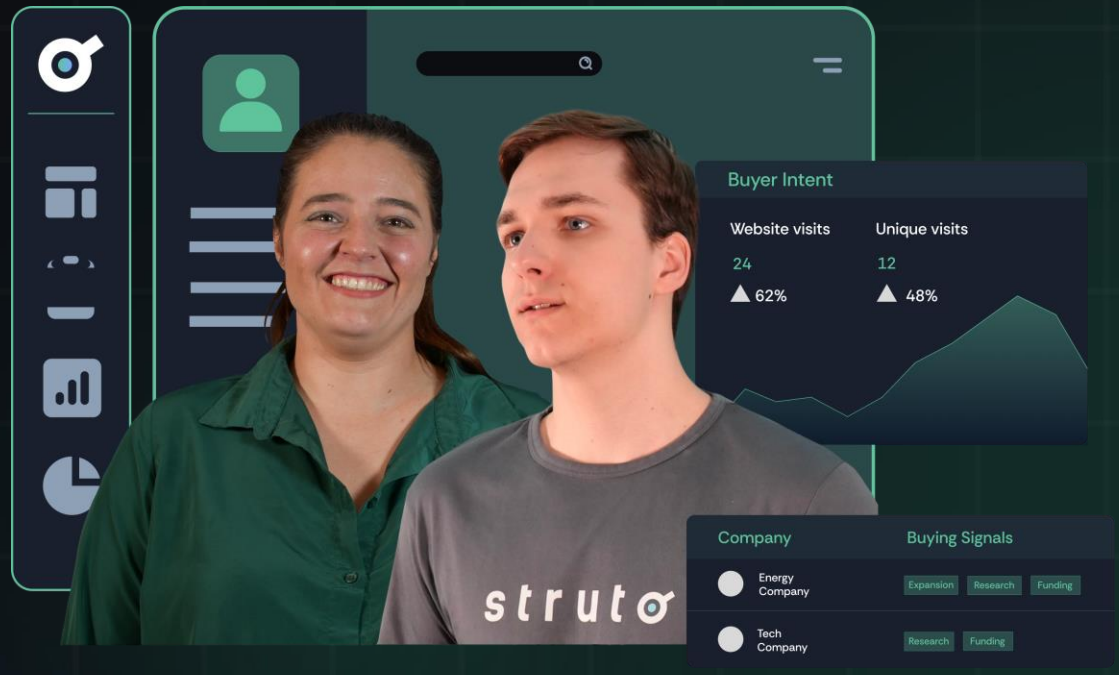
HubSpot AI Deep Dive: The Prospecting Agent in Action

How to find in-market accounts, source the right contacts, and automate personalised outreach



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Housekeeping & Rules of Engagement
Welcome!

Thank you for joining our webinar!

Before we begin, here are some **housekeeping** notes:

- Attendee lines are muted and cameras are turned off.
- Please feel free to use the **"Chat"** feature and the **"Q&A"** to submit questions.
- **Recording Notice**: This webinar is being recorded.
- The webinar content will be available on the **Struto uniVERSE** after this session.
- Your feedback is valuable to us! Please complete the webinar **survey** when you receive it.
- **Marketing Opt-In**: By joining this webinar, you are opted in for our marketing updates. You can unsubscribe at any time.

We hope you enjoy the webinar and find it valuable!

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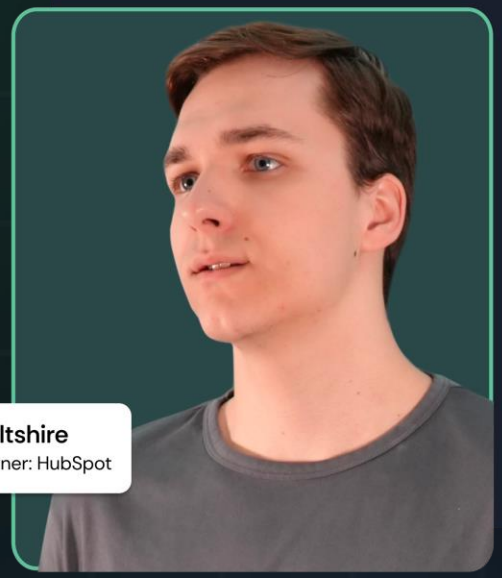
Your Hosts



Jared Wiltshire
Product Owner: HubSpot

Jared is Struto's Product Owner for HubSpot. He facilitates the design and implementation of HubSpot solutions that improve automation, data integrity, and operational efficiency.

Nsovo Shimange
Inbound Marketing Manager

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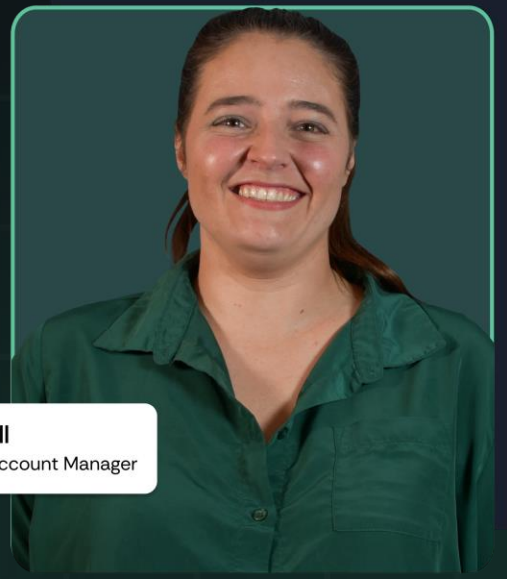

Estee Hall
Sales and Account Manager

Estee is Struto's Sales and Account Manager. She is a HubSpot Certified Trainer with 12 years of experience supporting customers using HubSpot, and works closely with clients to strengthen relationships.

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Agenda

- The Prospecting Agent within HubSpot's AI ecosystem.
- Signal. People. Action.
- A Live Play – Prospecting Agent in Action.
- Governance and Practical Rollout Advice.
- How Struto helps.
- Q&A.

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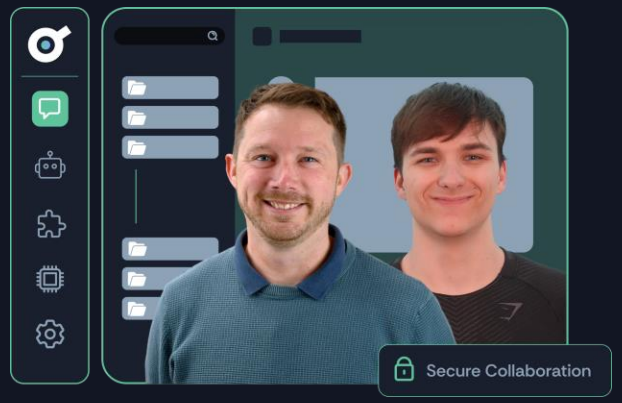
From Signal to Conversation: The Series so Far...

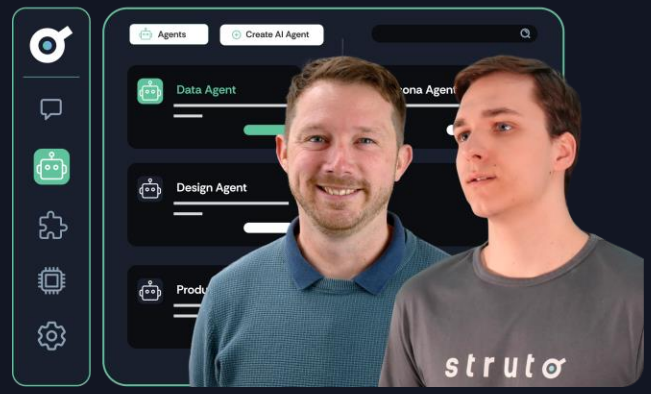
Maximise HubSpot's AI Tools



Maximise HubSpot's AI Tools webinar:

- Watch the webinar here

A Deep Dive into HubSpot's Data Agent



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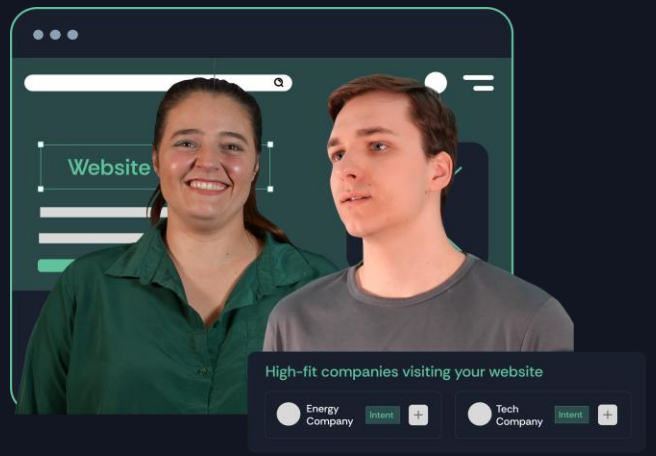
HubSpot AI Deep Dive: Buyer Intent in Practice



HubSpot AI Deep Dive: Buyer Intent in Practice

- Watch the webinar here

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Who Do I Call Next, and What Do I Say?

- Reps spend most of their day building lists, researching, checking CRM, writing messages.
- Good outreach still gets ignored when timing is wrong.
- **Goal:** prioritise better, not just write faster.
- Start from a reason, not a blank page.

A Complete Prospecting System

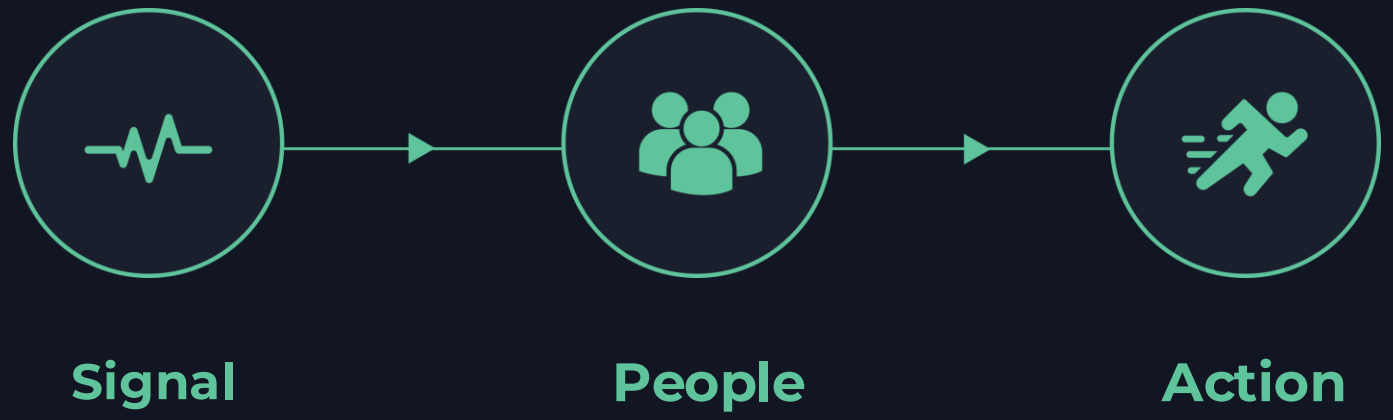
- No longer just a reactive email-writing assistant.

Three connected jobs:

- Find in-market accounts via meaningful signals.
- Map the buying group (not one isolated name).
- Engage contacts through personalised, multi-channel activity.
- Sequence matters: **research → people → outreach**

Signal. People. Action.

Three pillars we'll unpack:



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Prioritise Accounts Because Something Changed

- Signal-powered account prioritisation.
- **Signals:** job postings, funding rounds, tech adoption, website visits, research intent.
- **Context provided:** what happened, when, and why it matters.
- Choose signals with a credible connection to your offer; don't select everything.

Build the Buying Group

- Complex decisions involve multiple roles (influence, evaluate, approve, use).
- Starts with existing CRM contacts; enrichment partners source net-new (ZoomInfo, Apollo, Surfe).
- Map contacts to defined personas (e.g. VP Sales, Head of RevOps, decision-maker).
- **Multi-threaded > single-threaded prospecting.**

Personalisation Grounded in Real Context

- Drafts draw on company signal, account research and CRM history.
- **Multi-channel:** email, call tasks, LinkedIn tasks.
- **Two modes:** scheduled sequences (structured, predictable) vs adaptive (AI adjusts in real time).
- Governance still required in both modes.

Let's Build a Play

- *Transition to live demo.*
- **Six decisions:** objective → companies → signals → personas → outreach → publish.

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Review the Reasoning, Not Just the Copy

- **Evaluate:** Why did this company surface? Is the signal linked to our offer? Right persona? Evidence used accurately?
- Then review the message itself
- Edit, approve or reject; each decision creates a feedback loop

Earn the Right to Auto-Send

- Start with review and approval; don't jump to full automation.
- Measure edit rate, contact quality, response relevance.
- **Stax Payments:** 3% edit rate before enabling auto-send.
- Automation should follow evidence, not enthusiasm.

Start Narrow, Then Scale

- Begin with one use case and a manageable audience.
- Separate plays by tier, geo, product or motion.
- More data ≠ better output; clean CRM + defined personas = real foundation.
- Human feedback loop: review why recommendations succeed or fail.

One Agent, Multiple Motions

- **Cold outbound:** replace static lists with fit + fresh intent.
- **Inbound follow-up:** persistent, relevant attention for unbooked MQLs.
- **Conference plays:** pre- and post-event outreach.
- **Re-engagement:** dormant accounts resurfaced when new reasons appear.
- One play = one clear job.

Credits, the Simple Version

- 100 credits per contact surfaced (covers research, drafting, monitoring, follow-up for 30 days).
- Signal monitoring alone = no credit cost.
- Example: 5 reps × 75 companies × 2–3 contacts ≈ 75,000–112,500 credits/month*.
- 28-day free trial available.
    - Verify pricing with HubSpot before rollout.

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Better Timing Compounds Across the Funnel

- 76% more qualified leads.
- 80% more meetings booked.
- 26% higher deal win rate.
- Define your own baseline before launch.
- Track: acceptance rate, edit rate, response quality, meetings, pipeline influenced.

Start Prospecting From a Reason

- Stop prospecting from a list; start from a reason.
- Signals = the moment; buying-group mapping = the people; agent = the action.
- Start with one focused play, prove quality, then expand.

How Struto helps

From understanding to action:

- **Complimentary Portal Health Check:** We audit your data, schema, and readiness for AI deployment.
- **AI readiness workshops:** Deep-dive strategic sessions to map AI to your specific customer journey.
- **AI Outcome Packs:** Rapid deployment mini-projects to set up, test, and ground specific agents (e.g., Prospecting Agent or Customer Agent).
- **Guided Ongoing Success Support:** Continuous optimisation and monitoring of your AI setup.

Q&A

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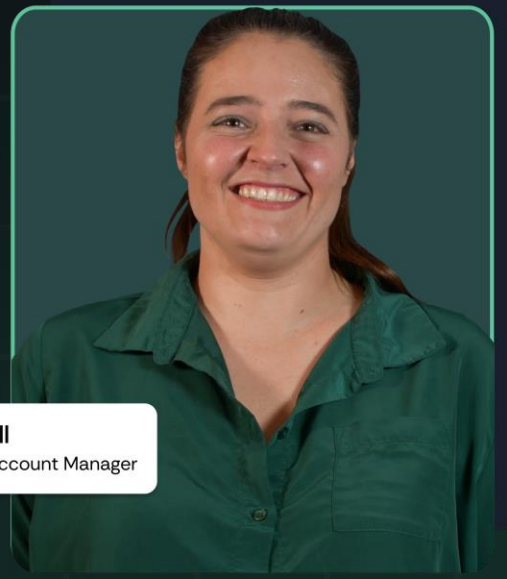

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Useful HubSpot resources

Keep learning after the session*:

- Understand HubSpot Credits and Billing (Knowledge Base)
- HubSpot Product and Services Catalogue
- HubSpot Academy: AI for Marketing Course
- Breeze Prompt Library
- Struto Webinar: How to Secure Your Business in the Age of ChatGPT
- Struto Webinar: Maximise HubSpot's AI Tools
- Struto Webinar: Deep Dive into HubSpot's Data Agent
- Book a Portal Health Check

**Links will be provided in the follow-up email*

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Got questions? Let's talk

Contact us at:

Email success@struto.co.uk

Visit us at:

www.struto.io

ITHQ dealhub.io HubSpot Elite Solutions Partner Program Cyber Essentials Certified Plus Insycle aircall