2 Biggest Channel Selling Problems Solved

Finally scale successful channel selling

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Presenters

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CRO / Co-Founder
KTONOLOGIC

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Qotient

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Top Channel Selling Challenges

1. Coordinating / scheduling sales meetings at scale
2. Provide relevant conversations, no matter the solution

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What is the core issue?

Scaling Revenue

- Dozens of partners to coordinate
- Hundreds of reps to align
- Thousands of products to sell

Channel reps need executive assistants AND unlimited access to every subject matter expert all the time.

Not going to happen!

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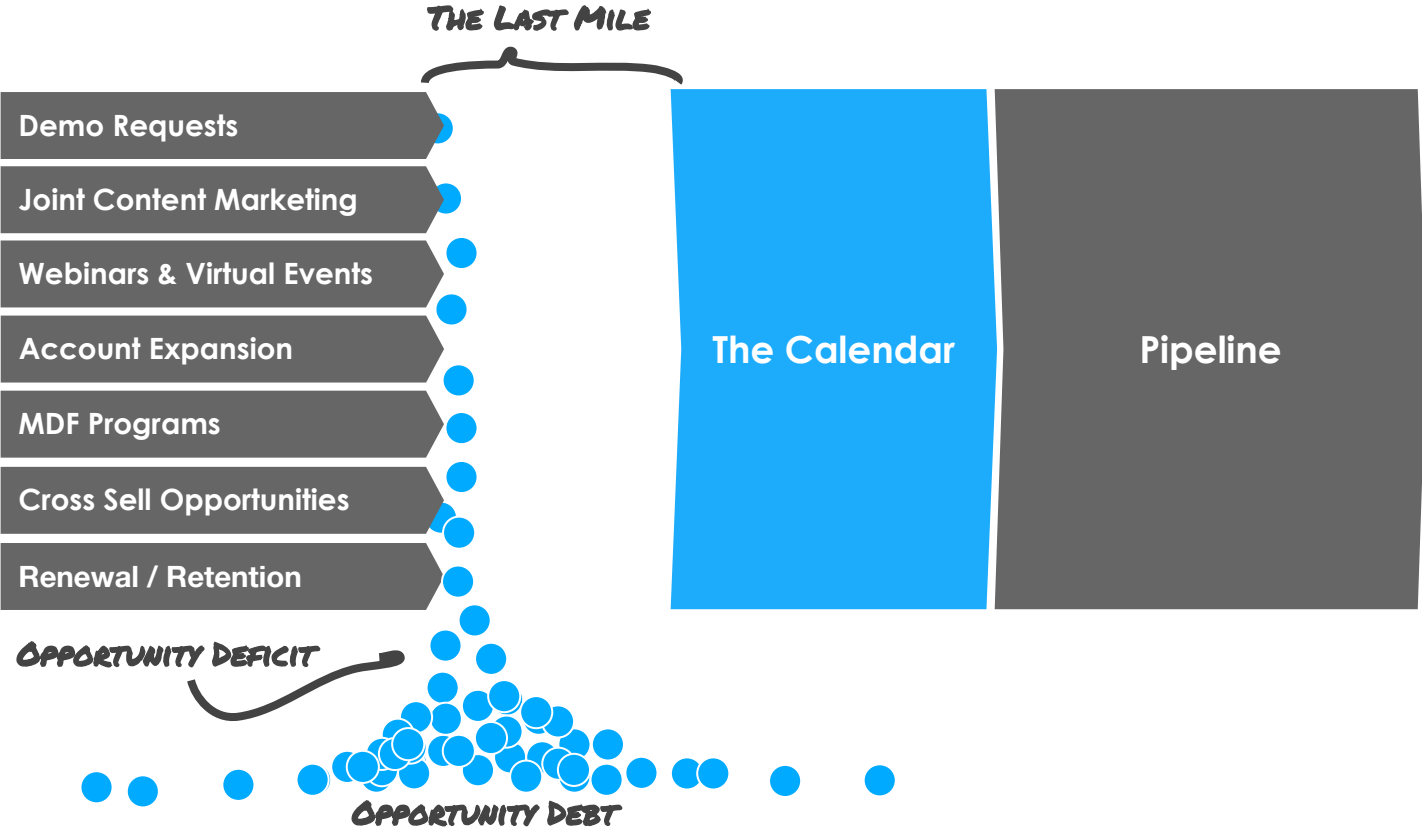
The Buyer's and Marketer's Experience

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: Heinz Marketing LinkedIn poll

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The Last Mile Problem

The Last Mile

Demo Requests

Joint Content Marketing

Webinars & Virtual Events

Account Expansion

MDF Programs

Cross Sell Opportunities

Renewal / Retention

The Calendar

Pipeline

Opportunity Deficit

Opportunity Debt

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POLL QUESTION

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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.
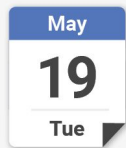
Apply the Calendar 1st™ Methodology

Top Benefits

- No Lead Chasing

- 1-click Accept

- Rep just shows up

Scott Logan <scott.logan@kronologic.ai>

IT Security Assessment Checklist || ACME

View on Google Calendar

May 19 Tue

Tues, May 19, 2021 2:30pm - 3pm (CDT)

https://zoom.us/j/1353

| Yes | Maybe | No |

Hi Susan, Thank you for your interest in our Security Assessment Checklist. Whether it's end point, firewalls, email security, or identity management, we have experts who can speak to each subject and address any concerns you have.

Here is a proposed time discuss and I'm happy to adjust the time as needed.
Best,
Scott

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Relationship-based Selling
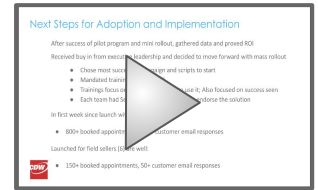
Challenges

Chasing sales meetings took TOO LONG

Prospecting responses were too low to start a revenue focused conversation

Reps weren't in enough meetings **vs.** time prospecting for meetings

Calendar 1st™ Solution

Large amount of customer accounts sent consultative messaging at scale from reps

Meeting invites sent to key contacts to land more meetings in a fraction of time

Results
Large Team = **800 Meetings** booked for **200 Reps** in **1 Week**
Small Team = **150 Meetings** booked for **6 Field Reps** in **4 weeks**

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Solution-based Selling

WURSTA CORPORATION Reseller for **G Suite**

Challenges

New AE team with new sales motion

Quotas to maintain MDF funding didn't adjust for the new team's ramp

Leads received only 1-2 touches and lead-to-demo conversions were low

Calendar 1st™ Solution

Incoming leads received meeting invite for G-Suite security assessment

"Lead chasing" was replaced with Security Assessment Meetings

Results

20% More Meetings   **21%** Meeting to Deal Conversion   **20%** Win Rate Maintained

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Challenge-based Selling

vmware®

Challenges

Needed to take action on intent data for companies facing specific challenges

"Lead chasing" was still causing too much time to be wasted by the reps

ABM programs were not converting to pipeline with enough volume

Calendar 1st™ Solution

Large volumes of intent accounts sent invites with challenge focused content

Sent meeting invites top accounts to land more challenge based discussions quicker, with less effort

Results
5X Conversion Rate Increase
3X Expected Revenue

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Top Channel Selling Challenges

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Seller's Experience

84% of sales training is *forgotten* within the **first three months**

42% of sales executives feel that they don't have enough information before making a sales call

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Who is Qotient?

Qotient simplifies the fragmented channel tech stack with a workflow that drives success.

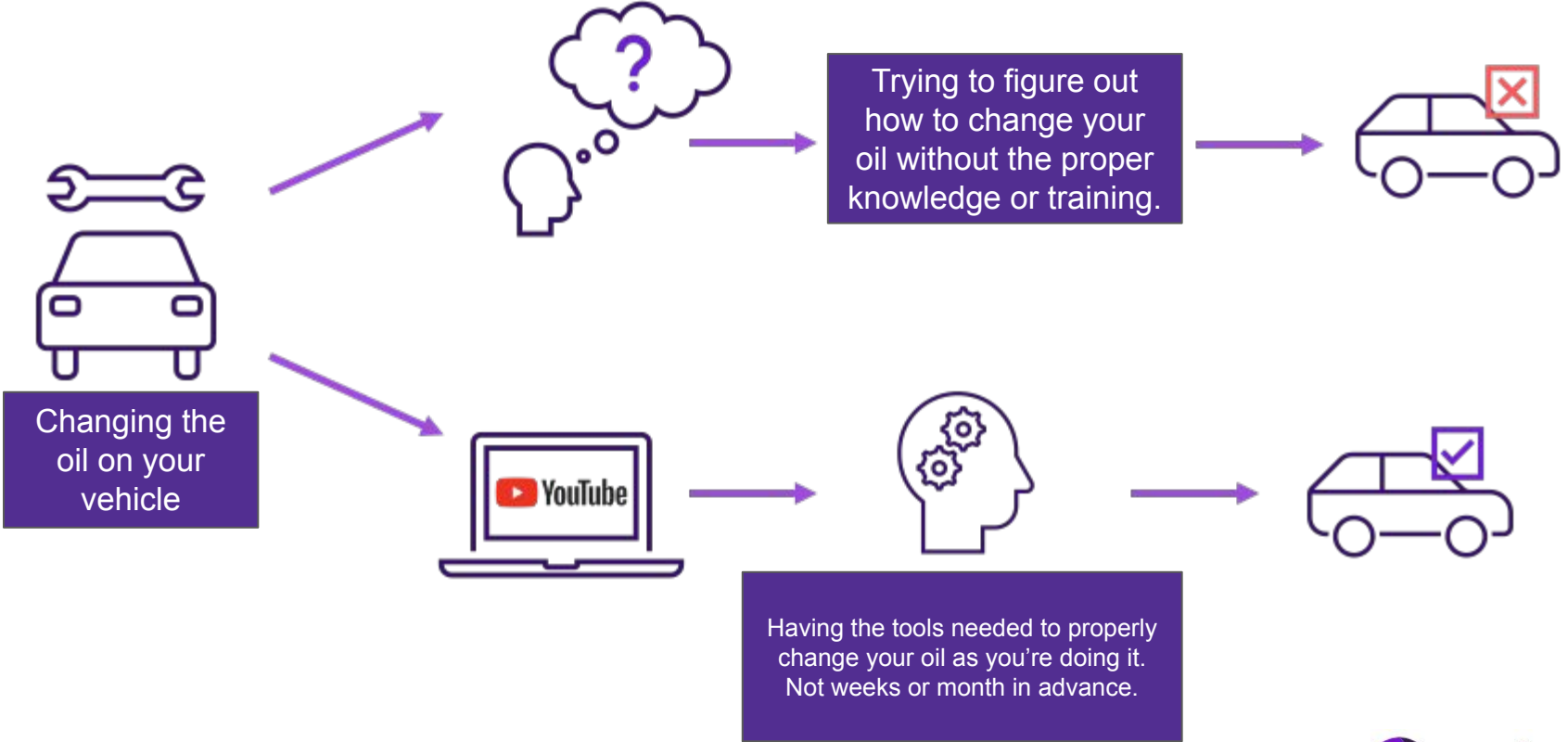We consolidate the platforms that salespeople use, incentive them to use the Qotient workflow and collect invaluable data each step of the way.

Channel Learning Readiness

Lead Workflow Management

Customer/Partner Relationship Management

Sales Incentivization

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POLL QUESTION

Just-In-Time Enablement for Partner Sales

Changing the oil on your vehicle

Trying to figure out how to change your oil without the proper knowledge or training.

YouTube

Having the tools needed to properly change your oil as you're doing it. Not weeks or month in advance.

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Become a Solutions Expert Without Hours of Training

QTrax and Speakeasies provide effective and engaging technology solution conversations when they're needed most...while you're making a sale.

An effective QTrac or Speakeasy can be, quite literally, the difference between a winning or losing conversation.

So why not win them all?

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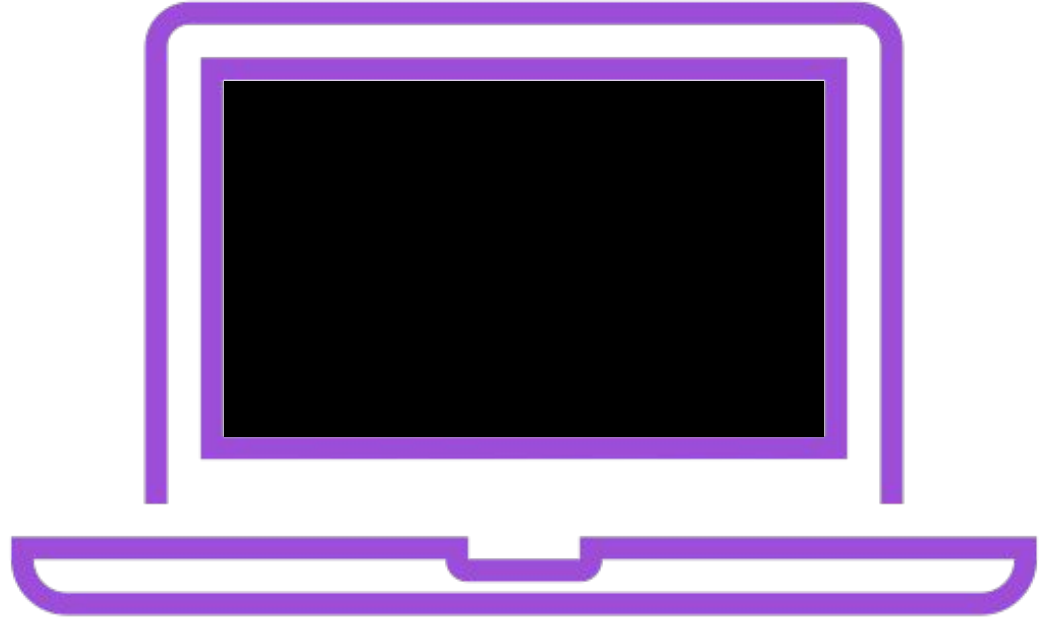
Two Options, Same Great Outcome

QTrax vs. Speakeasies

- Vendor-specific conversation guides developed and approved by the companies you support. Ensuring that every conversation is consistent, on-brand, and effective.
- Remove the need for time-consuming training and solution certifications. Our platform enables you to learn in the flow of work!

- Generic conversation guides not specific to any particular vendor but are relevant technology solutions.
- Based on real-world current events, they cover topics such as FinTech, digital transformation, and cryptocurrency.

Don't find yourself with a mouthful of marbles! Both QTrax and Speakeasies, help you to have effective conversations on a whim without being a product expert.

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Qotient's Workflow Provides the Tools Needed to Succeed

1 Just-in-time QTrax and discovery questions ensure accurate, consistent, and effective messaging.

2 Salespeople record client inputs, which automatically populates within their CRM and the Qotient platform.

3 Qotient's platform helps guide prospects to next steps and drive conversations and results.

Talk Tracks

IT Company
Cloud Storage Discovery Call
Most efficient conversation to drill down on digital transformation
- 107 times used
- 74% effective
- 91% positive

Read more

IT Company
Open Ended Call
Understand the client's broader scope of tech needs
- 95 times used
- 72% effective
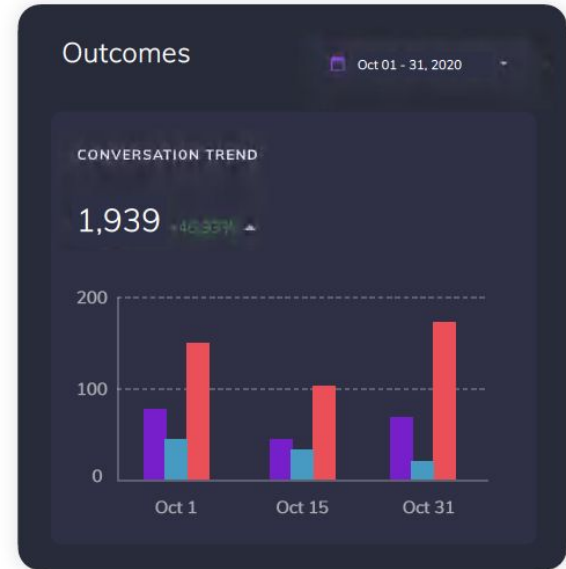- 89% positive

Read more

Q How do you currently manage IT security?

Training and multi-factor authentication

Q Have there been any data breaches in the last couple of years? If so, what happened?

Phishing scam, corporate credit card information was stolen

Outcomes
Oct 01 - 31, 2020

CONVERSATION TREND

1,939 +16.33%

200

100

0

Oct 1   Oct 15   Oct 31

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Thank You!

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https://www.kronologic.ai/getademo

https://www.qotient.com/contact-us-2021