Presenters

Scott Logan
VP of Marketing

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Billy Bateman
Founder

chatfunnels

Sales / Marketing Tech Stack Today

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

Awareness & Promotion

Engage

Enrich

Facebook

Google Ads

LinkedIn

Marketo

eloqua

salesforce pardot

InsideView

Z

Clearbit

salesforce

ABM Orchestration

6sense

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

31

Opportunity

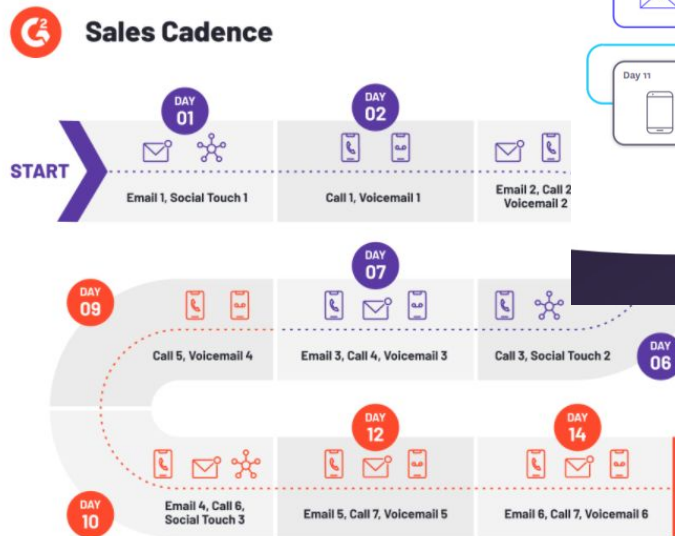| Qualification	Validation	Negotiation	Close

Sales Engagement from the Experts

Whoa!
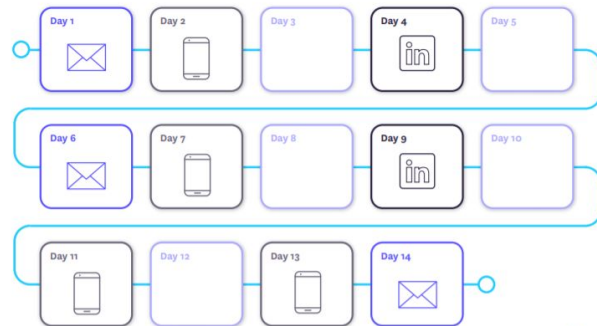
9 to 23 touches in 14 days across multiple channels?

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

The Buyer's and Marketer's Experience

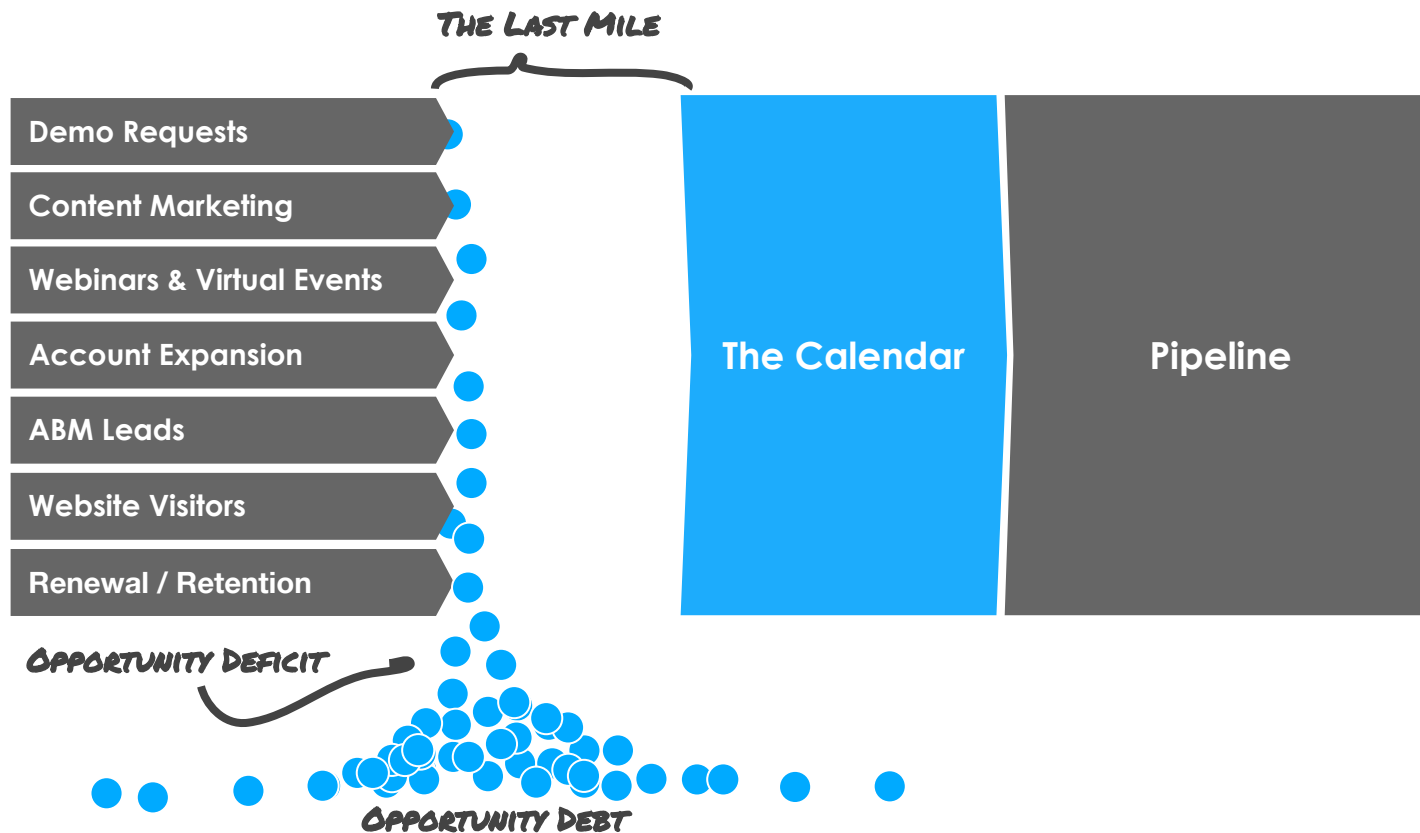**80%** of technology buyers are most annoyed by being **"lead chased"** with calls and emails when booking a meeting

78% of marketer's biggest fear is lack of or not enough follow up when passing leads to sales

HEINZ MARKETING

Data Source: Heinz Marketing LinkedIn poll

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The Last Mile Problem

The Last Mile

| Demo Requests |
| Content Marketing |
| Webinars & Virtual Events |
| Account Expansion |
| ABM Leads |
| Website Visitors |
| Renewal / Retention |

Opportunity Deficit
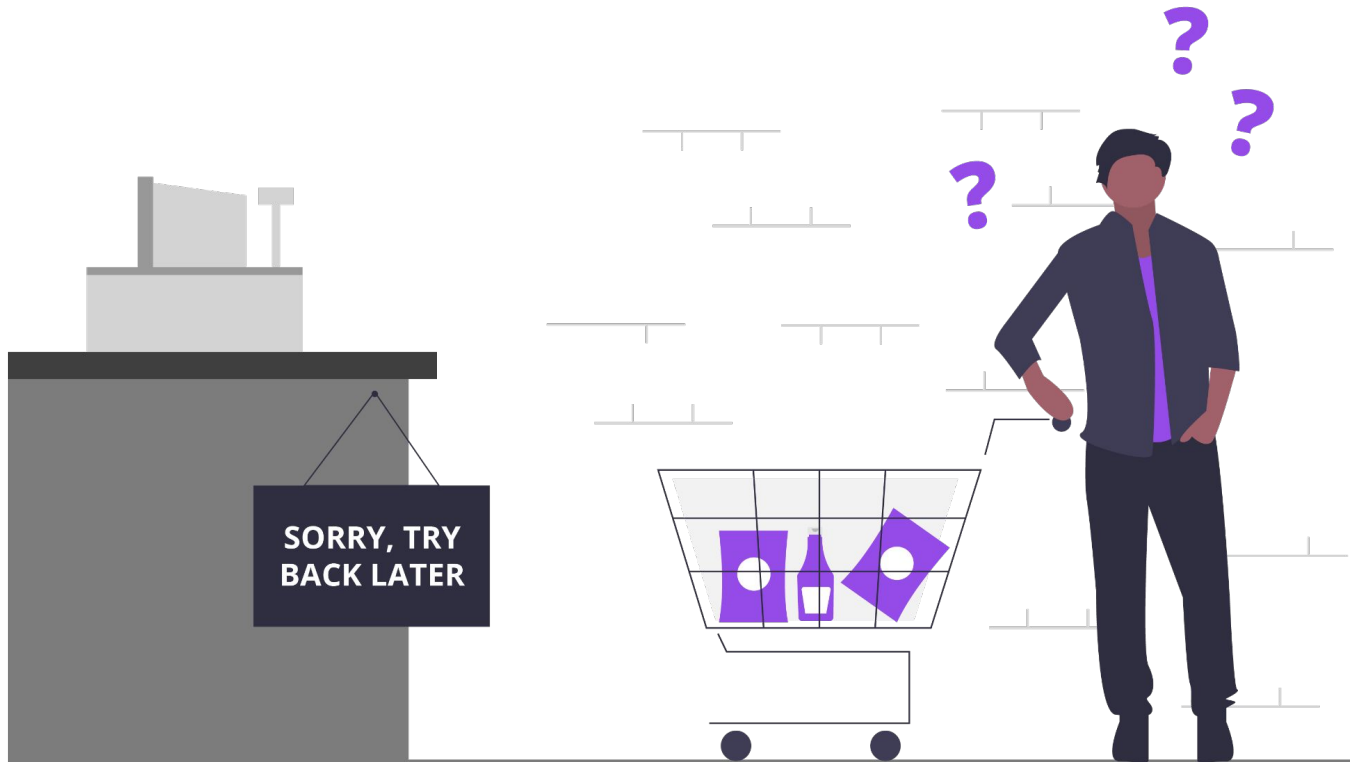
Opportunity Debt

The Calendar

Pipeline

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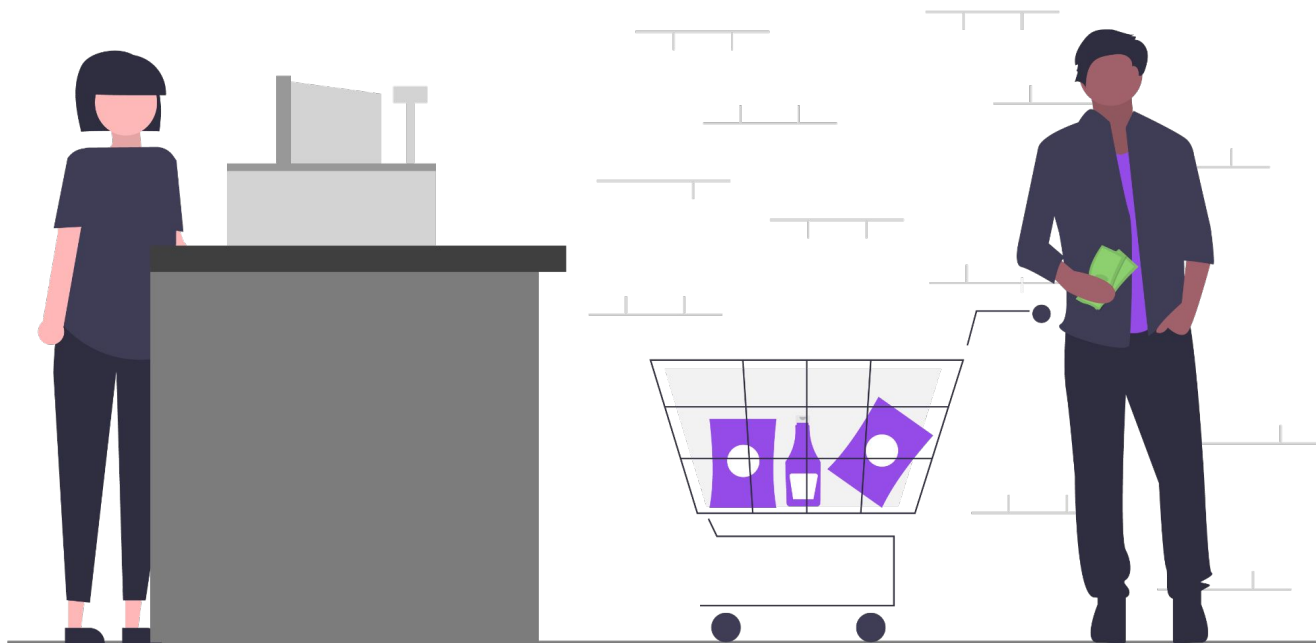# So Now What?

Eliminate **Lead Chasing** from Your Marketing and Sales Process

- Events
- Website
- Customer Expansion
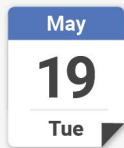
Engage your buyers NOW with chat!

Apply the Calendar 1st™ Methodology

Scott Logan <scott.logan@kronologic.ai>

How to Use Calendar 1st™ || Kronologic Webinar

View on Google Calendar

Tues, May 19, 2021 2:30pm - 3pm (CDT)
https://zoom.us/j/1353

May
19
Tue

Yes   Maybe   No

Hi Bryan, Thanks for your interest in the Kronologic / Chatfunnels webinar. In our presentation we offered several new ways to utilize chatbots and calendar invites to drive more pipeline, MUCH quicker.
Here is a proposed time to discuss how to boost your pipeline by 2-5X.

If this time doesn't work, I'm happy to adjust to a time that will.
Best,
Scott

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Kronologic's Calendar First™ Approach

Virtual and Field Events

Events - Challenges

Challenges: Nothing new, **Just Worse**

1. Pre-pandemic: Lots of virtual events
    Pandemic: SOO many virtual events with field events gone. It's too noisy.

2. Pipeline/wins doesn't exceed the budget, resources, and time allocated for the event.

3. Loading leads with tasks in a sales activity queue still isn't fast enough.

Solution:

Land conversations in real-time.

Events - Chatbots

Conversational Engagement is Your key to real-time engagement at virtual events.

1. **Registrations -**
   a. Instantly connect & alert sales team for owned accounts

2. **Live Chat During Event**
   a. Connect with attendees in real time!

3. **Surveys**
   a. Find out what people like, don't like, and want to see more of!

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Events - Meeting Invites

What do people know when participating in an event?
- Who they want to listen/speak to
- The challenge they are looking to solve
- Which topic(s) they want new insights on

Calendar 1st™ Pre and Post Event:
- Pre-event invites should go to:
  - Customers in attendance
  - Prospects in your funnel attending the event
  - Targets from last year's show list
- Post-event invites should go to
  - Booth Conversations - ASAP, upon virtual visit or form submission
  - Session Attendees - ASAP, immediately after the session ends

Website

Website - Challenges

Challenges: People go to your website to get answers to their questions *NOW*

1. If a meeting is wanted, buyers don't want to be at the mercy of SDR qualification calls.

2. Generic chat/phone conversations don't help your buyers.

3. Your sellers aren't informed enough when they engage

Solution:
Engage in structured and informed conversations in real-time.

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Website - Meeting Invites

When people are researching your site and showing intent, don't lose them
- Contact us forms cause delays with follow up
- Pricing pages are very high intent, despite no form submission

Calendar 1st™ Lands a Meeting Faster
- Forms: Contact us/Demo Requests
  - Avoid delay waiting for the task to hit an SDR queue
  - Avoid asking for phone numbers, etc.
  - Avoid pushing the work on the buyer to use a link-based scheduler
- Pricing / Other high intent webpages
  - If you've cookied them, you can trigger a calendar invite using visitor metrics without a download or abandoned a chat.

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Website - Chatfunnels

Best Places to utilize Conversational Engagement

1. **Demo Request**
   a. Book Demo Directly with AE's
   b. Alternative to traditional form - Skip the Form

2. **Pricing Pages**
   a. Usually high intent - get them connect with someone ASAP

3. **Case Studies & Product Overviews**
   a. Lower intent - Use chat more as a way to get the conversation started here

Customer Expansion

Customer Expansion - Challenges

Challenge: Expansion isn't proactive and automated - it's manual and reactive today

1. NPS/CSAT scores are their focus, not selling

2. Hard to find, align, and launch expansion campaigns/opportunities

3. QBRs are not always aligned with renewals

Solution:
Identify, notify and set up cross/up sell opportunities for the reps, avoiding selling during account recovery/trouble ticket calls.

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Customer / Account Expansion - Chatfunnels

Use Unique Chat Experiences for Current Customers

WARNING - If you aren't using a chat tool with Reverse IP Lookup this won't work.

Create a unique experience for the Following Groups
a. **New Customers**
    i.   Make it easy for them to connect with support & their Account Manager
b. **Customers with an upcoming renewal (90 - 60 days)**
    i.   Be Proactive in connecting them to their Account Manager
c. **Customers engaged in renewal**
    i.   Alert Account Manager for site visits, conversations, and add Account Owner ASAP to any conversation

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Customer Expansion - Meeting Invites

Tee-up your CSM/Account Management team when:
- Renewal date is approaching
- New product launches / In-product feature upgrade triggers / Cross sell ABM
- Channel/Partner selling

Calendar 1st™ Aligns Your Team with Expansion Opportunities Automatically
- Trigger QBRs off of renewal dates
- Trigger when an unpurchased feature is clicked within the platform
- Run ABM campaigns for additional products and/or new products
  - No lead chasing to set meetings
  - Only those who want to engage, accept - you'll find more than you thought
- Initiate an indirect and/or co-sale meeting with a partner, without manual coordination