

# Building an End-to-End AI Sales Engine in HubSpot

Live Webinar + Demos + Q&A

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June 3, 2026 | 10 AM CT

WHO WE ARE

# One partner. Every department covered.

Vonazon is a **full-service, AI-enabled HubSpot Elite Solutions Partner**. We architect, activate, and optimize the revenue systems modern companies need to grow, with AI embedded throughout.



**250+**

HubSpot Certifications

**3000+**

Onboardings

**3000+**

Implementations

**1500+**

Integrations/Migrations

**250+**

Five Star Reviews

**5000+**

Happy Customers

# Who you'll hear from + what we'll cover

Learn the tools from the people who build and use them



## AEO VISIBILITY

AEO Intro

**Miles England** | Vonazon | Onboarding Manager & Director of Partnerships



## ATTRACT QUALIFIED TRAFFIC

AEO Strategy + Real World Results

**Chloe Papke** | Vonazon | HubSpot Implementation Specialist



## CAPTURE & QUALIFY INTEREST

Customer Agent + Buyer Intent

**Sheena Heppern** | Vonazon | HubSpot Implementation Specialist



## GENERATE PIPELINE

Prospecting Agent

**Sabrina Marshall** | Vonazon | HubSpot Implementation Specialist



## CONVERT INTEREST INTO MEETINGS

Aloware Conversion Agent

**William Scholl** | Aloware | Director of Product

# AEO Introduction

PRESENTED BY

Miles England

Vonazon

# The End-to-End AI Sales Engine

1



## TRAFFIC

Show up where buyers ask AI for answers

2



## ENGAGEMENT

Engage visitors in real time and capture intent

3



## INTENT

Identify high-intent accounts and validate the right leads

4



## PIPELINE

Turn intent into meetings with AI-powered outreach and follow-up.

5



## REVENUE

Convert conversations into customers and drive revenue.

HubSpot  
AEO



Customer Agent & Intent Data



Prospecting Agent



The future isn't more AI tools. **It's better business outcomes through connected AI systems.**

# Set the Foundation for AI Visibility

Before AI can recommend your brand, HubSpot needs to understand who you are, who you serve, and what buyers are asking.



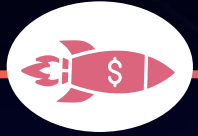
TRAFFIC

ENGAGEMENT

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REVENUE



# AEO Strategy + Real-World Results

PRESENTED BY

Chloe Papke

Vonazon

# AEO Strategy + Real World Results

AI is reshaping how buyers research, decide, and choose.



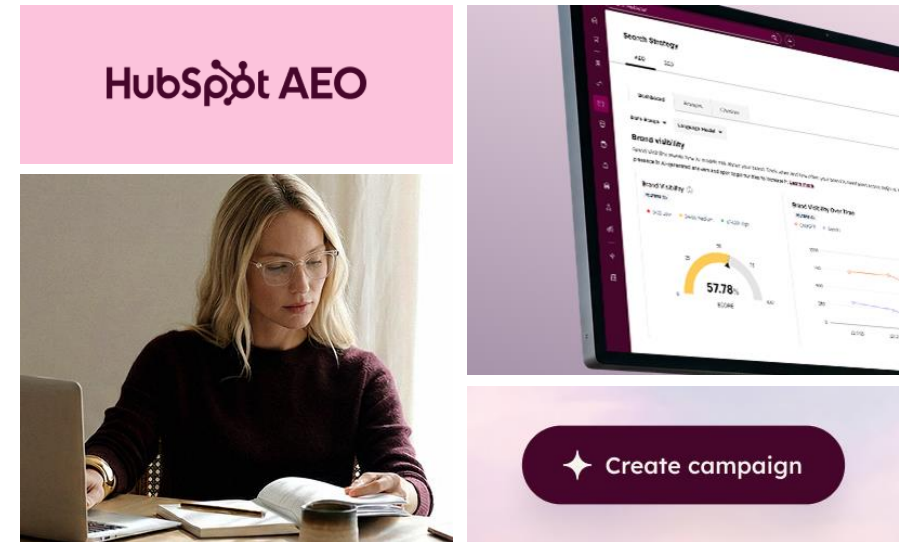
**900M people per week** are using AI tools to research solutions.



Buyers ask longer, more specific questions to AI tools—**25-30 words on average**.



AI referral traffic **converts 4.4x higher** than organic traffic.



# Your Website Is Only 4-8% of the Picture

92-96%

of AI citations come from sources you don't own.

The brands winning in AI search have the broadest, most credible presence across ALL the places AI looks – not just their own site.



# AEO Strategic Takeaway

01 

If that's HubSpot's AEO review, then I want you to **think about what yours looks like** if you haven't checked yet.

02 

The teams getting real results from AEO are treating it as **a content operations system**.  
Clear prompt strategy organized by buyer stage.  
Regular citation reviews.

03 

The teams not seeing results? They set it up, looked at the score once, and didn't know what to do next.  
**The data without the interpretation is just noise.**

**That gap – between having the tool and having a strategy –  
That is exactly where we work with clients.**

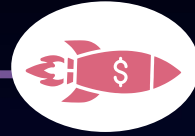
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# Customer Agent + Buyer Intent Capture

PRESENTED BY

Sheena Heppern

Vonazon

# Buyer Intent: Turning Signals into Conversations

Buyer Intent identifies WHO is ready to engage.  
Customer Agent determines HOW to engage them.

- **Website visits**  
(including anonymous company traffic)
- **Research activity**  
on relevant topics
- **Company news**  
(funding, executive hires, product launches)
- **Contact-level changes**  
(job moves, email status changes)

## HubSpot's Buyers Intent can:

- Capture Signals
- Identifies companies visiting your website.
- External intent and research signals are added to company profiles.
- Score & Prioritize
- High-intent accounts are surfaced automatically.
- Sales and marketing teams focus on accounts most likely to buy.

# Every Question is an Intent Signal



Most teams miss buying signals hidden inside customer conversations.

Customer Agent closes the gap by capturing intent faster

# HubSpot Customer Agent Results

**65%**

Conversations resolved automatically

**39%**

Faster resolution times

**8,000+**

Activated customers

Customer Agent handles the repetitive so your team can focus on higher-value work.



## Faster Answers

Instant responses to common questions.



## Fewer Tickets

Routine conversations handled automatically.



## More Deals

Teams focus on high-intent opportunities.

# Three High-Impact Use Cases for Customer Agent

01 

## Convert High Intent Visitors

Pricing questions  
Product questions  
Demo requests

02 

## Identify Expansion Opportunities

Support conversations  
Upsell signals  
Cross-sell opportunities.

03 

## Qualify & Route Intent

Assign ownership  
Notify the right team  
Book meetings faster.

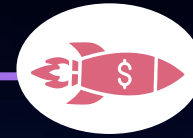
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# Prospecting Agent

PRESENTED BY

Sabrina Marshall

Vonazon

# Prospecting Agent & Pipeline Generation

## WHAT PROSPECTING AGENT IS

HubSpot calls it your **always-on AI sales BDR**. It monitors enrolled accounts for buying signals, researches the right contacts, and crafts personalized outreach, all natively inside HubSpot using your CRM history.

Signals	Reason To Reach Out
Visitor intent    Geo expansion    Funding	Amazon's growing fast — new funding, key hires, and site traffic make this the...
Visitor intent    Executive hiring    Research	Recent visitor interest combined with active research into monetization and n...
Visitor intent    Executive hiring    Layoffs	Amid leadership changes and restructuring, Meta continues to see sit...
Product launch    Mergers and acquisitions	Disney's recent product launches alongside acquisition activity signal a k...

**Up to 2x**

higher response rates vs. traditional sequences

**Up to 95%**

decrease in time on research & personalization

**Up to 2x**

more leads engaged per team

# What Changed in Spring 2026

HubSpot called this a complete rebuild, not a feature update.

Four things are genuinely new:



## Smart buying signals

Surfaces high-priority accounts based on signals



## Deeper multi-channel outreach

From identifying an opportunity to recommending the next action.



## Full lifecycle coverage

Map the buying committee, identify the stakeholders involved



## New pricing model

Pay only for recommended leads, not ongoing monitoring.

# Three Best Practices

From real Prospecting Agent implementations.

01 

## Set up plays with intention

Define clear buying signals that reflect genuine readiness, not generic engagement metrics.

02 

## Start simple and add context

Focus on a few strong signals. Quality context beats complex criteria every time.

03 

## Review the reasoning

Check why the agent made its recommendation and validate the signals that matter most.

TRAFFIC

ENGAGEMENT

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# Conversion Agent + Aloware

PRESENTED BY

William Scholl

Aloware

# Conversion Agent & the Speed-to-Lead Gap

Aloware is the **AI voice & SMS layer for HubSpot**. The moment a lead shows intent — an intent signal, a workflow trigger, a form fill, — the Conversion Agent calls or texts in seconds, qualifies, and books the meeting.

*Email opens the conversation. Voice closes it.*

60x

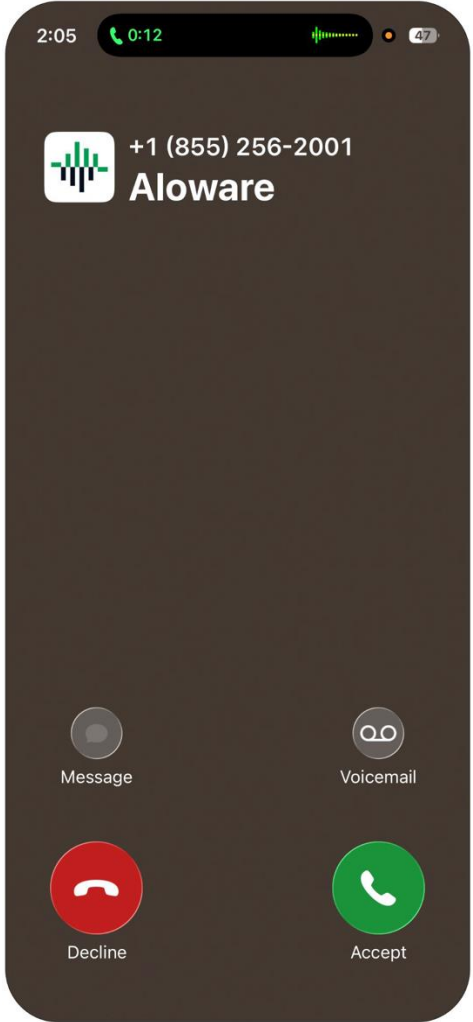
drop in qualification odds after a 5-minute delay (MIT / InsideSales)

62%

answer rate on Branded Calling vs. 20% unbranded (Twilio, 720K-call study)

< 60s

from form fill to a live, qualified call



# From Pipeline to Booked Meeting – in Four Steps

## HOW IT WORKS

- ✓ **Trigger:** Fires from HubSpot – intent signals from the Customer Agent, form submissions, or any workflow. Lead-to-call in under 60 seconds.
- ✓ **Talk:** The AI agent calls on Branded Calling, qualifies the lead in real time, and books the meeting on the rep's calendar.
- ✓ **Sync:** Recording, transcript, and outcome write back to HubSpot. The AI's conversation becomes structured HubSpot data – every answer mapped to the right contact/deal property. Workflows fire from the result.
- ✓ **Escalate:** High score → AI calls, qualifies, books.  
Medium → drops into the rep's Power Dialer → with full context.  
Low → SMS, and the AI handles the reply

The future isn't more AI tools.

# It's better business outcomes through a connected AI sales engine.

AI delivers the most value when every stage works together



# READY TO PUT IT INTO ACTION?

Let Vonazon & Aloware help you implement your AI sales engine and start driving results – fast.



## FREE AEO ASSESSMENT

Uncover opportunities to get found by AI and drive more traffic.



## BRAND KIT SETUP DISCUSSION

Build the foundation for consistent messaging and AI visibility.



## EXCLUSIVE PARTNER OFFER

\$250 in Usage Credits for new customers who sign up by July 15th or existing customers who purchase an RCPA package \*

**CLICK HERE TO SCHEDULE YOUR  
COMPLIMENTARY CONSULTATION**

