



Teajai Kimsey

Certified Gold HubSpot Solutions Partner

Build. Work. Deliver - HubSpot Optimization

teajai [dot] com

LinkedIn /in/ teajai

Questions to Ask Before Hiring a HubSpot Partner

Use these questions to understand how someone really works with HubSpot — beyond titles or badges.

Experience & Role

- 1. How much time do you personally spend working inside HubSpot each week?*
- 2. Will the person answering these questions be the same person configuring our portal?*
- 3. Can you briefly describe a recent HubSpot setup you worked on and what made it challenging?*

Understanding HubSpot Behavior

- 4. Can you share an example of HubSpot behaving differently than expected — and how you figured out why?*
- 5. When a report number doesn't match what someone assumes, how do you explain the difference?*
- 6. When something feels "off" in HubSpot, where do you usually start looking?*

Structure, Automation & Judgment

- 7. How do you decide when something should be automated — and when it shouldn't?*
- 8. Can you share an example where simplifying a HubSpot setup improved results?*
- 9. What early decisions tend to cause problems later in a HubSpot portal?*

Reporting, Trust & Long-Term Health

- 10. How do you define success before building reports or dashboards?*
- 11. What does a healthy HubSpot portal look like after six to twelve months?*
- 12. What kinds of HubSpot projects are not a good fit for you?*

You're not looking for perfect answers — you're listening for clarity, confidence, and experience grounded in real use of the platform.