




# How To Transform Your 2022 Revenue Pipeline and Forecasting with the Calendar First™ Approach

# DEMAND GEN<sup>®</sup> REPORT

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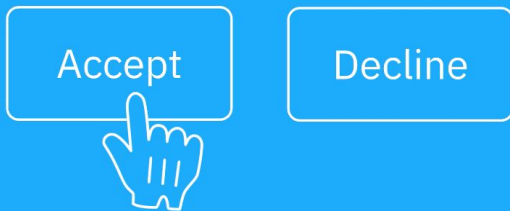
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**Demand Gen Report**



# Transform Your 2022 Revenue Pipeline with a Calendar First™ Approach

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# Where are your revenue generation limitations today?

## Challenges

Goals and forecast need to be more accurate/attainable.

ROI and Pipeline Generation relies too heavily on the SDR team's success.

Do we have enough resources to hit higher pipeline and rev targets?

# Goals and Forecasting

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# Today's Leading Indicators - Challenges of Forecasting

## Metric

## Challenges

Leads	Major volume differences across sources/ABM
Sales Activity - Calls/Emails	Results vary greatly from rep to rep
Opportunities / Deals	AE and SDR focus is misaligned
Pipeline	Accurate amount not set until Stage 2/3

# When Goals Aren't Met... Frontline Actions

<b>Role</b>	<b>Corrective Action</b>	<b>Challenges Worsen not Solved</b>
Marketing	Spend more money Drive more leads	Push more leads to SDRs Add 1000 leads = Add 10K tasks
SDR/BDR	More sales activities Qualify quicker to hit SLA	Slower response Deal quality drops to hit goals
Sales	Focus on low hanging fruit More End of Mth, Qtr, Yr crunch	SDR/Mktg pipeline ignored New pipeline is ignored further



# Executive View vs. What Really Happened

**SDRs Created More Deals**

## **Deals Not as Qualified**

More time is spent maintaining SLAs on the activity to-do queue and lead coverage, leaving less time for quality discovery, resulting in a higher volume of less quality deals.

**Marketing Generated More Leads**

## **Too Many Sales Activities**

**Last Quarter**

1000 Leads = 10,000 Activities

**This Quarter**

2000 Leads = 20,000 Activities



**AEs Closed More Revenue**

## **Revenue Sourced Outside of Investment**

To hit higher revenue/bookings attainment, reps closed deals outside of the Marketing and SDR investment

# Pipeline and ROI relies too heavily on the SDR

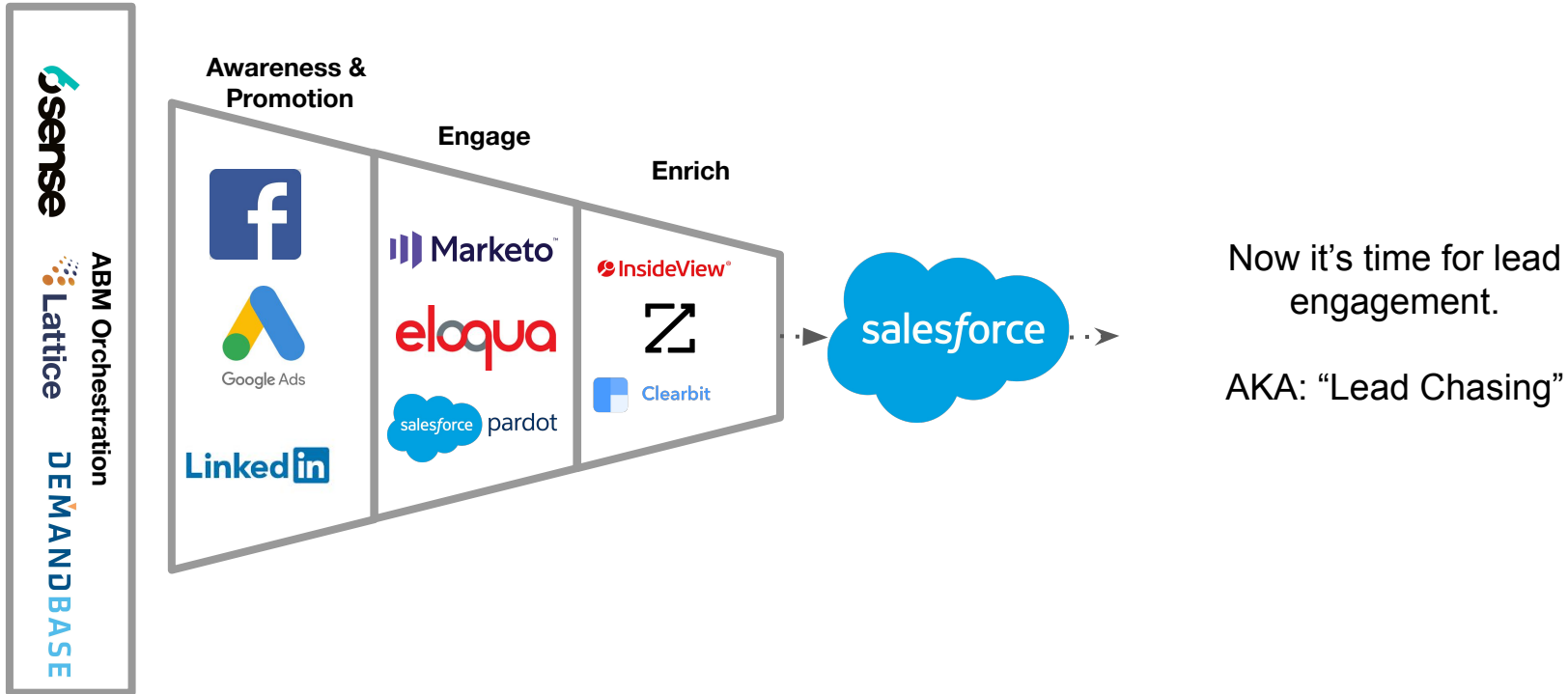
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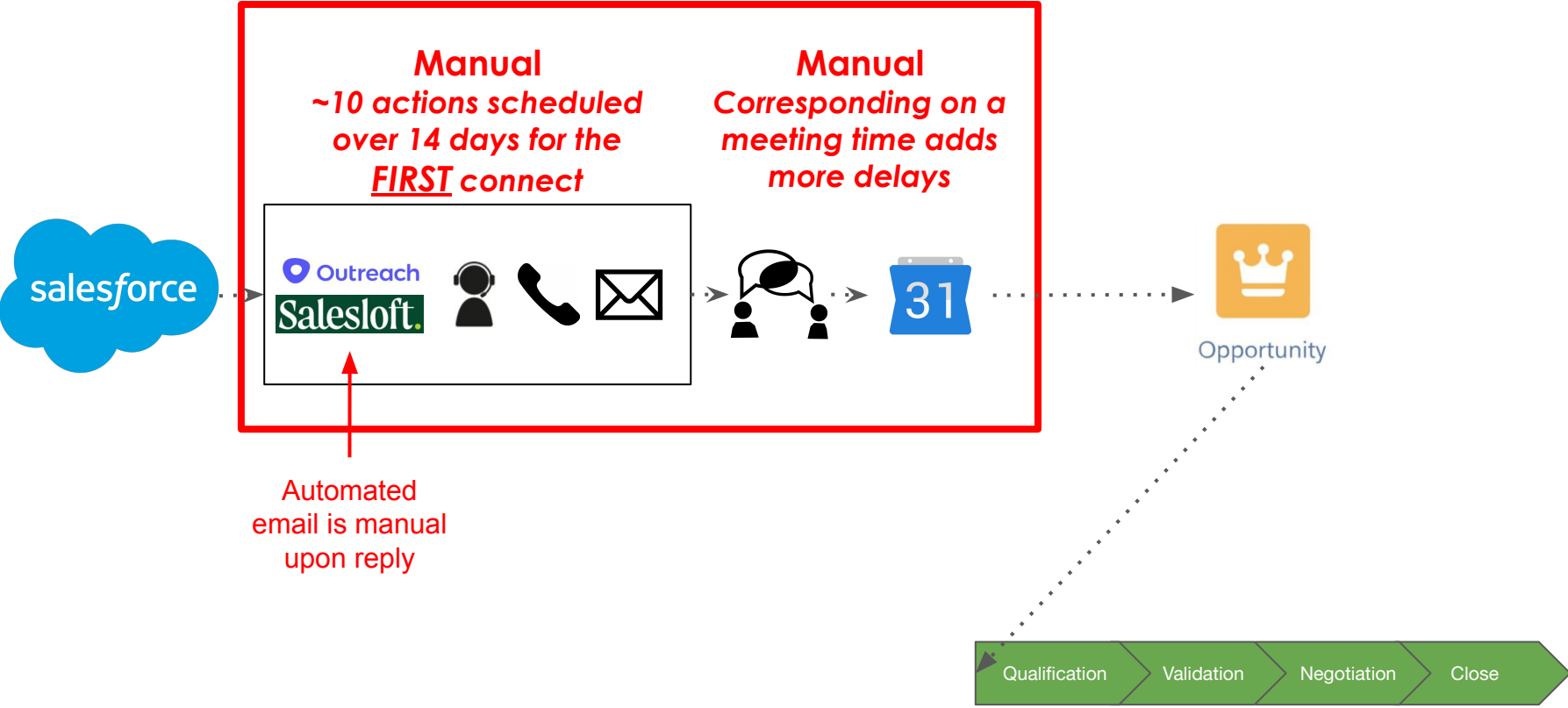


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# Last Mile Problem = Today's Sales Engagement



# Today's Lead/Customer Engagement is too Manual



Automated email is manual upon reply

# Sales Engagement from the Experts

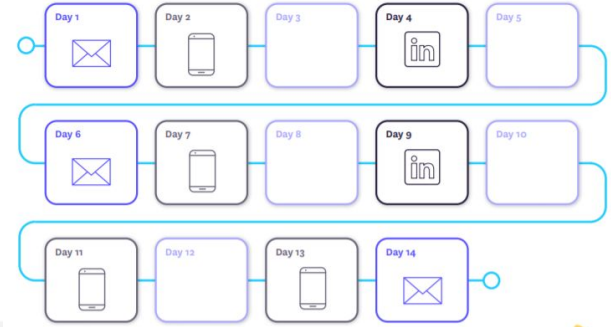
**Whoa!**

9 to 23 touches in 14 days across multiple channels?

Is this **Lead Chasing** providing a good **Buying Experience?**

## Break buyer silence

Sales reps should reach out **9** times across multiple channels, every **1.5 days**.



[Download our guide](#) to convert buyers faster.

[www.outreach.io](http://www.outreach.io)



## Sales Cadence



# The Buyer's and Marketer's Experience

80%

of technology buyers are MOST annoyed by being “**lead chased**” with calls and emails when booking a meeting

78%

of marketer's biggest fear is lack of or not enough follow up when passing leads to sales



Data Source: May 2021 - Heinz Marketing LinkedIn poll

**Do we have enough resources to hit higher  
pipeline and revenue goals?**

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Accept



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Are there enough resources?

**No**

Not with 100% confidence.



# How do we become wildly successful in 2022?

## Forecasting & Reporting

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# Where are your revenue generation limitations today?

## Challenges

Goals and forecast need to be more accurate.

### Forecast with Value per Meeting

ROI and Pipeline Generation relies too heavily on the SDR team's success.

Do we have enough resources to hit higher pipeline and rev targets?

### A Calendar First™ approach:

- Increase top of funnel velocity
- Boosts Qualified Lead to Meeting conversion rates by 2-5X

## Value Per Meeting (VPM)

Average revenue expected from each discovery meeting held, providing a simple value to calculate revenue goals.

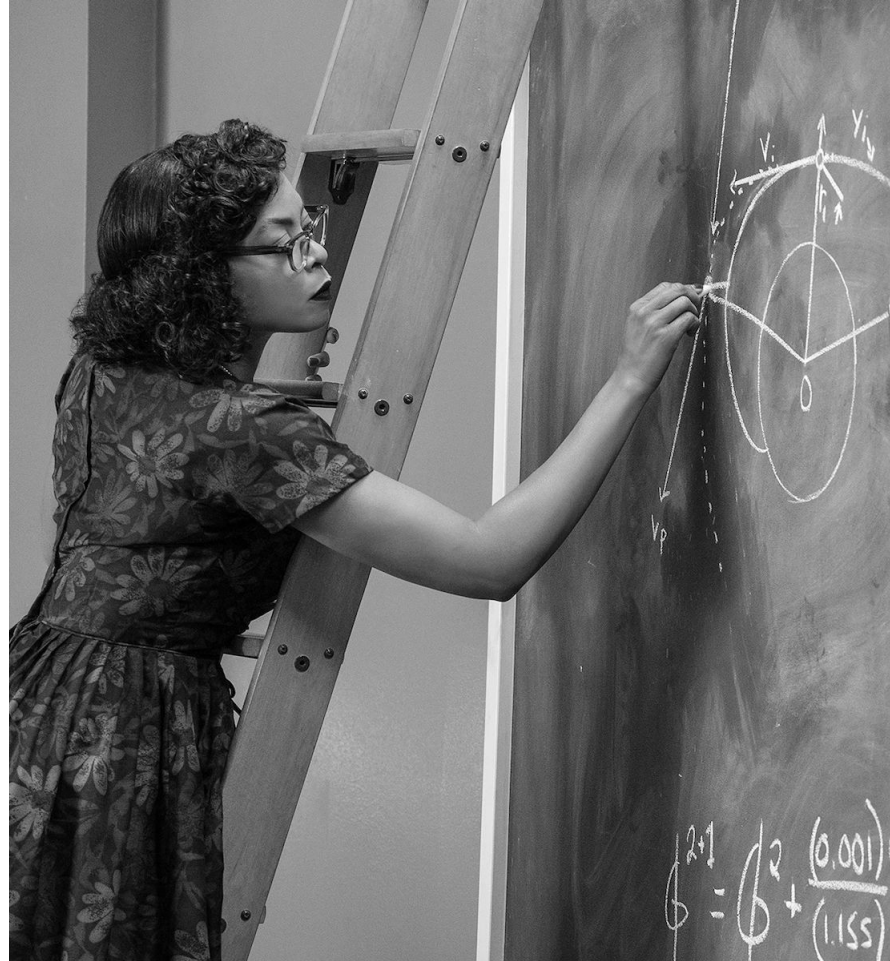
ACV \$20,000

(x) Opportunity Win Rate 20%

(x) Meeting to Opportunity Conversion 50%

Value Per Meeting: **\$2,000**

\$500K Rev Goal (/) \$2000 VpM 250 mtgs





## Size of the Last Mile Problem

Qualified Leads	<u>2000</u>
(-) Disco Meetings	<u>80</u> (4% conversion)
(x) VPM	<u>\$2,000</u>

**\$3,840,000\***

(Available pipeline)

*\*Revenue lost from Leads that don't convert to meetings*

Every 1% increase in conversion rate, you pick up:

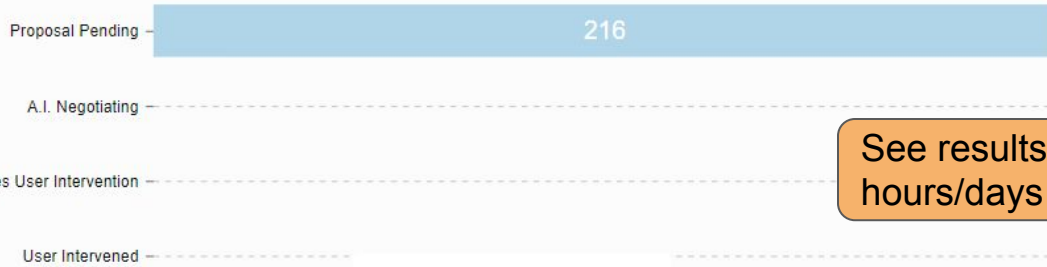
- 20 discovery calls
- \$200K in pipeline
- \$40K in revenue

# Meeting-based Dashboard



Scheduling: 216

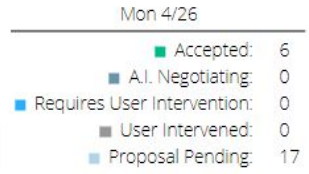
Final: 38



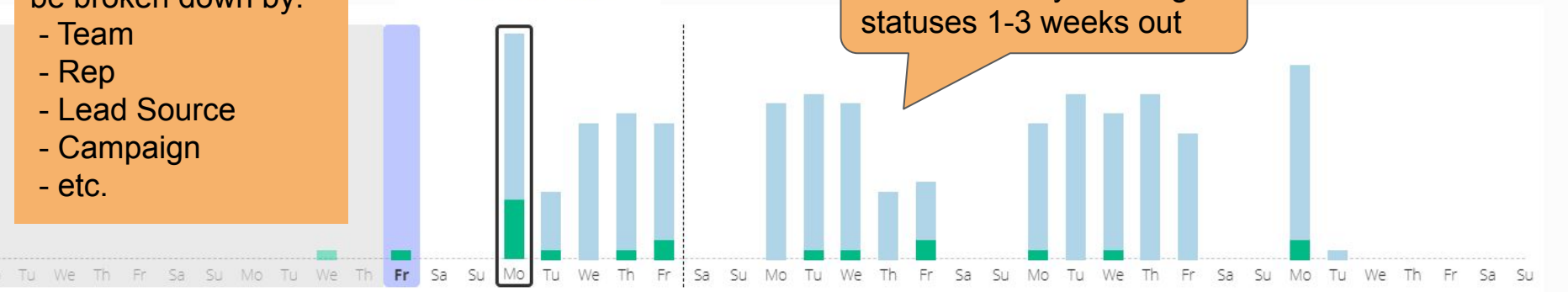
See results in hours/days

Meeting metrics can be broken down by:

- Team
- Rep
- Lead Source
- Campaign
- etc.



See how many meeting statuses 1-3 weeks out



# Forecasting Benefits of Meeting Metrics

<b>Role</b>	<b>Benefits</b>
Marketing	No longer using or defending lead volume metrics and MQL definitions. Can make in quarter adjustments to lead volume to meet ever changing needs of the sales team.
SDR/BDR	No more questioning if you are producing “Movement without Work.” Can see 1-3 weeks ahead of time if goals will be met. Can adjust the timing of new discovery calls to align with AEs better.
AE	Knows if they need to start self-sourcing deals 1-3 weeks ahead of time. Offset AE and SDR quarters: SDR last month is AE first month

# How do we become wildly successful in 2022?

## Calendar First™ Engagement

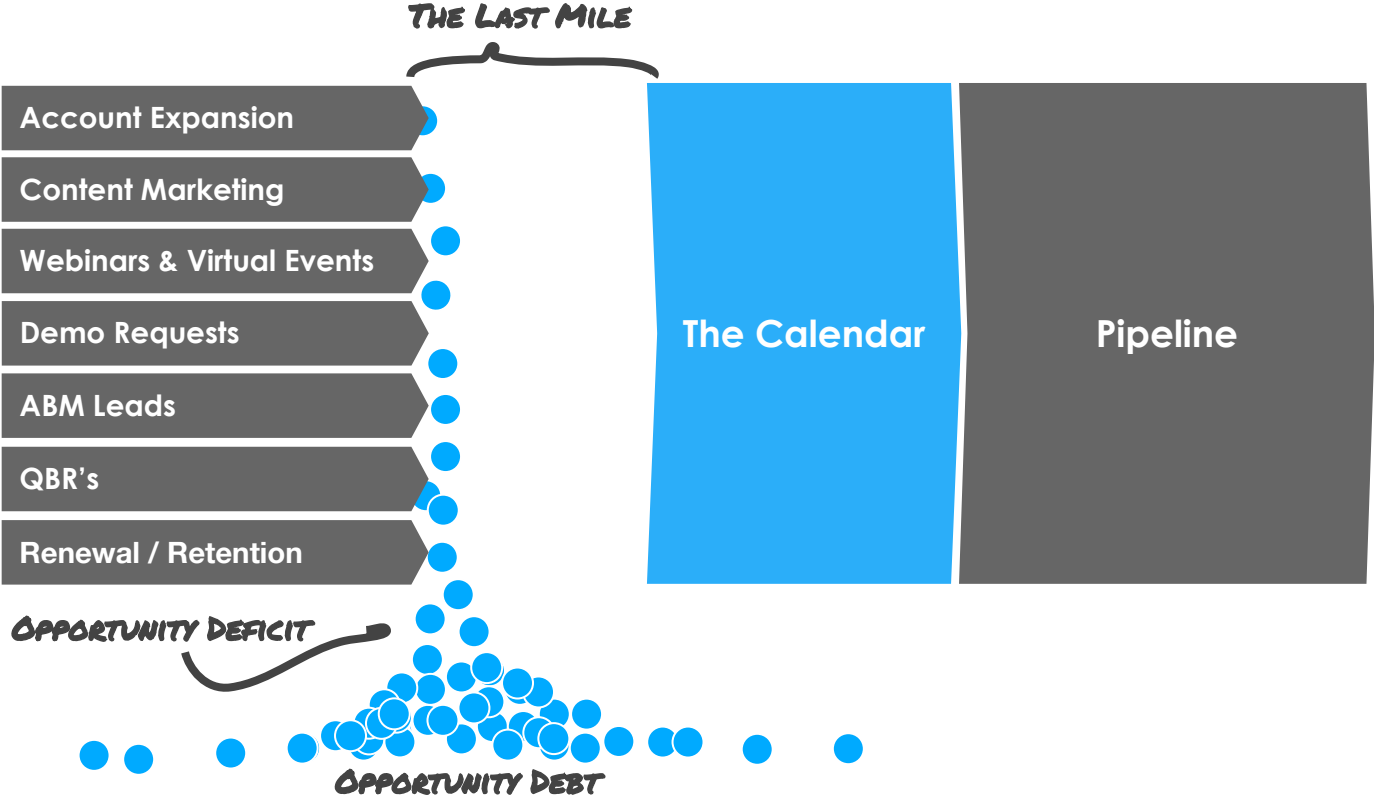
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# The Last Mile Problem



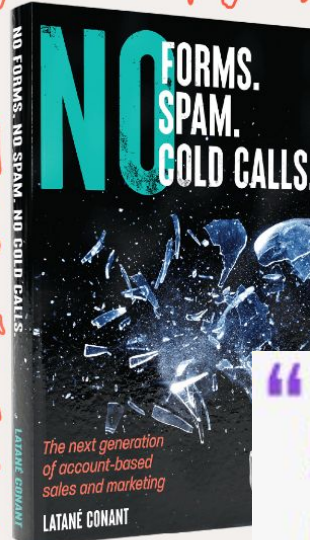


# ABM Leaders Are Ditching the Status Quo



**No Forms.  
No Spam.  
No Cold Calls.**

*Ditch the traditional strategies, tactics, and technologies that are no longer working to deliver breakthrough results.*



**“ YOU’RE NOT GOING TO USE A FORM. YOU’RE NOT GOING TO JUST SPAM. YOU ARE GOING TO USE ALL DIFFERENT TACTICS YOU’RE GOING TO BE MORE RELEVANT. ”**

**LATANÉ CONANT**  
CHIEF MARKET OFFICER // 6SENSE



# Calendar First™ is the Next Evolution of Engagement

## Calendar 1st™

*/Calendar 1st™ / Calendar First™/*

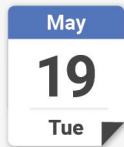
*Noun*

1. The automated sending of calendar meeting invites at scale, using AI-based time negotiation, to book revenue focused meetings with no human intervention.
2. Can be done manually, but without scale

<https://www.kronologic.ai/calendarfirst>



Jane Johnson



## ACME CyberSecurity || Infrastructure Security Assessment

[View on Google Calendar](#)

When Tue Oct 9, 2021 2:30pm - 3pm (CDT)

Where <https://zoom.us/j/123456789>

Yes

Maybe

No

Hi Lauren, Thank you for joining our webinar discussing new IT infrastructure threats. Moving into the end of the year, you'll most likely be doing an internal audit as you plan for 2022.

Do you have time on Tuesday for us to perform an IT audit to provide you additional information?

# Calendar 1st™ vs Agoge Sequence

Sales Sequence	Rep Activity Level	Steps	Days
Calendar 1st™	None	1.4	4



Jane Johnson

ACME CyberSecurity || Security Assessment

View on Google Calendar

When Tue Oct 9, 2021 2:30pm - 3pm (CDT)

Where <https://zoom.us/j/123456789>

Who

Yes  Maybe  No

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Sales Sequence	Rep Activity Level	Steps	Days
Agoge	Heavy	15	14

## The Agoge Sequence

Step	Task	Day	Automated						
1	Manual Email	1	No						
2	LinkedIn Follow	1	No						
3	Phone Call	1	No						
4	Email Reply	3	Yes						
5	Phone Call	3	No						
6	Phone Call	4	No						
7	Email Reply	4	Yes						
8	LinkedIn InMail	7	No						
9	Phone Call	10	No						
10	New Email	14	Yes						The Opening Emails
11	Reply Email	15	Yes						Middle Emails
12	Reply Email	17	Yes						Social Touches
13	Phone Call	19	No						Calls
14	Phone Call	21	No						Breakup Email
15	Breakup Email	27	Yes						

# Calendar First™ in Action

10,000+ employee, IT Services Company



Link to 800 meetings quote: <https://hello.chorus.ai/listen?guid=e550b11b6ea048c2813ea9c6a4206c9f>

Link to full case study webinar: <https://vimeo.com/546216539>

# Sales/CS/CMS Triggers for Calendar First™



Account Expansion Targets



In-product triggers



Cross Dept Selling



Merger / Acquisition



New Product



QBR



CRM or CSV



**KRONOLOGIC** Or Calendar First™

	Mon	Tue	Wed
8 AM	Coffee & Prep for Day	Coffee & Prep for Day	Coffee & Prep for Day
9 AM	Work on Project		
10 AM			Work on Project
11 AM			
12 PM			
1 PM	Lunch	Lunch	Lunch
2 PM	Online Training		
3 PM		Meeting with Susan	Online Training
4 PM			
5 PM	Work on Project	Submit POs	
6 PM	Weight Training	Yoga	Running

# Be Mindful of the ROI Your Programs Generate



Jason Yang  
COO



*"I literally spend millions of dollars investing in marketing and sales processes to drive leads. At the end of the day, all that rolls together and becomes a meeting. If you want to feel good about the preceding investment and turning that into real traction, **this (Kronologic)** is the tool that's going to help you do that."*

## Prior Roles

Dialpad: SVP Marketing Operations & SVP Demand Gen  
Five9: VP Marketing

# Best Leading Indicator - **AN ACCEPTED MEETING**

Only leading indicator validated by **Your Buyers!**

## **Leading Indicator** - Meeting Set Date

- You can see how many discovery meetings are booked weeks into the future by: team, rep, SKU, etc.
- Start your funnel with meetings - Not leads, MQLs, or sales activities - they vary and change too much

## **Use Calendar Technology** - Does your technology track sales/email activity or Booked Meetings?

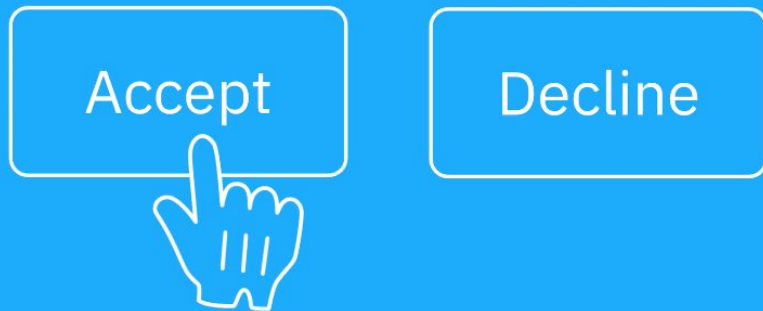
- Book meetings FOR the rep - Calendar First™ technology
- Analyze what happens in the meeting - Conversation Intelligence - Gong, Chorus.ai, ringDNA, etc.

## **Report WITH Sales** - Align on the earliest metric marketing and sales both care about

- Segment by: Lead Source, Rep/Team, Persona, Product, Industry, etc.
- Track multi-threading deals by who is on the invite.
- Track which personas are needed to move deals faster by which are in the meetings



*carpe your diem*



Calendar 1st™ Methodology: [kronologic.ai/calendarfirst](https://kronologic.ai/calendarfirst)

Experience for Yourself: [kronologic.ai/getademo](https://kronologic.ai/getademo)



# The Last Mile Problem

*/Last Mile Prob · lem/*

*Noun*

1. The wasted investment and lost opportunity due to the failure of most marketing leads to convert to sales appointments.

# Lead to Meeting Conversion Ranges with Kronologic

Lead Type	SDR's + Sales Engagement	Kronologic	Pipeline Growth
Cross-Sell & Channel Sales	10% - 30%	30% - 60%	3x (300%)
Intent Leads (6sense, Bombora)	2% - 5%	6% - 15%	3x (300%)
Hosted Events & Tradeshows	5% - 25%	10% - 50%	2x (200%)
Webinars	5% - 15%	10% - 30%	2x (200%)
Content Downloads	2.5% - 7.5%	5% - 15%	2x (200%)
Demo Requests	20% - 50%	30% - 65%	30% growth

# Kronologic Trusted By:

Founded 2019

5000+	4999-500	<500
