Change Log

- Ryan changed the breakout room so they read one scenario assigned by their room. This allows the activity enough time.

GTME

Session Overview

- Duration: 60 minutes
- Delivery Mode: Live Trainer-Led (Virtual)
- Target Audience: Small Business Growth Specialists - Day 4, Week 1
- Learning Objectives:
  - Identify and engage target buyer personas
  - Describe buyer pain points and map buyer journey
  - Tailor messaging to Growth Gabby's mindset and motivations
  - Connect Growth Gabby characteristics to real small business customers
- Content Sources:
  - Existing Content to Leverage:
  - Intro to HubSpot for Marketers and Sales Hub
  - An Introduction to HubSpot for Marketers and the Marketing Persona
  - An Introduction to Sales Hub & the Sales Persona

GTME

Meet Growth Gabby
Understanding Who We Sell To

Elevate Academy | Day 2

GTME

⏰ 1 minute

💪 DO: Welcome participants warmly

🗣️ SAY: "Welcome to one of the most important sessions of your onboarding - understanding WHO we sell to. Today, you'll meet Growth Gabby, and by the end, she'll feel like someone you know personally."

What's In It For ME?

Become Gabby's Trusted Advisor - when you speak
her language you're not a vendor - you're a partner!

GTME

⏰ 1 minute

🗣️ SAY: Before we dive in, let's talk about why this matters to
YOU. You're new to HubSpot, you're learning a million things,
and I'm asking you to spend an hour on one persona. Fair
question: Why?

When you speak Gabby's language, the relationship changes.
You're not a salesperson pitching features. You're a trusted
advisor helping them achieve their transformation.

Every minute you invest today in understanding Gabby will
save you HOURS of chasing the wrong prospects and give you
a competitive advantage in every customer conversation you
have for the rest of your career at HubSpot.

**Possible analogy: learning a language. We trust people
more implicitly if they speak the same language as us.**

Quick Question

Which business owner would you most want as a customer?"

Option A

"I just want the cheapest option that works."

Option B

"Our current system is blocking our growth - we need to fix this now!"

Option C

"We've always done it this way and it's fine."

GTME

⏰ 2 minutes

❓ ASK: From your pre-work, which one of these business owners sounds like HubSpot's ideal customer?

💪 DO: Call out answers as they come in to keep the mood engaging

Quick Question

Which business owner would you most want as a customer?"

Option A

"I just want the cheapest option that works."

Option B

"Our current system is blocking our growth - we need to fix this now!"

Option C

"We've always done it this way and it's fine."

GTME

⏰ 1 minutes

🗣 SAY: Well done to those who answered B. That sounds exactly like what Growth Gabby would say! You'll hear 'Growth Gabby' a lot - she is HubSpot's customer persona—we've done countless hours of research and found *these* are the customers who need us the most.

💪 DO: Acknowledge correct answers in chat

Meet Growth Gabby

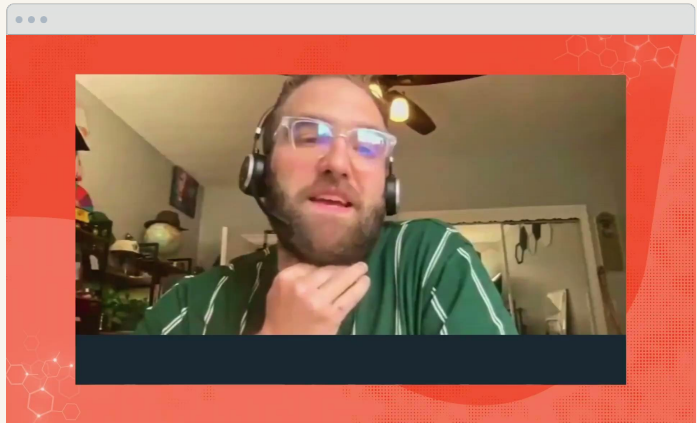🎯 Customer focused

🚀 Change agent

📈 Growth mindset

GTME

⏰ 1 minutes

🗣️ SAY: We will take time today to talk about Growth Gabby and you can sell to her and help her on her mission to grow.

💪 DO: **Click three times to reveal each characteristic**

Hear from real Growth Gabbys.
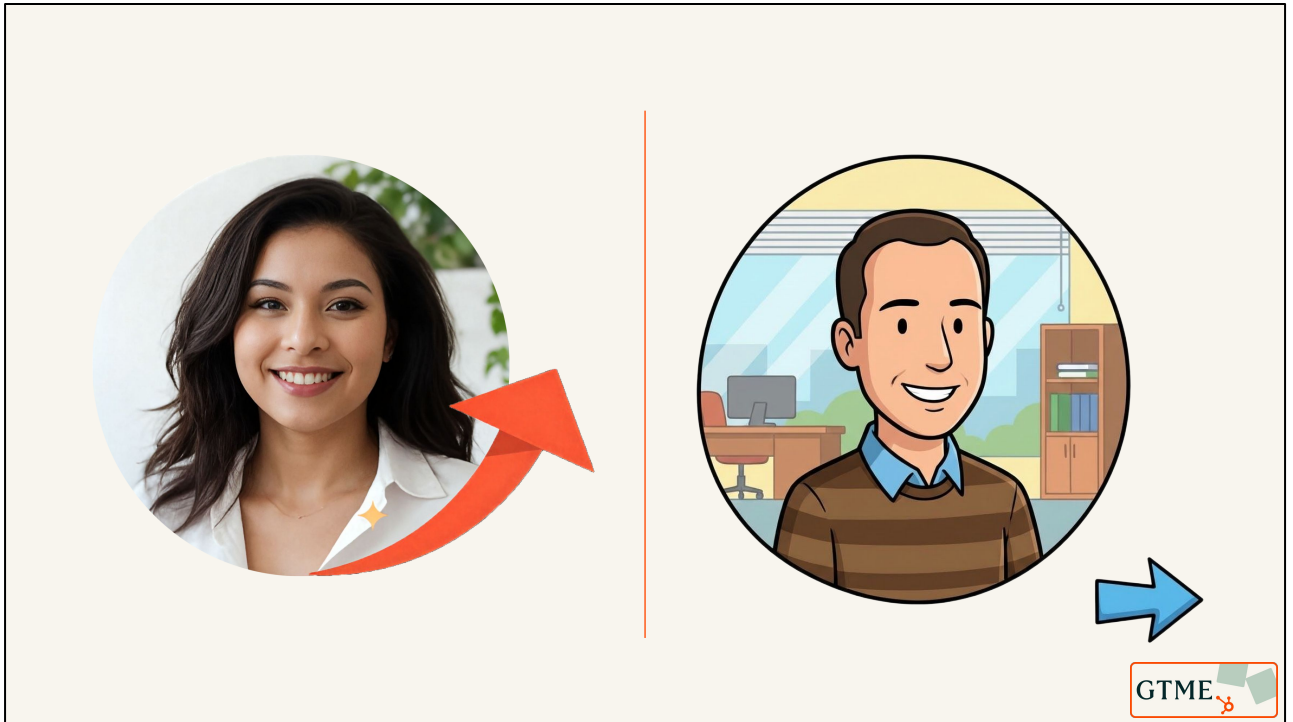
Gabby is defined
by a mindset.
Not a title!

GTME

⏰ 3 minutes (1.5 mins video)

💬 SAY: Before we go further let's take a moment to actually hear from some of our real Growth Gabby's

💪 DO: Play video in fullscreen + CCs

💪 DO: Click to reveal statement

💬 SAY: Growth Gabby is defined by a MINDSET. Not by a title. As you saw from some of their titles, Growth Gabby can be anyone: a CFO, CEO, CTO, you name it.

⏰ 1 minute

🗣️ SAY: Just like Gabby isn't defined by her title she isn't defined by her company size. You can find Growth Gabbys at companies that have 2 employees or 2,000 employees. To really understand Gabby, it helps to see who she IS and who she ISN'T.

[CLICK]

Meet **Stable Steve.**

🗣️ SAY: Both might run 50-person companies. Both might have similar budgets. But Gabby sees her tools as enablers of transformation, while Steve sees them as risk.
Gabby asks 'what could we become?' while Steve asks 'what have we always been?'

This difference in mindset changes EVERYTHING about how they buy.

Customer Focused	Business Focused
✓ Obsessed with customer success	✗ Obsessed with internal metrics
✓ Makes decisions based on customer impact	✗ Makes decisions based on operational convenience
✓ Measures success by customer outcomes	✗ Measures success by task completion
✓ Builds processes around customer needs	✗ Expects customers to adapt to existing processes

GTME

⏰ 2 minutes

🗣 SAY: Let's see what customer-focused looks like by comparing Gabby to Steve.
1. Gabby tracks customer SUCCESS metrics—NPS, retention, satisfaction.
Steve tracks internal metrics—tickets closed, response times.

2. Gabby makes decisions based on customer IMPACT—"Which helps customers more?"
 Steve makes decisions based on operational convenience—"What's easiest for our team?"

3. Gabby measures by customer OUTCOMES—revenue growth, reduced churn.
Steve measures by task completion—boxes checked, processes

followed.

4. Gabby builds processes AROUND customer needs—she changes systems when customers struggle.
Steve expects customers to adapt to his processes—"That's just how we do it."

~~**Facilitator Note:** You may want to ask—"Who can name a company you feel is is customer focused?" (e.g. Chewy).~~

Customer Focused	Business Focused
Example: A leader who tracks customer health scores monthly, calls at-risk accounts personally to understand their challenges, and restructured her entire onboarding process after discovering customers felt confused in the first 30 days	**Example:** A leader who reviews customer complaints only when they escalate, tells his team 'Just follow the standard process,' and when customers struggle with onboarding, says 'It's all in the documentation—they need to read more carefully'

GTME

⏰ 1 minutes

🗣️ SAY:

Gabby proactively tracks customer health and restructured onboarding when customers were confused.
Steve only reviews complaints when they escalate and blames customers for not reading documentation.

❓ ASK: Which leader's customers are more likely to renew? [Wait briefly for chat responses] Exactly. Listen for language about customer outcomes versus internal metrics when qualifying.

Can you name an example company you would label as "customer focused"? What's the benefit to being a customer

focused company?

What company would you label as "business focused"?

Change Agent

✓ Not satisfied with "how it's always been done"

✓ Actively seeks better ways of working

✓ Champions new initiatives and tools

✓ Influences others to embrace change

Change Avoidant

✗ Comfortable with "how it's always been done"

✗ Waits for problems before considering changes

✗ Skeptical of new initiatives - prefers to wait for things to be "proven"

✗ Focuses on why change won't work here

GTME

⏰ 2 minutes

🗣 SAY: Now let's talk about being a change agent.

1. Gabby is dissatisfied with "how we've always done it"—that's her cue to find better ways. Steve finds comfort in consistency—if it worked before, why change?
2. Gabby ACTIVELY seeks improvements even when things are fine. Steve is reactive—he only considers changes when there's a crisis.
3. Gabby champions new initiatives and volunteers to pilot them. Steve is skeptical—he points out risks and asks "How do we know this will work?"
4. Gabby influences others to embrace change and builds excitement. Steve focuses on barriers—"That won't work here because we're different."

Change Agent	Change Avoidant
Example: A company leader who noticed her team was spending 10+ hours weekly on manual reporting, researched automation tools, piloted three options with a small team, chose one, and got full adoption within 60 days. Now she's asking 'What other manual processes can we eliminate?'	**Example:** A company leader who heard complaints about manual reporting for two years, said 'That's just part of the job,' finally agreed to 'look into it' when his best analyst quit citing burnout, but hasn't prioritized it because 'We need to focus on what we know works'

GTME

⏰ 1 minutes

🗣️ SAY: Let's see how this turns up in our examples. Gabby noticed inefficiency, researched automation tools, piloted solutions, and drove adoption in 60 days. She's already asking "What else can we automate?" Steve heard complaints for two years, only acted when his best analyst quit, and still hasn't prioritized it because he needs to "focus on what we know works."

🎯 KEY INSIGHT: Listen for "We need to transform..." versus "We've always..." when qualifying.

❓ ASK: Which company will be more competitive in three years? [Brief pause] Right—because Gabby drives change rather than responding to it.

Growth Mindset	Growth Avoidant
✓ Believes abilities can be developed	✗ Believes abilities are mostly fixed
✓ Views challenges as opportunities	✗ Views challenges as threats to avoid
✓ Learns from failures quickly	✗ Hides or dwells on failures - avoids repeating
✓ Invests in continuous improvement	✗ Focuses on maintaining current capabilities

GTME

⏰ 2 minutes

🗣 SAY: The third characteristic—growth mindset—makes Gabby unstoppable.

1. Gabby believes abilities can be developed—"Let's learn." Steve believes abilities are mostly fixed—"That's not what we're good at."
2. Gabby sees challenges as opportunities to level up. Steve sees challenges as threats to avoid.
3. Gabby learns from failures QUICKLY—extract lessons and try something new. Steve hides failures or dwells on them—proof he was right to be cautious.
4. Gabby invests in continuous improvement—training, tools, experimentation. Steve focuses on maintaining current capabilities—sustaining, not advancing.

Growth Mindset	Growth Avoidant
Example: A consultant who lost 3 major clients in one quarter-all citing 'slow response times and lack of proactive communication'. She immediately surveyed her remaining 12 clients, discovered they felt the same way, invested in a client portal with real-time project updates, and trained her team on weekly check-ins.	**Example:** A consulting firm owner who lost three clients in one quarter all citing- 'slow response times and lack of proactive communication. Steve told his team 'Those clients had unrealistic expectations - we responded within 48 hours which is industry standard,' blamed their demanding nature, and focused on finding 'better fit' clients.

GTME

⏰ 1 minutes

🗣 SAY: Let's talk about having a growth mindset. Take a second to read the first example.

CLICK:

🗣 SAY: Now let's talk about growth avoidant.

For time: Why might a company be growth avoidant? What could have happened to get them to stop trying new things?

🎯 KEY INSIGHT: Listen for "We tried X, now we're testing Y"

versus "We tried X once and it was a disaster, so we don't do that." Gabby's identity is "someone who's always learning." Steve's identity is "someone who knows what they're doing." Totally different relationship with failure.

Gabby's Nightmares

01

Tool Chaos:
Adoption Leak

"My sales team is in one system, marketing in another, service in a third—and nobody knows which customer data is accurate"

02

No Visibility:
Visibility Leak

"The CEO just asked me to prove our marketing ROI and I literally cannot connect our campaigns to closed revenue"

03

Time Drain:
Speed Leak

"My best people are spending 15 hours a week on data entry and reports instead of serving customers"

04

Disappearing Revenue:
Speed Leak

"We had 47 hot leads last month and I have no idea what happened to 23 of them—they just vanished into the void"

05

Can't Scale:
Adoption Leak

"We doubled our customer base but our processes are breaking—I'm terrified to grow more because nothing works at this size"

GTME

⏰ 4 minutes

🗣 SAY: Rather than list pain points, let me take you inside Gabby's actual week. These aren't just 'challenges'—these are crisis moments that wake her up at 3am.
[CLICK]
[Walk through each scenario with dramatic pacing]

🗣 SAY - Tool Chaos: It's Monday morning. Gabby's sales team swears they updated that account in Salesforce. Marketing says they never saw it in HubSpot. Customer service is looking at a completely different record in Zendesk. Nobody knows which version is true. Gabby's spending 90 minutes trying to reconcile THREE DIFFERENT versions of reality about ONE customer. This happens every single Monday.

Possible follow up after each one: What's the business impact? What happens to the person trying to do their job when this happens: (Loss of productivity and revenue is what we are looking for.)
[CLICK]

🗣️ SAY - No Visibility: Now it's the quarterly leadership meeting. The CEO asks a simple question: 'What's our marketing ROI?' Gabby can tell him how many emails they sent, how many people clicked, how many downloaded content. But can she connect ANY of that to actual closed revenue? No. Her stomach drops. She KNOWS marketing is working—customers tell her they found them through content—but she can't PROVE it. The CEO's looking at her. She feels like a fraud.

[CLICK]

🗣️ SAY - Time Drain: Wednesday afternoon. Gabby looks up and realizes her rockstar account manager—the one customers love—hasn't talked to a SINGLE customer today. She's been pulling data from four systems, building a manual report in Excel, and trying to figure out why the numbers don't match. Fifteen hours a week on this. Every week. Gabby's paying her to do admin work, not delight customers. It's very stressful.

[CLICK]

🗣️ SAY - Disappearing Revenue: Friday morning pipeline review. Gabby's looking at last month—47 hot leads came in. Really hot. Demo requests, pricing questions, high intent. Her

team closed 16 deals. Amazing! But wait... what happened to the other 31? She starts digging. Nobody called 12 of them. Eight got one email and were never followed up. Eleven are marked 'not interested' but there's no note explaining why. These opportunities just... disappeared. Into thin air. How much revenue did she just lose because leads fell through the cracks?

[CLICK]

🗣️ SAY - Can't Scale: And here's the existential crisis keeping her up at night: They DOUBLED their customer base this year. Doubled! Success, right? Except everything is breaking. The onboarding process that worked for 50 customers doesn't work for 100. The spreadsheet that tracked deals can't handle the volume. Her team is drowning. And there are more deals in the pipeline! She should be celebrating growth, but instead she's terrified. What happens when they double AGAIN? Will they collapse under their own success?
[Pause for effect]

🗣️ SAY: These aren't just pain points—they're barriers to growth. And Growth Gabby takes them PERSONALLY because every single one of these moments takes her away from serving customers.

❓ ASK: If you were the CEO, what would bother you the most? Throw the number in the chat.
[Facilitate quick discussion]

💪 TRANSITION: Now, here's what Gabby's dreaming about instead...

Gabby's Dream State

01
Total Visibility

"Anyone on my team can see the customer journey in 10 seconds"

02
Efficient Growth

"We generate 3x revenue with the same core team using smarter systems"

03
Proactive Delight

"Customers say, 'You always know what I need before I ask'"

04
Rapid Iteration

"We test, learn, and pivot within days—not quarters"

05
Confident Strategy

"Every decision backed by clear data showing customer impact and ROI"

06
Scalable Growth

"Our systems grow with us—100 customers or 1,000, we're ready"

GTME

⏰ 3 minutes

🗣️ SAY: Those problems we just talked about? Gabby doesn't just want to SOLVE them—she wants to TRANSFORM them. Let's look at her vision board—what keeps her EXCITED instead of what keeps her up at night.

[CLICK]

🗣️ SAY - Total Visibility: Right now, when someone asks 'What happened with that customer?' her team scrambles through emails, systems, Slack threads. Gabby's dream? Anyone on her team can pull up the complete customer journey in 10 seconds. Not just what happened—but what it MEANS and what to do next. That's her north star.

[CLICK]

🗣 SAY - Efficient Growth: She's tired of the equation 'more revenue = more headcount.' She's seen companies scale themselves to death—hiring so fast they lose their culture and efficiency. Gabby's dream is to 3x revenue with the same CORE team. Not by working them harder—by working SMARTER with better systems. That's the kind of growth she's after.

[CLICK]

🗣 SAY - Proactive Delight: Right now customers are reaching out asking 'What's the status of my project?' or 'When will this be done?' That means SHE'S reactive. Gabby dreams about customers saying 'You always know what I need before I ask.' She wants to ANTICIPATE needs, not respond to them. That's customer obsession.

[CLICK]

🗣 SAY - Rapid Iteration: She's frustrated by quarterly planning cycles. Launch something, wait three months to see if it worked, pivot. Too slow. Gabby wants to test on Monday, see results by Wednesday, pivot by Friday. She wants to operate at the speed of learning. Days, not quarters.

[CLICK]

🗣 SAY - Confident Strategy: She's tired of hoping she's making good decisions with incomplete data. Gabby dreams about confidence—every decision backed by clear data showing

customer impact AND ROI. Not gut feel. Not guesswork. Data-driven certainty.

[CLICK]

🗣 SAY - Scalable Foundation: And here's the big dream: She wants to stop worrying 'Can we handle more growth?' She wants systems that scale WITH her. Whether she has 100 customers or 1,000, she's ready. Growth becomes exciting instead of terrifying.
[Pause]
🗣 SAY: Notice these aren't just business goals—they're personal missions for Growth Gabby. She measures her own success by these outcomes. This is what she's building toward.

❓ ASK: Based on what you learned earlier today, what about HubSpot solves one of these? (Bonus if you can name the feature, we will all OOH and AHH.)

💡 EXPECTED ANSWERS:
These are about transformation, not just improvement
They're customer-focused, not just internal metrics
They're about capability-building, not just hitting numbers
They're proactive/visionary, not reactive/tactical

🗣 SAY: Perfect. Traditional objectives are 'Increase revenue by 15%' or 'Reduce churn by 3%.' Those are important, but they're outcomes. Gabby's goals are about CAPABILITIES—'Build systems that let us scale efficiently.' The revenue increase is a natural result of the capability.

How To Spot Growth Gabby

The Questions They Ask	The Frustrations They Express	The Future They Describe	What You Won't Hear From Gabby
➔ "How quickly can we see results?"	➔ "We're losing deals because we can't move fast enough"	➔ "When we're 3x this size..."	➔ "We've always done it this way and it works fine"
➔ "Can this scale with us?"	➔ "Our current tools are holding us back from growth"	➔ "I'm building toward..."	➔ "Our team doesn't like change"
➔ "How will this improve customer experience?"		➔ "The goal is to scale without..."	➔ "I just need the cheapest option"

GTME

⏰ 3 minutes

🗣 SAY: "Before we practice, let me give you the Gabby detection cheat sheet. Growth Gabbys literally cannot help but reveal themselves—you just need to know what to listen for.

[CLICK]

🗣 SAY: Questions: First, listen to the QUESTIONS they ask. Gabby asks about speed—'How quickly can we see results?' She asks about scalability—'Can this grow with us?' She asks about CUSTOMER IMPACT—'How does this improve customer experience?' These questions reveal priorities.

[CLICK]

🗣️ SAY: Frustrations: "Second, listen to their FRUSTRATIONS. These are buying triggers. When Gabby says 'We're losing deals because we can't move fast enough'—that's urgency. 'Our tools are holding us back'—that's readiness to change. These aren't complaints—they're invitations.

[CLICK]

🗣️ SAY: Future Language: "Third—and this is KEY—listen for FUTURE-FOCUSED language. 'When we're 3x this size...' means she's already planning for scale. 'I'm building toward...' means she has a vision. 'Scale WITHOUT...' means she's thinking about efficiency, not just growth. This is growth mindset in action.

[CLICK]

🗣️ SAY: What You Won't Hear: "And here's your red flag detector: What you WON'T hear from Gabby. If someone says 'We've always done it this way and it works fine'—that's not Gabby. 'Our team doesn't like change'—not Gabby. 'Just need the cheapest option'—not Gabby. These phrases tell you you're talking to Stable Steve.

❓ ASK: "What questions could YOU ask to surface whether someone's a Gabby?"

💡 EXPECTED ANSWERS:

"What's working well today and what's frustrating?"
"Where do you want to be in 18 months?"
"What's holding you back from growing faster?"

"If you could wave a magic wand and fix one thing, what would it be?"

Practice Time: Find the Gabbys

Time: 10 Minutes

01

Read

Read one conversation transcript

Look for Gabby indicators (questions, frustrations, future language)

Score each prospect using the framework

02

Decide

Identify if they are a Growth Gabby. Why or why not?

Your team may be called on to present.

GTME

⏰ 1 minute

🗣 SAY: Alright, time to put your Gabby radar to work. You're going to analyze ONE discovery call transcript. These are realistic conversations—messy, nuanced, mixed signals. Just like real life.

🗣 SAY: You want to see what indicators they have or don't have to be a Growth Gabby.

🗣 SAY: You'll have 10 minutes in breakout rooms. If you have time, read the other transcripts, and see what you find.

💪 DO: Send them to breakout rooms with access to all three transcripts.

[DROP THIS LINK IN THE CHAT]
https://docs.google.com/document/d/1AyiSzzZOXCg2eu hGmarP8mbCsnhKy7LczD-FyeJxB7I/copy?usp=sharing

Room Assignments

Scenario 1

Rooms **1, 4, 7, 10, 13, 16, 19, 22,** etc.

Scenario 2

Rooms **2, 5, 8, 11, 14, 17, 20, 23,** etc.

Scenario 3

Rooms **3, 6, 9, 12, 15, 18, 21, 24,** etc.

Facilitator document here
https://docs.google.com/document/d/1AyiSzzZOXCg2euhGmarP8mbCsnhKy7LczD-FyeJxB7I/edit?tab=t.0#heading=h.nfap50ge0i6u

Debrief

Which prospect is the strongest Growth Gabby?

A. **Jordan Chen** (TechConsulting Partners)
B. **Sam Martinez** (Riverside Manufacturing)
C. **Alex Okonkwo** (BrightPath Education)

Drop your answer in chat + your confidence level (1-10)

GTME

⏰ 6 minutes

🗣️ SAY: Alright, welcome back! Time for the reveal. But first, I want to see what you all decided.

💪 DO: Run the poll, collect responses in chat

🗣️ SAY: Interesting! I'm seeing [distribute the results]. Now let's break down each one and see if we can reach consensus.

The Analysis - Jordan Chen

✅ **STRONG GABBY INDICATORS**

- 💬 "Held together with duct tape—that needs to change"
- 💬 "When we hit 50 or 75 people, I don't want to be scrambling"
- 💬 "I'm giving them activity metrics, not outcome metrics"
- 💬 "By next quarter... we're planning a big Q4 push"

SCORE: 5/6 - Strong Gabby

- ➔ Ready to buy
- ➔ Thoughtful about adoption
- ➔ Planning for scale

⚠️ **POTENTIAL CONCERNS**

Adoption worry: "We tried implementing a tool last year and it failed"

- ➔ Could slow decision

GTME

⏰ 2 minutes

🗣 SAY: Let's breakdown Jordan's score. Here's the Gabby indicators we saw.

[CLICK]

🗣 SAY: And here are the potential concerns

[CLICK]

If we look at our Score breakdown
[CLICK]

My take? I'd say Jordan is a SOLID Gabby. Growth mindset, change-ready, thinking about scale. The adoption concern is

actually a GOOD sign—it means she's thoughtful about change management. This is someone who will drive adoption because she learned from the past failure.

The Analysis - Sam Martinez

🚩 **RED FLAG STEVE INDICATORS**

❌ "We've been successful for 40 years doing it this way"

❌ "I don't want to fix what isn't broken"

❌ "No rush... probably next year sometime"

❌ "We tried 8 years ago—it was a disaster"

❌ Marketing director pushed for 6 months before he agreed to a call

SCORE: 1/6 - Classic Steve

➜ Pass on this deal

➜ Talk to the marketing director instead

🤔 **MIXED SIGNALS**

➜ He DID take the call (that's something)

➜ He acknowledges the marketing director might be right

➜ He cares about team adoption

GTME

⏰ 2 minutes

🗣 SAY: Who voted for Sam? What made him stand out to you?.

[CLICK]

🗣 SAY: But it wasn't all bad

[CLICK]
SCORE BREAKDOWN time!
[CLICK]

MY TAKE: Sam is NOT a Gabby. He's Stable Steve personified. Everything about his language screams 'protect what we have.' Even when he acknowledges potential need for change, it's

defensive. 'We've done it this way for 40 years' tells you everything. This is someone who will slow-walk every decision, negotiate hard on price because he sees software as a cost not an investment, and then won't drive adoption. The sales team 'revolt' from 8 years ago will happen again because SAM doesn't believe in the change. Pass."

❓ ASK: "What would you do if Sam ended up in your pipeline?"
EXPECTED ANSWERS:

Qualify him out
Connect him with his marketing director (the real buyer)
Slow-play and prioritize real Gabbys

🗣️ SAY: "Exactly. You're not going to CONVERT Sam into a Gabby. His marketing director might be a Gabby—talk to HER. But don't waste cycles trying to convince Sam. He'll drain your time and energy."

The Analysis - Alex Okonkwo

🏅☑️ MEGA GABBY INDICATORS

- 💬 "Every week of onboarding delay means higher churn risk"
- 💬 "I want us to operate like a company twice our size"
- 💬 "We lost a renewal—that was a wake-up call"
- 💬 "Decision in two weeks, operational in 30 days"
- 💬 "I don't believe in analysis paralysis"

SCORE: 6/6 - Perfect Gabby 🎯

- ➔ Drop everything and close this deal!

⚠️ ONE YELLOW FLAG

- ➔ **Aggressive timeline:** "30 days to full operation" might be unrealistic—but this is GOOD urgency, not recklessness. She acknowledges it's aggressive and asks "Is that realistic?"

GTME

⏰ 2 minutes

🗣️ SAY: Who voted for Alex? What made him stand out to you?.

[CLICK]

🗣️ SAY:
Alex is the DREAM customer. This is Growth Gabby in her purest form. Everything—and I mean EVERYTHING—in this conversation screams 'I'm ready to transform my business.' Listen to the language: 'inflection point,' 'time-to-value,' 'operate like we're twice our size,' 'reading their minds,' 'building not firefighting.' This is someone who will:

Make a decision fast

Drive adoption aggressively
Invest for transformation, not just tools
Become a reference customer in 6 months
Expand into more products as she grows

If you have an Alex in your pipeline, you drop EVERYTHING and close that deal.

SAY: "Now here's what I want you to notice: Jordan and Alex are BOTH Gabbys. But they're at different stages:

Jordan is at a 35-person services company that's growing steadily. She has urgency ('by next quarter') but it's measured. She's thoughtful. She needs education and confidence-building. Alex is at an 18-person SaaS startup that just raised Series A and is about to double. She has MAXIMUM urgency ('yesterday'). She's done her research. She just needs you to confirm HubSpot is the right choice and get out of her way.

Both are great customers. But you'd sell to them differently:

Jordan needs more discovery, more proof points, more adoption planning
Alex needs speed, confirmation, fast implementation

Same persona. Different buying stages."

Pitch Message

Imagine you're pitching HubSpot to Alex (our 6/6 Gabby from BrightPath Education).

Which message makes her lean in?

Message A

"HubSpot is an all-in-one CRM platform with marketing, sales, and service tools. It has email automation, landing pages, and reporting dashboards. It's easy to use and affordable."

Message B

"You said you want to operate like a company twice your size. HubSpot provides the leverage with unified data, automation, and real-time visibility, ensuring nothing falls through the cracks and allowing you to make decisions quickly."

GTME

⏰ 3 minutes

🗣 SAY: Team, we've spotted Gabby 🕵️. Now, let's talk about how we speak to her. I want you to look at these two messages and tell me: Which one makes her lean in?
Ask: Which message makes her lean in?

(Pause for a moment.)

🗣 SAY: You're right, it's Message B. Let's quickly break down why:

Message A fails because it leads with features and generic value props like 'easy to use.' It sounds like a brochure and has no connection to her specific situation or what transformation she wants. Gabby just doesn't care about a features checklist.

Message B works because it mirrors her exact language: 'Operate like a company twice your size.' It connects directly to her pain: 'Nothing falls through the cracks'—a direct hit on the renewal she lost. It speaks to her goals: 'Stops firefighting.' It works because it proves you heard her.

Message B isn't about being eloquent; it's about speaking her unique language.

Discussion Checkpoint
How would you expect Message A to land with a very different personality, say Sam, our Stable Steve?

What Makes Gabby Disengage	Instead Try...
❌ "This is how most of our customers use it..." **Why it fails:** Gabby doesn't want to be like everyone else. She wants to transform her business, not copy others.	✅ "Based on what you're trying to achieve, here's how I'd configure this specifically for you..."
❌ "It has all the features you need..." **Why it fails:** Features don't excite Gabby. Outcomes excite Gabby.	✅ "This means you'll be able to [transformation she described]..."
❌ "The implementation typically takes 6-9 months..." **Why it fails:** Gabby can't wait 6-9 months. She'll find a faster option.	✅ "Most companies your size are up and running in 4-6 weeks. Some aggressive teams do it in 2-3 weeks if they prioritize it."

GTME

⏰ 1.5 minutes

🗣 SAY:
[CLICK]
❌ "This is how most customers use it" → Gabby hears: "Cookie-cutter approach" ✅ Instead: "Based on YOUR need to reduce onboarding from 6 to 2 weeks, here's how I'd configure this."
[CLICK]
❌ "It has all the features you need" → Features are Steve language ✅ Instead: "This means you'll nurture leads automatically so your team focuses on high-value conversations."
[CLICK]
❌ "Implementation takes 6-9 months" → Kiss of death ✅ Instead: "Initial value in 4-6 weeks with first phase. Full

optimization over 6-9 months."

| What Makes Gabby Disengage	Instead Try...
❌ "Let me show you all the things it can do..." **Why it fails:** Feature tour overwhelms and bores Gabby. She wants to see HER use case.	✅ "Let me show you exactly how you'd solve [her specific problem]..."
❌ "Don't worry, it's really easy to use..." **Why it fails:** Gabby doesn't doubt her ability. She doubts whether it'll deliver the transformation.	✅ "Companies like yours see [outcome] within [timeframe]..."

GTME

⏰ 1.5 minutes

🗣️ SAY:
[CLICK]
❌ "Let me show you all the things it can do" → Feature tour overwhelms ✅ Instead: "Let me show you exactly how you'd solve [her specific problem]."
[CLICK]
❌ "Don't worry, it's really easy" → She doubts impact, not usability ✅ Instead: "Companies like yours see [outcome] within [timeframe]."

The pattern? Gabby wants specificity, speed, and outcomes. Give her those three things and she leans in.

Craft Your Intro to Jordan
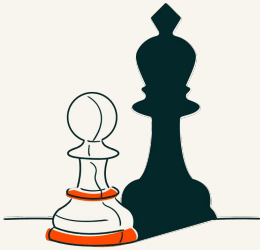
01
Key Pain Points

- Time wasted figuring out client info
- Can't prove marketing ROI to her board
- Worried about adoption (past tool failure)

02
Her Goals

- Complete visibility for any team member
- Systems that scale (preparing for 50-75 people)
- Implementation by next quarter

03
Your Challenge

Write a 2-3 sentence message using what you've learned. Include:

✓ Her specific language

✓ Proof point or timeline

✓ Clear next step

GTME

⏰ 8 minutes

🗣 SAY: Alright, now we're going to practice crafting an intro message to Jordan using the framework we just covered:
1. Jordan's Key Paint Points
2. Jordan's Goals
3. Your Challenge

I'll give you 5 minutes to craft your message and then we'll share.

💪 DO: Set a timer for 5 minutes.

🗣 SAY: Okay, let's see what you've got. Drop your crafted messages in chat."
[Call out 2-3 examples]

EXAMPLE OF A GOOD MESSAGE:

"Jordan, you mentioned your team feels held together with duct tape and you can't prove marketing ROI to your board. We helped a consulting firm your size unify their systems so anyone on the team could see complete client history in under 10 seconds, and they connected marketing activities to closed revenue for the first time. They were up and running in 5 weeks—well within your Q4 timeline. Would it be helpful to see exactly how they structured this?"

🗣️ SAY: See how this message:
- Uses her exact words: 'duct tape,' 'prove marketing ROI,' 'Q4 timeline'
- Gives specific outcome: '10 seconds to see complete history'
- Addresses her adoption concern implicitly: 'anyone on the team'
- Matches her urgency: '5 weeks'
- Ends with a question that moves forward: 'would it be helpful to see how'

This is Gabby language.

EXAMPLE OF A MESSAGE THAT NEEDS WORK:

"HubSpot has a unified CRM that would solve your visibility problem. It's easy to use and has great reporting. I'd love to set up a demo to show you all the features. Let me know if you're interested."

🗣️ SAY: This message misses because it:

- Uses generic language: 'visibility problem' instead of her 'duct tape' phrase
- Leads with features: 'unified CRM'
- Says 'easy to use'—we just talked about why this doesn't work
- Offers to show 'all the features'—feature tour trap
- Ends weakly: 'let me know if interested' instead of clear next step
- Doesn't address her specific board ROI concern
- No proof point or timeline

This feels like a template, not a custom response.

🗣️ SAY: The difference between these two messages? The first one proves you LISTENED. The second one proves you have a CRM to sell. Gabby responds to the first one.

❓ASK: What would make the weak message even stronger? [Facilitate improvements from the group]

TRANSITION: "Great work. You're now speaking Gabby's language."

Recap Time

01
Gabby Is A Mindset

It's not about the business card—it's about how they think about growth and change

02
3 Characteristics

Customer Focused + Change Agent + Growth Mindset = The Complete Gabby

03
Listen & Learn

Listen for future focus, transformation goals, and customer impact

04
They're Everywhere!

In every industry, every size, every role—just listen for the mindset

GTME

⏰ 2 minutes

🗣 SAY: Before we wrap, let's lock in on what we've learned.
[CLICK]
Mindset > Title:
We saw this with our three prospects, right? Jordan was a founder. Alex was a founder. Sam was also a senior leader. The title doesn't tell you anything. Jordan and Alex were Gabbys. Sam was Steve. Same level, totally different mindset. Stop qualifying by title—start qualifying by language.
[CLICK]
Three Traits Together:
Remember, you need ALL THREE characteristics. Someone can be customer-focused but resist change—that's not Gabby. Someone can love new tools but not measure by customer outcomes—also not Gabby. It's the COMBINATION that

defines her. Customer-focused drives the WHAT, change agent drives the HOW, growth mindset drives the WHY.

[CLICK]

Language Reveals Everything:

You don't need to ask 'Are you a Growth Gabby?' Just listen.

Future-focused language: 'When we're 3x this size...'

Transformation goals: 'We need to transform how we...'

Customer impact: 'This is costing us customer satisfaction...'

These phrases are your signals. Once you train your ear, you'll spot Gabbys in the first 5 minutes.

[CLICK]

They're Everywhere:

Don't limit yourself. We saw Gabbys in consulting, SaaS, education. They're also in healthcare, manufacturing, retail, non-profits. They're in 5-person startups and 500-person enterprises. The common thread isn't industry or size—it's mindset. Gabby is a way of thinking, not a demographic.

[Pause]

And here's the bottom line that should change how you spend your time: When you find a Gabby, you've found a customer who will:

Buy faster (short sales cycles)

Adopt better (drive team usage)

Succeed more (achieve outcomes)

Expand bigger (add products as they grow)

Refer others (become advocates)

One Gabby is worth 10 Steves in lifetime value. So when you spot a Gabby, you drop everything and prioritize that relationship. These are your future reference customers, your expansion opportunities, your promoters."
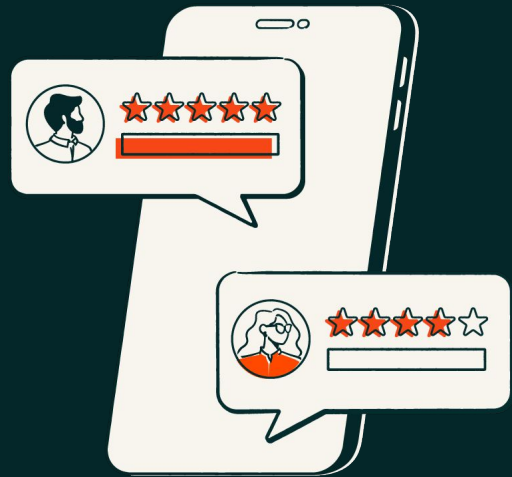
ASK: "Which of these five truths surprises you most or will change how you approach conversations?"
[Let a few people share]
Great insights.

🕰️ **3 minutes**

🗣️ **SAY:** "Before we wrap up, I'll to open the floor up to questions, but first, we'd love to hear your feedback on this session, to see how we can make it better.

💪 **DO:** Share SurveyMonkey link in the chat: [Feedback Survey](#)

💪 **DO:** Take questions 2-3 minutes