Sales CRM decision scorecard

Compare equivalent sales requirements in the intended editions. Record evidence and open questions before selecting a platform.

Project / team: _____ Owner: _____
Date / edition: _____ Must-have outcome: _____

Requirement / test	HubSpot Sales Hub	Salesforce Sales Cloud
Data relationships: company, contacts, opportunity and buying group		
Pipeline: entry/exit evidence and required next action		
Ownership: assignment, reassignment and absence fallback		
Permissions: shared visibility without unnecessary editing rights		
Migration: matching keys, relevant history and duplicate handling		
Reporting: agreed stage definitions and usable pipeline views		
Cost: edition, seats, add-ons, build and ongoing administration		

For comparisons: use 0 = not met, 1 = partial, 2 = met, 3 = strong fit. Record evidence and edition dependencies; scores are your assessment, not a vendor rating.

Validate before you commit

Use one realistic scenario and one exception. Note the actual evidence, not only whether the connector or platform reports success.

[ ] One inbound enquiry is qualified and assigned.

[ ] A deal is associated with the correct company and contacts.

[ ] A meeting and the next step are visible to the responsible user.

[ ] One missing-data case and one duplicate are tested.

[ ] Reassignment and team permissions work in the proposed edition.

[ ] Every extra product or manual step is listed in the proposal.

[ ] Business owner, administrator and acceptance criteria are named.

Critical blocker / missing evidence

Next action / responsible person

Decision / next review date

Reference / Referenz: https://www.hubspot.com/products/sales

Implementation guidance, not a performance guarantee. Verify current product scope and requirements before purchase or rollout.