

# HubSpot CRM

HubSpot CRM is a great way to distribute Crayon Battlecards to your entire sales team. The benefits of using Crayon's HubSpot CRM integration are:

- Sales users can access Battlecards directly inside of the tool they're working with every day, their CRM.
- Sales users don't need to go through the Crayon sign up process when viewing Battlecards through HubSpot CRM. This reduces friction for key Battlecard stakeholders and makes scaling your competitive program easier.

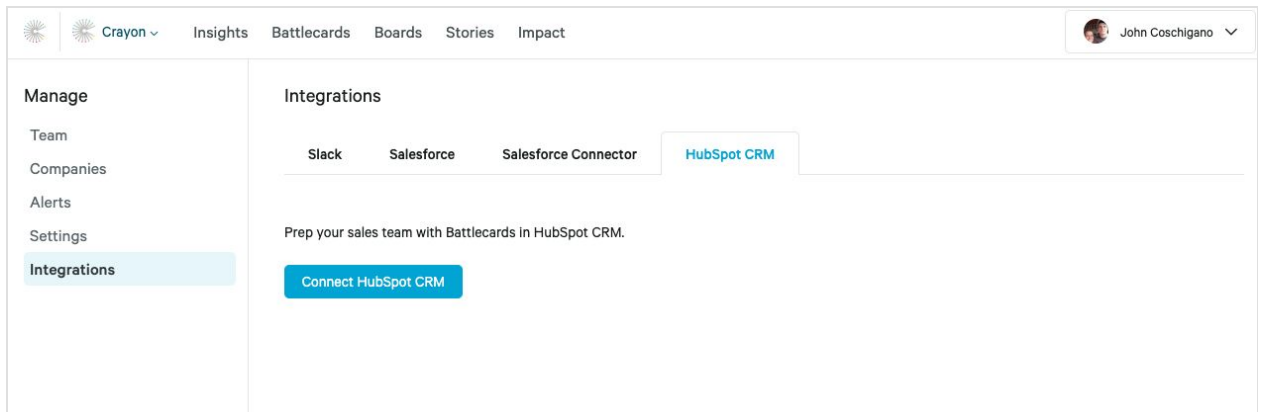
## How does it work?

Once integrated, you'll have a Crayon CRM extension available on your **Deal**, **Company**, and **Contact** objects. The CRM extension has a single button that will open up the Battlecard list view in a modal window. From there you can navigate through your Battlecards just as you would inside of Crayon.

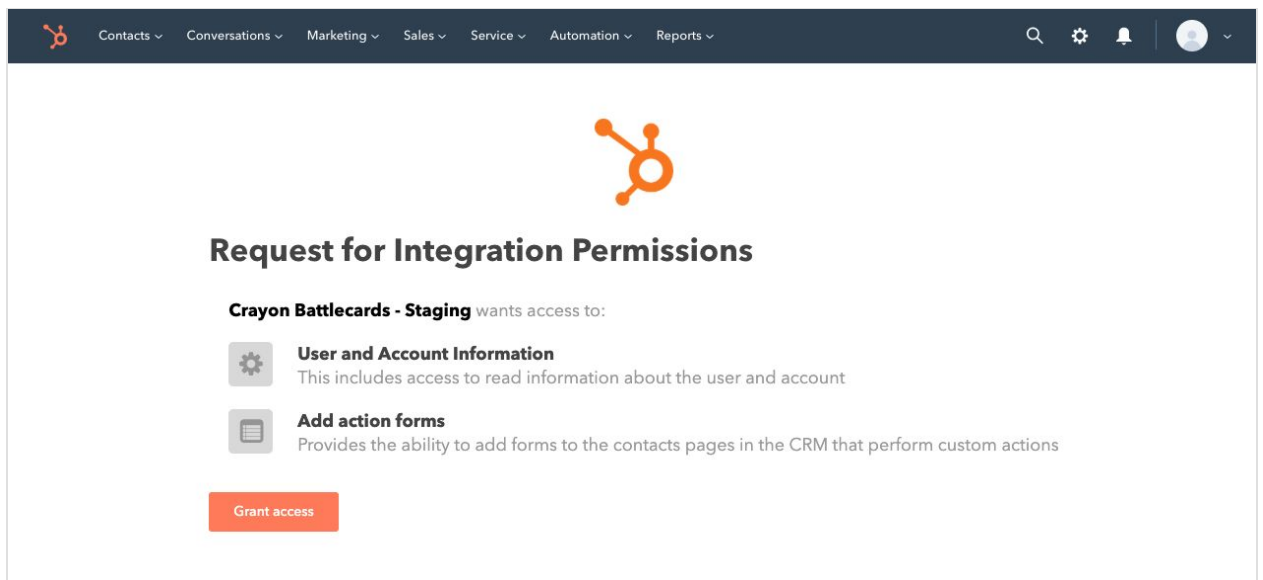
## Connecting to HubSpot CRM

Getting started with Crayon for HubSpot CRM should only take 5 - 10 minutes. The steps are as follows:

1. Send a Crayon invitation to your HubSpot administrator. They will also need admin privileges in Crayon.
2. Once your HubSpot administrator has signed up for Crayon they should navigate to the dropdown in the top right corner of the screen > **Manage (Admin)** > **Integrations** > **HubSpot CRM**



3. From the HubSpot CRM tab click **Connect HubSpot CRM**. This should redirect you over to HubSpot where you will authenticate as a HubSpot user.
4. HubSpot will request access for User and Account Information and Add action forms. Click the **Grant access** button.



5. Once connected, you'll be redirected into HubSpot to start using the integration on Deals, Companies, and Contacts!