

Drive 100% HubSpot Adoption with Squad4 + Supered

CRM Adoption

We embed your CRM processes directly into the flow of work—so every rep knows what to do and when.



THE PROBLEM

Your CRM Is Your Biggest Liability

Your CRM should be your revenue engine, not your biggest liability. When your team doesn't know how to use it consistently, you don't just lose productivity. You lose visibility into your pipeline, confidence in your forecasts, and ultimately, deals. We embed training and process guardrails directly inside HubSpot so your people do it right the first time, every time. No more chasing bad data or retraining the same skills quarter after quarter.

The Data Dependency:

Your CRM is only as good as the data going in. Without adoption, training becomes shelf-ware.

'Just-in-Time' Enablement:

Supered delivers live guidance directly inside your CRM, right when your team needs it.

In-App Enforcement:

Rules of engagement are embedded in HubSpot, turning new hires into veterans fast.

THE ADOPTION GAP

What's Really Happening Inside Your CRM



"Where Does This Go?":

Reps constantly messaging Ops/Management asking process questions.



Dirty Data & Workarounds:

Required fields are filled with "n/a" or junk data just to bypass validation rules to close deals.



The "Wiki Graveyard":

Processes change, but the documentation is buried in a separate app and nobody reads it.



Ramp Time Drag:

New hires take months to learn the sales motions and pipelines of your portal.



Autonomous Execution:

SOPs and property definitions are embedded in the field itself. Reps self-solve in seconds.



Process Compliance:

Contextual cues explain why each field matters at the point of action.



Point-of-Action Delivery:

Guidance appears inside the deal or contact record when the rep needs it.



Accelerated Onboarding:

New hires are productive in days, not months—guided step-by-step by on-screen prompts from Day 1.



Visit us at: www.squad4.io



TESTIMONIAL

Proven Outcome

“

The Squad4 team was instrumental in guiding Caravel Law through a complex migration from an outdated CRM into a fully built-out HubSpot ecosystem. The end result is a CRM that is intuitive, powerful, and truly fit for purpose. If you're looking for a HubSpot partner who can handle complexity and deliver real outcomes, Squad4 is an easy recommendation.

— Vice President, Growth | Caravel

HOW IT WORKS

The Delivery Playbook

01

Kickoff & Alignment

Audit current docs, define "Golden Path" workflows, and set adoption KPIs.



02

Configuration & Build

Install Supered, migrate static SOPs into interactive cards, build CRM enforcement triggers.



03

Validation & Enablement

Beta test with power users, refine power cards, and conduct "Train the Trainer" sessions.



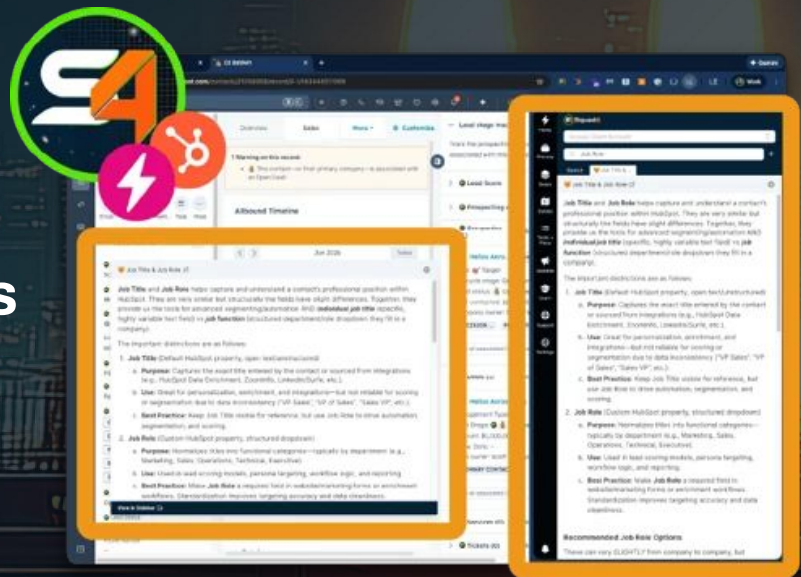
04

Launch & Optimize

Go-live support, usage analytics review, and monthly refinement of process cards.

EMBEDDED KNOWLEDGE & DOCUMENTATION

Make Process and Knowledge Access Effortless



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INVESTMENT & SCOPE

Choose Your Launchpad

Basic Onboarding (1mo)

JumpStart**\$3,000**

- Setup & Configuration
- Team Onboarding & Activation
- HubSpot Core Knowledgebase
- Company-Specific Knowledge
- 1x Process Rules/Boards
- Basic User & Admin Training
- Adoption Snapshot & Guidance

Advanced Onboarding (2mo)

JumpStart Pro**\$8,000**

- Everything in JumpStart
- +1-2 Process Boards
- Rule/Board Customizations
- Company KB Build/Support
- Advanced User & Admin Training
- Weekly Team Support Sessions
- Adoption & Compliance Report

Ongoing Support

Monthly SupportFrom **\$3k/mo**

- Everything in JumpStart Pro
- Fractional GTM/RevOps Guidance
- Pipeline Visibility & Forecasting
- Cross-Functional Process Alignment
- Automation & Workflow Builds
- Ongoing Enablement & Adoption
- Monthly Sprint Planning & Reviews

MEET YOUR TEAM

About **Squad4**

We are your expert Service Delivery and RevOps partner. We don't just build CRMs; we orchestrate the engines that drive revenue. By aligning Strategy (The What) with Execution (The How), we help you achieve **#ExitVelocity** 🚀 and ensure your team is always moving toward meaningful outcomes.

Book Your Adoption Audit Today!

Visit: www.squad4.io/service/hubspot-crm-adoption-enablement



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