



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.