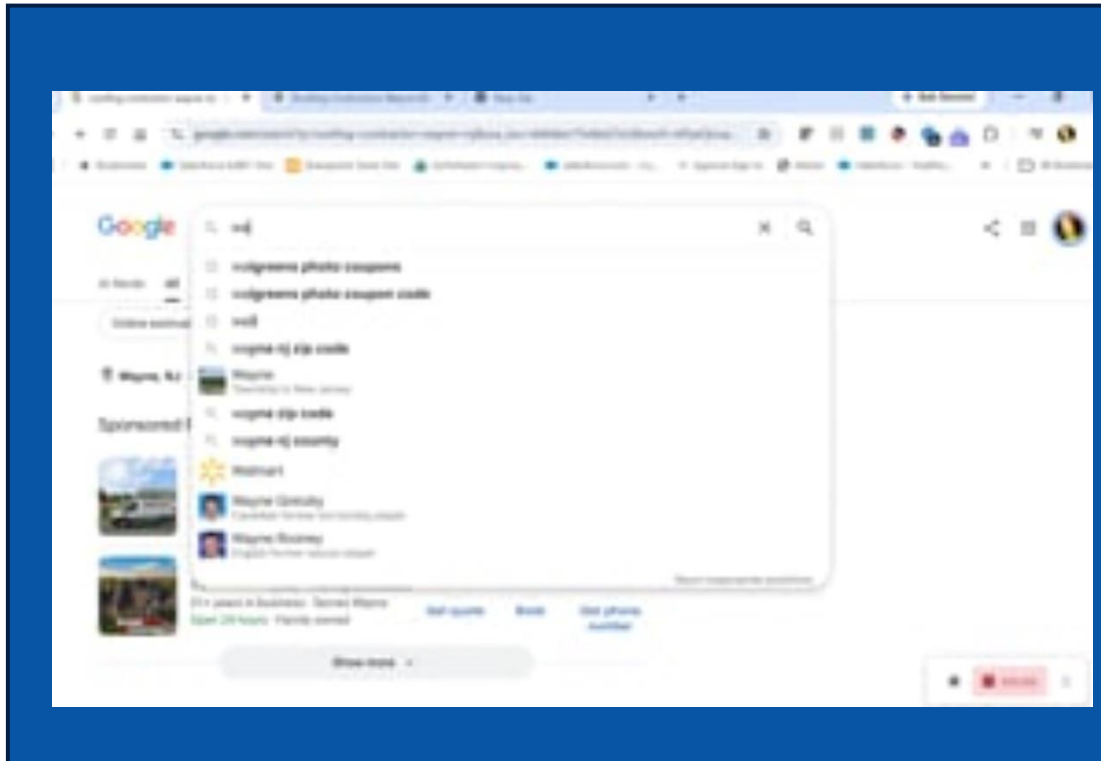
| Roleplay 1 |

Prospecting, Overcoming
Objections & Fact Finding to
Secure Qualified Webinar
Appointment

- **Marketing Gap Today:** Client has mismatched Listings all over online and not coming up on first page of Google for a Roofing Contractor in there area (Wayne NJ). Not being found in the places that matter most.
- **Introduce Yourself and How Hibu Can Help:** “Hi, how are you today? I’m Abby and I work and live here locally actually right down the road in Westfield, I help businesses navigate the ever-evolving digital marketing space – I work with a bunch of businesses similar to yours and many of them share how hard and frustrating it is to try and keep up with this space! Do you find yourself struggling a bit here trying to make sure you’re found in the places that matter most today – like on google, chatgpt, social and more?”
- **Overcome Objections:** We’re all set, I don’t have time, Everybody knows us, etc.
- **Set Webinar Appointment:** Gain agreement on need, Secure date and time and tee up what they can expect.
- **Lightly Fact Find prior to Webinar** – Build rapport and ask BANT qualifying questions to learn about business goals & needs.

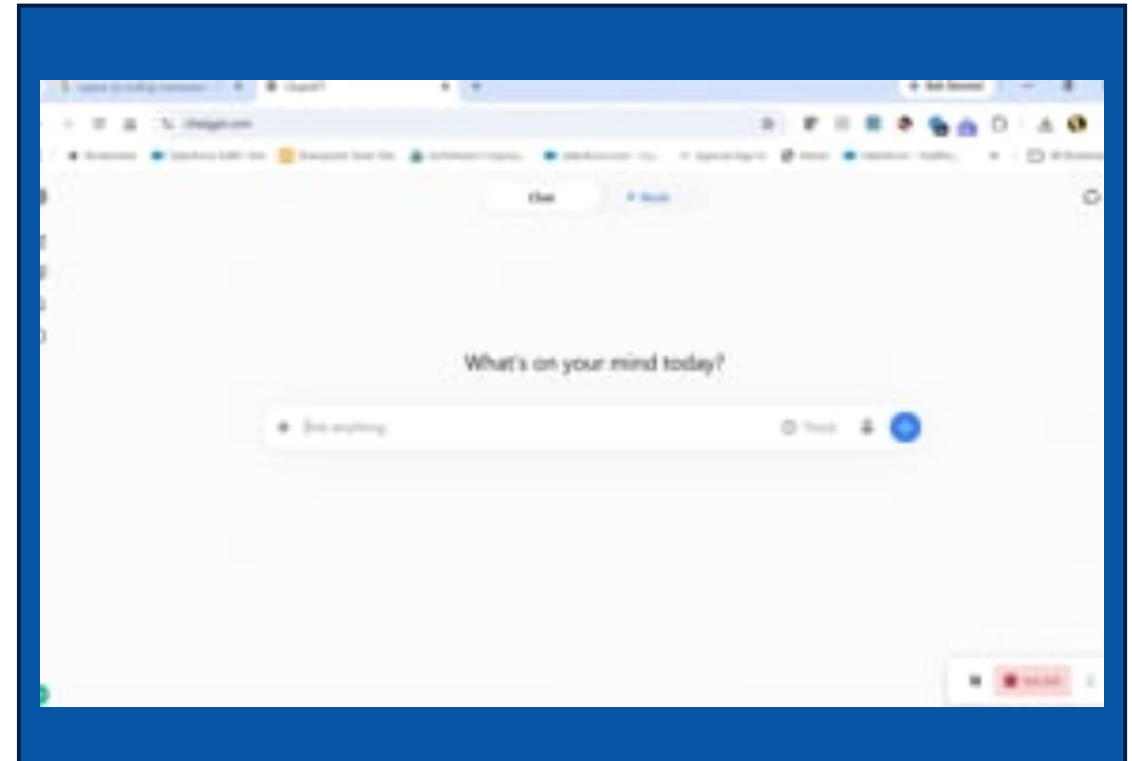


Live Google Search



Pain point: not found on first page of google

Live ChaGPT Search



Pain point: not found at all on AI search



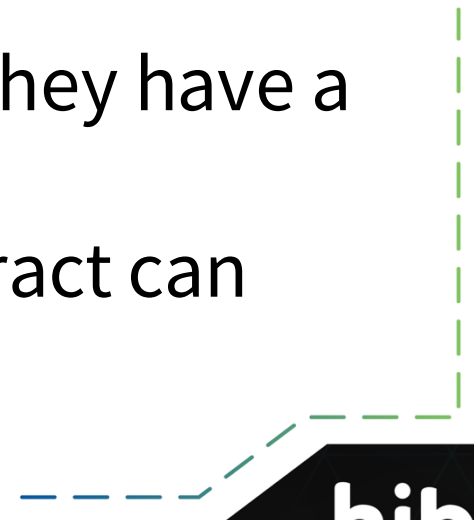
Common Prospecting Objections

- I'm all set...
- We are already with another provider
- We have someone internally that handles all of that for us
- I've tried it before and it didn't work
- We don't have the kind of money to compete today online...



Webinar Set – Now Let's Learn About Them

- BANT Qualification Method:
 - **Budget** – Do they have the budget to apply to this program?
 - **Authority** – Do they have authority to make buying decision at this time?
 - **Need** – Do they have a clear need and realize they have a need for our services?
 - **Timing** – Is the timing right, are they in a contract can they not get out of it, etc?



Roleplay #1 Rubric:

EVALUATION RUBRIC

Your performance will be evaluated against the rubric below by industry experts and executives.

APPROACH & RELATIONSHIP BUILDING

Effectively gained attention and built rapport – 20%

- Greeted the customer professionally and established rapport.
- Dressed professionally.
- Gained the customer's attention.
- Demonstrated enthusiasm and confidence.
- Demonstrated a smooth transition into needs identification.

NEEDS IDENTIFICATION

Obtained a clear understanding of the customer's situation – 20%

- Effectively determined relevant facts about the customer's concerns.
- Asked effective questions to uncover the customer's needs and requirements.
- Effectively clarified the customer's needs (discovered current problems, goals, etc.).

OBJECTION HANDLING

Eliminated concerns to the customer's satisfaction – 20%

- Initially gained a better understanding of the objection (clarified or allowed the customer to clarify the objection).
- Effectively answered the objection.
- Confirmed that the objection is no longer a concern for the customer.
- Built trust in the relationship.
- Established credibility.

COMMUNICATION & PRESENTATION

Communicated well, demonstrated product knowledge, used visual aids, was clear and concise, used appropriate non-verbal communication – 20%

- Effectively used verbal communication (active listening; restated, rephrased, clarified, probed for understanding) and nonverbal communication (body language, posture, facial expressions, eye contact, etc.).
- Exhibited product-market knowledge.
- Reinforced the value in the relationship with Hibu.
- Highlighted the gain for the customer in offering enhanced benefits to their employees and customers.
- Used appropriate/professional visual aids.
- Effectively involved the customer in the conversation.
- Persuaded the customer to build a relationship.

CLOSE

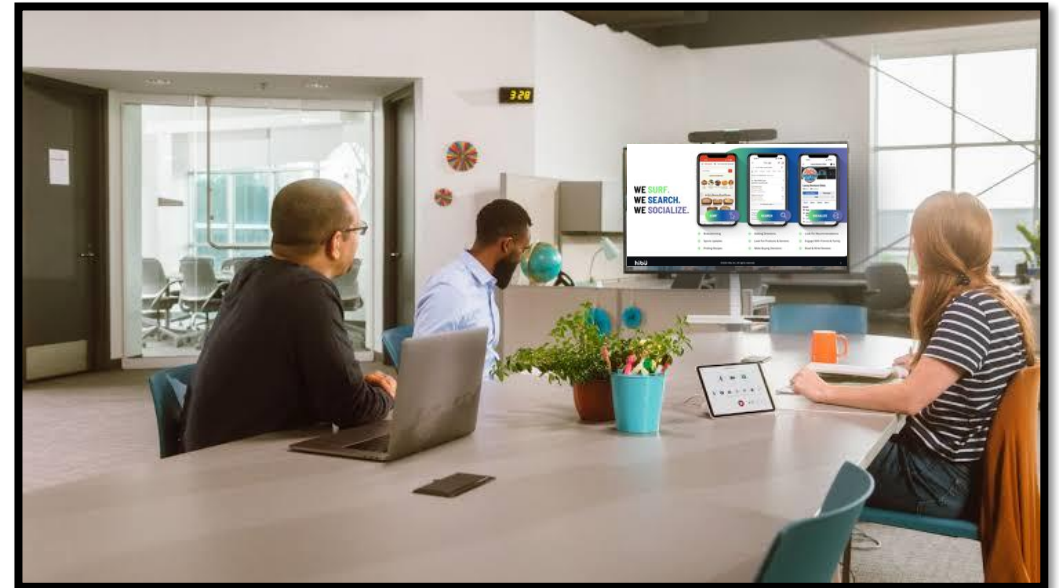
Took initiative to move the meeting to the next step in a smooth fashion with mutual commitment – 20%

- Asked for the commitment of the customer to schedule the Hibu webinar.
- The customer agreed to the scheduled webinar.



Webinar with Digital Strategist Occurs

- The webinar takes place in between Roleplay 1 and Roleplay 2.
- Upon entering into Roleplay 2, assume that Webinar Presentation and Dominant Recommendation has already been shared with the Prospective Client.



| Roleplay 2 |

Reinforce the Recommendation made in Webinar, Overcome Objections and Negotiate to Gain Agreement on Program and Close the sale.

- **Reinforce Recommendation Made:** Recommendation has been made, drive towards agreement and close.
- **Overcome Objections:** Answer questions, overcome stalls and drive towards close with prospective client.
- **Negotiate if needed to Gain Agreement on Program:** Back up recommendation with Client Success collateral and Return on Investment Calculation if needed.
- **Gain Agreement and Close** – Reach an agreement on a program with the Client. Close the sale!



Remind, Navigate and Close

- Remind Client of their goals and how Hibu Program can compliment and help achieve those goals
- Negotiate if necessary and share success to reinforce benefits of program
- Navigate and Drive to close
- Gain Agreement on Program



Roleplay #2 Rubric:

EVALUATION RUBRIC

Your performance will be evaluated against the rubric below by industry experts and executives.

APPROACH & RELATIONSHIP BUILDING

Effectively gained attention and built rapport – 15%

- Greeted the customer professionally and established rapport.
- Dressed professionally.
- Gained the customer's attention.
- Demonstrated enthusiasm and confidence.
- Demonstrated a smooth transition into needs identification.

NEEDS IDENTIFICATION

Obtained a clear understanding of the customer's situation – 20%

- Effectively determined relevant facts about the customer's concerns.
- Asked effective questions to uncover the customer's needs and requirements.
- Effectively clarified the customer's needs (discovered current problems, goals, etc.).

OBJECTION HANDLING

Eliminated concerns to the customer's satisfaction – 25%

- Initially gained a better understanding of the objection (clarified or allowed the customer to clarify the objection).
- Effectively answered the objection.
- Confirmed that the objection is no longer a concern for the customer.
- Built trust in the relationship.
- Established credibility.

COMMUNICATION & PRESENTATION

Communicated well, demonstrated product knowledge, used visual aids, was clear and concise, used appropriate non-verbal communication – 20%

- Effectively used verbal communication (active listening; restated, rephrased, clarified, probed for understanding) and nonverbal communication (body language, posture, facial expressions, eye contact, etc.).
- Exhibited product-market knowledge.
- Reinforced the value in the relationship with Hibu.
- Demonstrated the expected business impact and the return on investment associated with the proposed solution.
- Used appropriate/professional visual aids.
- Effectively involved the customer in the conversation.
- Persuaded the customer to build a relationship.

CLOSE

Took initiative to move the meeting to the next step in a smooth fashion with mutual commitment – 20%

- Asked the customer to purchase Hibu One.
- The customer agreed to purchase Hibu One.

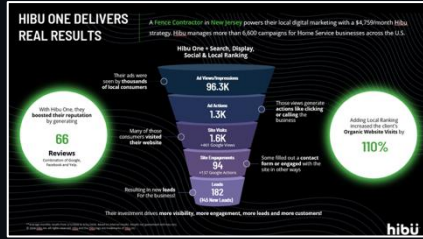




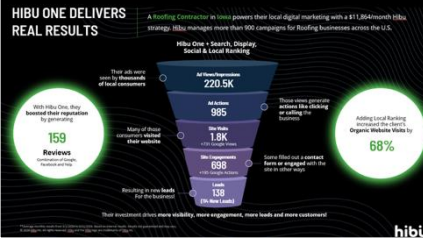
SALES ROLEPLAY COLLATERAL

Reynolds Roofing | 2026





NJ SUCCESS



ROOFING SUCCESS

CASE STUDY
Hibu + Daniel's Roofing

DANIEL'S ROOFING

OVERVIEW:

Contractors - General

Daniel's Roofing is a residential and commercial roofing company serving the southeast Missouri area. Daniel's provides roofing repairs, installations and replacements, as well as gutter, fascia and soffit services.

Grant Gray, the Sales Manager, said, "This is our 20th year in business. Daniel started in Florida, and when he moved to Missouri some time ago, around 1998, he met and joined a roofing company." He continued, "Anthony came on board and brought me on board with him, and we've been growing the business from a one million dollar company to an almost six million dollar company in just a couple of years."

THE CHALLENGE

While Daniel's Roofing has been doing well off its established reputation and word of mouth, the new management team knew there was an opportunity for strong growth.

Our marketing before Hibu, like I said, Daniel was very old school. We had newspapers, yellow books, radio stations, wrapped vehicles, our yard signs, the same banner visible on Google, and we were still doing about a million a year," Grant said.

"But with today's technology, the first thing you do is pick up your phone," Grant continued. "I know that you have to spend money to make money and we were not spending money to grow."

CASE STUDY



CUSTOMIZED HIBU SOLUTION RECOMMENDATIONS

Reynolds Roofing | New Jersey | 2026





HIBU CUSTOM RECOMMENDATIONS FOR REYNOLDS ROOFING

Q & A

The logo for hibü ONE. The word "hibü" is in a white, lowercase, rounded sans-serif font. The word "ONE" is in a bold, uppercase, sans-serif font, contained within a white circle. A small "TM" trademark symbol is positioned to the upper right of the circle. The entire logo is centered on a dark blue background.

hibü ONE™

One Platform. One Provider.