

HubSpot Too Expensive for Outbound?

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HubSpot Too Expensive for Outbound? Tailr CRM vs HubSpot for Cold Email Teams (2026)

Short answer: Choose HubSpot if inbound marketing (forms, landing pages, email nurture) drives your pipeline and you want sales and marketing in one system. Choose Tailr CRM if most deals start as replies to cold email or LinkedIn: it turns those replies into assigned leads automatically, costs one flat monthly price, and carries your brand.

Key takeaways

- HubSpot Sales Hub Starter is about **\$15 per seat** per month, but sales automation and forecasting sit on Professional at about **\$90 per seat** plus a one-time **\$1,500 onboarding fee**.
- For 10 users on Professional, year one is about **\$12,300**; Tailr CRM's Team plan is about **\$790** in year one on the yearly plan, with no setup fee.
- HubSpot's real strength is the marketing side. If you will not use it, you are paying for it anyway in the per-seat price.
- Some teams keep HubSpot Marketing for inbound and run outbound sales in a separate, cheaper CRM.

The HubSpot pricing ladder, step by step

Step	Sales Hub plan	Price	What usually triggers the move
1	Free CRM	\$0	Contacts, deals and a pipeline for a couple of founders
2	Starter	~\$15 per seat/month	You hire your first reps and want basic sales tools
3	Professional	~\$90 per seat/month + ~\$1,500 onboarding	You need automation, forecasting and proper reporting

A worked example: an 8-SDR outbound agency

	HubSpot Sales Pro	Tailr CRM (Team plan)
Year-one software cost (10 users)	~\$12,300	~\$790 (yearly plan), no setup fee
How a positive reply becomes a lead	Integration or Zapier per sending tool, built and maintained by you	Built in for Smartlead, Instantly, Lemlist and Apollo; any other tool via webhook
Who sets it up	You, with the paid onboarding	Ready in minutes, plus unlimited 1:1 onboarding during the trial
Client logs in and sees	HubSpot	Your agency's name and logo
Hiring 5 more SDRs next year	5 more Professional seats (~\$5,400/year)	Same flat price up to 15 users

HubSpot or Tailr CRM? Answer honestly (template: copy and adapt)

1. What share of last quarter's new pipeline came from inbound (forms, content) vs outbound (cold email, LinkedIn, calls)?
2. Which tool do we send cold email from today, and how do positive replies reach the CRM?
3. How many sales users will we have in 12 months? Price HubSpot Professional for that number.
4. Do clients or partners log in to our CRM? Does it matter whose logo they see?
5. Who will build and maintain automations and integrations: a person on our team, or the vendor?

Mostly inbound + someone to run it -> HubSpot

Mostly outbound + growing team -> Tailr CRM (or HubSpot Marketing + Tailr CRM for sales)

Three-year cost as your team grows

Year	Users	HubSpot Sales Pro (~\$90/seat + onboarding)	Tailr CRM Team (up to 15 users)
1	5	~\$6,900 (incl. \$1,500 onboarding)	~\$790
2	10	~\$10,800	~\$790
3	15	~\$16,200	~\$790
3-year total		~\$33,900	~\$2,370

Moving from HubSpot to Tailr CRM: a field-by-field guide

HubSpot	Tailr CRM	Note
Company	Account	One account per company; contacts from the same company merge into one lead
Contact	Contact on a lead or account	Email, phone, title, LinkedIn
Deal + deal stage	Deal on your pipeline	Your own stage names, set up with you during onboarding
Contact owner / deal owner	Lead owner	Future leads assign automatically
Lead source / original source	Lead source	Each source (form, webhook, sending tool) is tracked separately
Custom properties	Custom fields	Added with you during onboarding

Quick answers

Is HubSpot good for cold email outreach?

HubSpot can send sequences on paid Sales Hub plans, but most outbound teams send cold email from a dedicated tool like Smartlead, Instantly or Lemlist for deliverability reasons. The weak point is bringing the replies back: positive replies usually reach HubSpot through an integration or Zapier, not natively.

Why is HubSpot Professional so much more expensive than Starter?

Professional unlocks the sales automation, forecasting and reporting most growing teams need, and it is priced per seat with a mandatory onboarding fee. The jump from Starter to Professional is where HubSpot bills grow fastest.

Can I use HubSpot for marketing and Tailr CRM for sales?

Yes. If HubSpot Marketing runs your inbound, you can keep it and route outbound replies into Tailr CRM, where your sales team works the pipeline. Leads from website forms can also flow into Tailr CRM through a sign-up form or webhook link.

How long does it take to move from HubSpot to Tailr CRM?

Most teams are working in Tailr CRM within their 14-day free trial. Export contacts, companies and deals from HubSpot as CSV; Shawn helps you import them and connect your cold email tools on 1:1 onboarding calls. Complex moves can use the optional done-for-you migration (from \$299).

Does Tailr CRM have a free plan like HubSpot?

No free plan, but a 14-day free trial with no card needed, and paid plans start at \$59 per month for up to 5 users.

Does Tailr CRM charge per seat like HubSpot?

No. Tailr CRM charges one flat monthly price per plan: Starter \$59 for up to 5 users, Team \$79 for up to 15 and Growth \$149 for up to 40, with 2 months free on yearly billing. Every plan has every feature, there is no setup fee, and adding a rep within your plan's limit costs nothing.

Start your 14-day free trial

<https://tailr.b2bxclusive.com/start>

Full guide with sources: <https://b2bxclusive.com/blog/tailr-crm-vs-hubspot/> · By Subhendu J Shawn, founder of B2BXclusive.