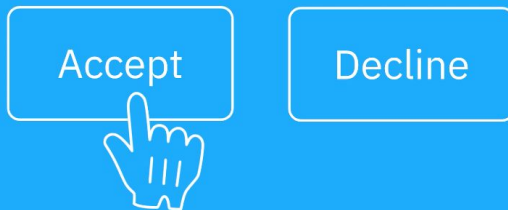


Calendar 1st™: The Next Evolution in Prospecting

KIONOLOGIC



Presenters

Trey Allison, CEO / Co-Founder

Ben Parker, COO / Co-Founder

Aaron Bollinger, CRO / Co-Founder

Scott Logan, VP of Marketing

Agenda

The Last Mile Problem

Calendar 1st™ Methodology First Hand

Best Use Cases

Calendar 1st™ Methodology - Details that Matter

Sales Evolution



Barter &
Trade

Meeting
at the market



Door to Door

Meeting
in your home



Always be
Closing (ABC)

Meeting
on the phone



Consultative
Selling

Meeting
in the office

It's all about the Meeting!

Sales Evolution - Today

Automated

1000's of interactions tracked, scored, appended, and processed daily

Awareness & Promotion

Engage

Enrich

salesforce

Marketo

eloqua

salesforce pardot

InsideView



Clearbit



Google Ads

LinkedIn

ABM Orchestration

sense

Lattice

DEMANDBASE

Semi-Automated
~10 action scheduled
over 14 days for the
FIRST connect

100% Manual
Correspond on a time
to have a meeting -
adding more delays

XANT

Outreach

SalesLoft



Opportunity

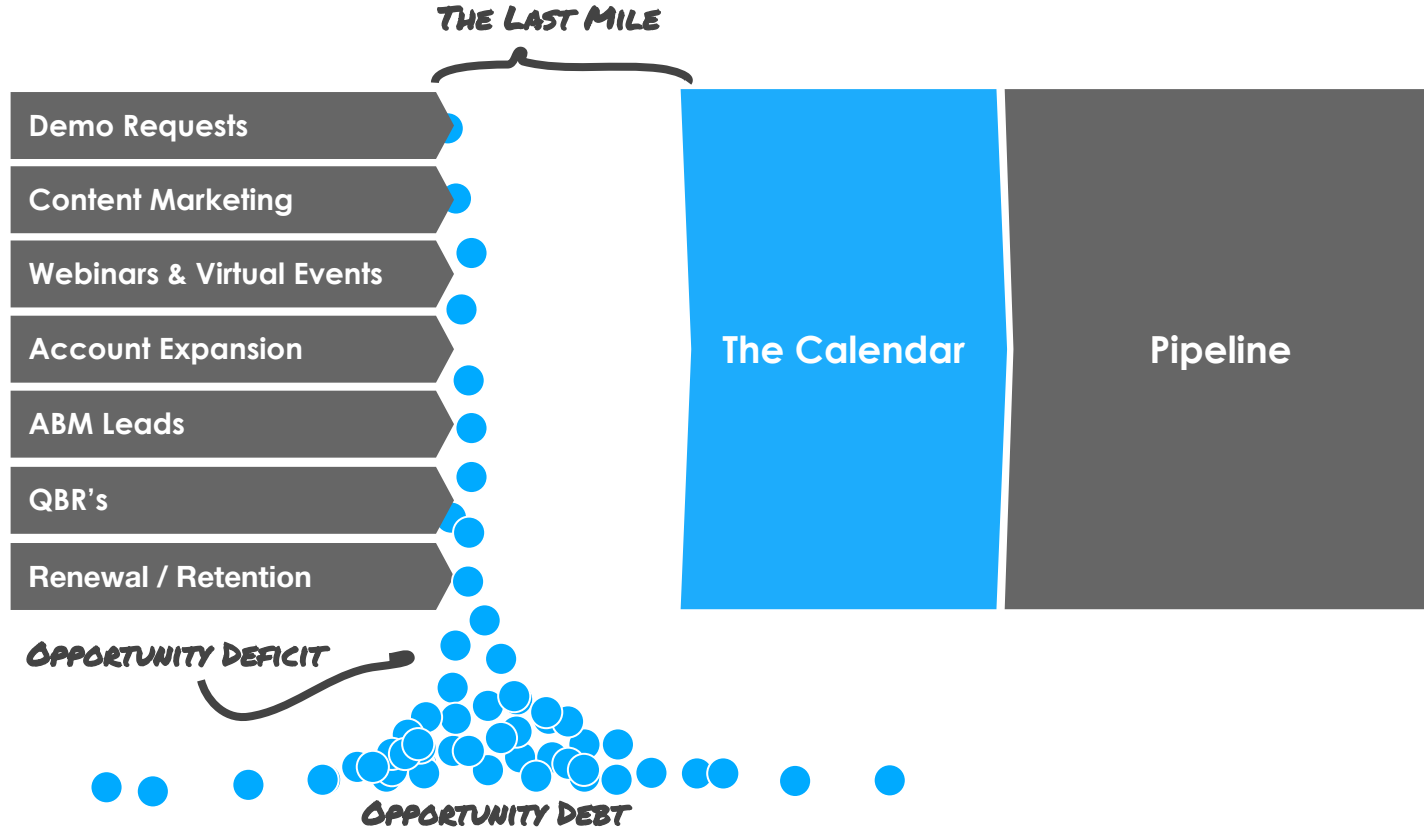
Qualification

Validation

Negotiation

Close

The Last Mile Problem



Kronologic's Own Event Follow Up A/B Test

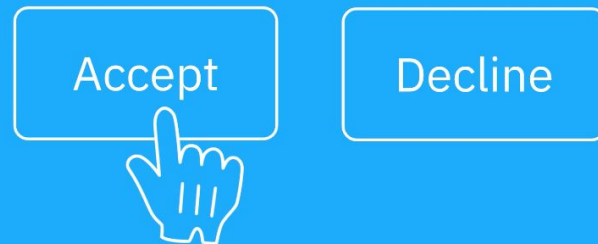
Nurture, Nurture, Calendar 1st™ vs. Calendar 1st™

Gartner Sales/Marketing Kick off Summit - Jan 2021	Email, Email, Calendar 1st™	Calendar 1st™
700 of 4400 Event Leads - fit our ICP from full registration list	350 leads	350 Leads
Step 1 - day after event	Nurture email, Asset Download CTA	Calendar 1st with demo messaging tailored to the event
Step 2 - wait 1 day	Nurture email, Asset Download CTA	
Step 3	Calendar 1st™ to all who downloaded the asset	
CTA	Downloads get Calendar 1st™	Calendar 1st™
Time frame	5 days for two email drops, calendar invite auto-triggered	Immediate (72 hours to get the 60 meetings)
Results	30 Downloads 6 Accepted Meetings	60 Accepted Meetings








Why Calendar 1st™ negotiation?

1. **Intent Data** - If you are willing to ask for a meeting, then you should be willing to put it on the calendar. Your data shows their intent.
2. **Anchor Strong** - Start things off with clearly defining the outcome you want. The meeting on the calendar!
3. **Value = Accepts.** If you're bringing value, then you are doing the prospect a favor. If not, then you're a jerk.
4. **Emails are for NOOBZ:** Use email to draw the focus to the invite. You get one ask, so make it count!





Required Supplies






1. The Calendar Invite

 **B** *I* U    

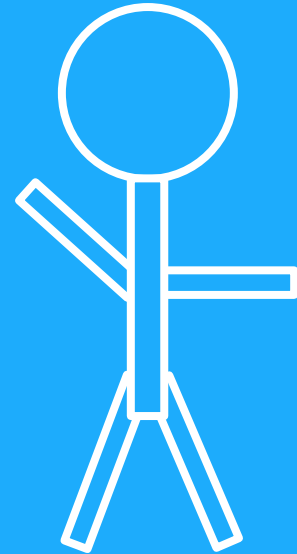
agenda

2. The Email

  cc

 **B** *I* U    

3. The Prospect



8 Deadly Meeting Invite Mistakes






1. Valueless Agendas
2. Lengthy Descriptions
3. Meaningless Titles:
Like “Sync” or “Catch up”
4. No clear deliverable(s).
5. Pasting all the text from your meeting link or bridge.
6. Not testing your meeting link or bridge.
7. Asking if you can ask to meet.
8. Creating too many steps!

Valuable

Anatomy of a ~~Great~~ Meeting Invite

1. **Title** Meeting Type Name
2. **Location** No junk! Super clean Link.
3. **Date & Time**
4. **Description** Quick copy paste
5. **Agenda** Where the magic happens!

1.
2.
3.
4.

 **B** *I* U    
5. Agenda
 1.
 2.
 3.
 4.
 5.

Valuable

Anatomy of a Great Meeting Invite

A customer focused leading question.









Your challenging opinion or "hot take".

[[your_company]] || [[meeting_type_name]]

[[meeting_link]]

date

time



[[description]]

Agenda

1. [[value_statment]]

2. [[pointed_question]]

3. [[hot_take]]

4. [[todays_deliverable]]

5. [[next_deliverable]]

Executive minded value statement.

Ideally a Quantitative exercise that produces a value focused deliverable for the customer.

What and when is the next meeting type? Set timelines around the next value focused deliverable for the customer.

The Email - Focus on the meeting



1. Subject *Meeting Type Name*

2. The Ask

3. Optional Sell-It Sentence

4. Call to Action *Where the magic happens!*

to

cc

1. *subject*

📎 B I U ☰ ☷ 🔗 ✖

{{greeting}}

2. How does {{proposed_time}} work for your {{meeting_type}}?

3. {{optional_sell-it_sentence}}.

4. I sent you an invite for {{day_of_week}} with the following agenda as a starting point, happy to adjust if need be.

{{signature}}

The {{meeting_type}} Name Test

Can your prospect successfully ask the following to one of her coworkers?
Yes? Congrats, you picked a great name for your {{meeting_type}}!

Bianca

Hey Emma, want to join
me for a {{meeting_type}}
at 10am?

Emma:

“SURE!”

Invite ✓

Email ✓

Send It!

Accept

Decline



Calendar 1st™ + Automation =

Automatically scheduling the work day, prioritizing the most valuable interactions. Orchestrating time itself for knowledge workers like marketing, sales, and customer success by setting revenue generating meetings at scale.

All you have to do is show up.

Why Calendar 1st™ negotiation?

B Our results: 12,400% ROI

The business impact was a 39%* increase in opportunity creation and a return over \$500k in closed-won business

*net increase based on avg. request > opp creation of 48% → 70% conversion in 90 days

Automation of
virtual meetings

	Q1 CY2019	Q2 CY2019	Q3 CY2019	Q4 CY2019	Q1 CY2020
Demo requests					
Opps					
Conv. %	52%	44%	51%	44%	70%
Won					
Conv. %	26%	33%	27%	20%	19%
Request/Win %	13%	15%	14%	9%	13%

Kronologic's Calendar First™ Approach



Account Expansion Targets



Webinars & Events



Trial Leads



Intent Leads



Content Leads



Demo Requests



CRM OR CSV



KRONOLOGIC

	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

Event / Webinar Leads



Shareef Virani <shareef@kronologic.ai>



Calendar 1st Pipeline Building for CDW | SalesHacker Event



Tue 5/19/2020 2:30pm - 3:00pm



<https://zoom.us/j/12345678>

No conflicts



RSVP to this event

Email organizer ☒

Add a message (optional)

✓ Yes

? Maybe

✗ No

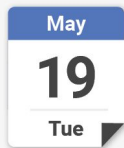
🕒 Propose new time ▾

Hi Susan, I'm glad you attended Kronologic's session at the SalesHacker Event today. As a follow-up, we promised everyone a consultative meeting to explore how Calendar 1st Methodology can be used at CDW to boost your opportunity creation.

Account Expansion



Shareef Virani <shareef@kronologic.ai>



Kronologic || Lauren's Account Review

[View on Google Calendar](#)

When Tue August 19, 2020 2:30pm - 3pm (CDT)

Where <https://zoom.us/j/1343151353>

Who shareef@kronologic.ai

Yes



Maybe

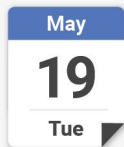
No

Hi Lauren, I want to first and foremost thank you for being a Kronologic customer! Part of my role consists of reviewing your challenges and upcoming goals as well as showcasing new strategies and solutions we can offer to help you succeed. Do you have some time on Tuesday for a review conversation?

ABM Intent Lead



Shareef Virani <



Jared || Rackspace - Sales Engagement Project

[View on Google Calendar](#)

When Tue May 19, 2020 2:30pm - 3pm (CDT)

Where <https://zoom.us/j/1343151353>

Who shareef@arenasolutions.com

Yes



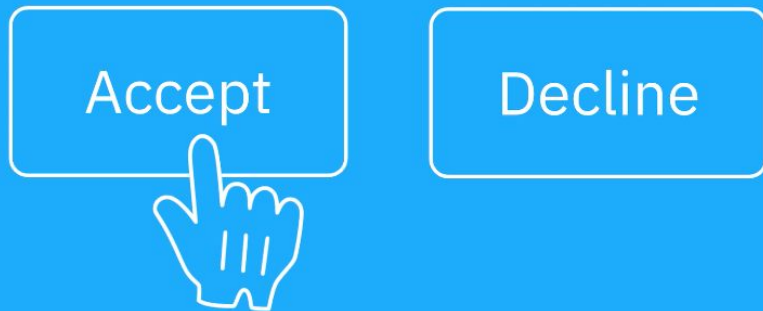
Maybe

No

Hi Jared, I'm reaching out because it looks like you are exploring sales engagement solutions and I wanted to find time to connect to discuss Kronologic's Calendar 1st Methodology that will immediately boost your conversions, as we have similar customers like **CDW, Dell, and Insight** seeing amazing boosts in pipeline.

Here is an invite for next Tuesday at 2:30pm. Go ahead and suggest a better time if there is one.

carpe your diem



If you want to **experience** this and schedule a discussion,

go here: kronologic.ai/demo

Appendix

“Trey, what about my Link-based scheduler?”

Link-based schedulers put **ALL the work** on the buyer.

“A lot of prospects are put off by having to schedule their own meetings to talk to a Sales Development Rep. When you’ve got an executive on the hook for scheduling time with a young SDR, it puts the relationship on the wrong foot.”

– CMO, BrightTalk – David Pitta

Link-based Schedulers Disregard the Buyer

Sales Rep Experience

Please click the link below to find a time that works for you.

Link-based Schedulers Disregard the Buyer

Buyers Experience

1. Click the link from rep's email
2. Open your calendar in another tab
3. Click back and forth until you find a time that works

Phew, are we done?...NOPE

4. Pick the type of meeting from this shortlist of options

Okay, NOW are we done?... NOPE!

5. Please complete form with your contact info and reason for requesting