HubSpot

Easy to use and easy to buy

Core Seat

Edit access to the Hubs you own and Smart CRM

Common Roles	Use Cases
-CRM administrator -Revenue operations -Marketing manager -Marketing specialist -Software developer -Website developer -Content marketer	• Maintain data model (contacts, companies, deals, tickets, custom objects) • Manage automated processes and integrations • Customize the CRM (properties, objects) • Generate reports and dashboards • Manage content (web pages, social media, paid ads, marketing emails) • Manage portal and user settings

**Available for purchase with all Hubs

Sales & Service Seat

Everything included in a Core Seat plus Sales and Service features.

Common Roles	Use Cases
-Sales/Service rep -Sales enablement -Sales manager -Business development -Account manager -Account executive	• Send prospecting emails • Participate in lead or ticket routing • Make calls to prospects or customers • Use SLAs and ticket handoffs • Create and manage goals • Manage and use enablement resources (playbooks, documents, templates) • Use forecasting functionality

*Available for purchase with Sales and Service Hub Professional+ subscriptions

This is a representative list of actions each type of seat can take, and is not exhaustive. Check out all HubSpot features here