



Easy to use and easy to buy



## Core Seat\*\*

Edit access to the Hubs you own and Smart CRM

Common Roles	Use Cases
<ul style="list-style-type: none"> <li>-CRM administrator</li> <li>-Revenue operations</li> <li>-Marketing manager</li> <li>-Marketing specialist</li> <li>-Software developer</li> <li>-Website developer</li> <li>-Content marketer</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain data model (contacts, companies, deals, tickets, custom objects)</li> <li>• Manage automated processes and integrations</li> <li>• Customize the CRM (properties, objects)</li> <li>• Generate reports and dashboards</li> <li>• Manage content (web pages, social media, paid ads, marketing emails)</li> <li>• Manage portal and user settings</li> </ul>

\*\*Available for purchase with all Hubs



## Sales & Service Seat\*

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

Common Roles	Use Cases
<ul style="list-style-type: none"> <li>-Sales/Service rep</li> <li>-Sales enablement</li> <li>-Sales manager</li> <li>-Business development</li> <li>-Account manager</li> <li>-Account executive</li> </ul>	<ul style="list-style-type: none"> <li>• Send prospecting emails</li> <li>• Participate in lead or ticket routing</li> <li>• Make calls to prospects or customers</li> <li>• Use SLAs and ticket handoffs</li> <li>• Create and manage goals</li> <li>• Manage and use enablement resources (playbooks, documents, templates)</li> <li>• Use forecasting functionality</li> </ul>

\*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](#)