

The Conversion Problem Hidden in Plain Sight

New Research Already Increasing Pipeline

 KRONOLOGIC

 **HEINZ**
MARKETING

Presenters



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Most Leads Face 1 Critical Issue

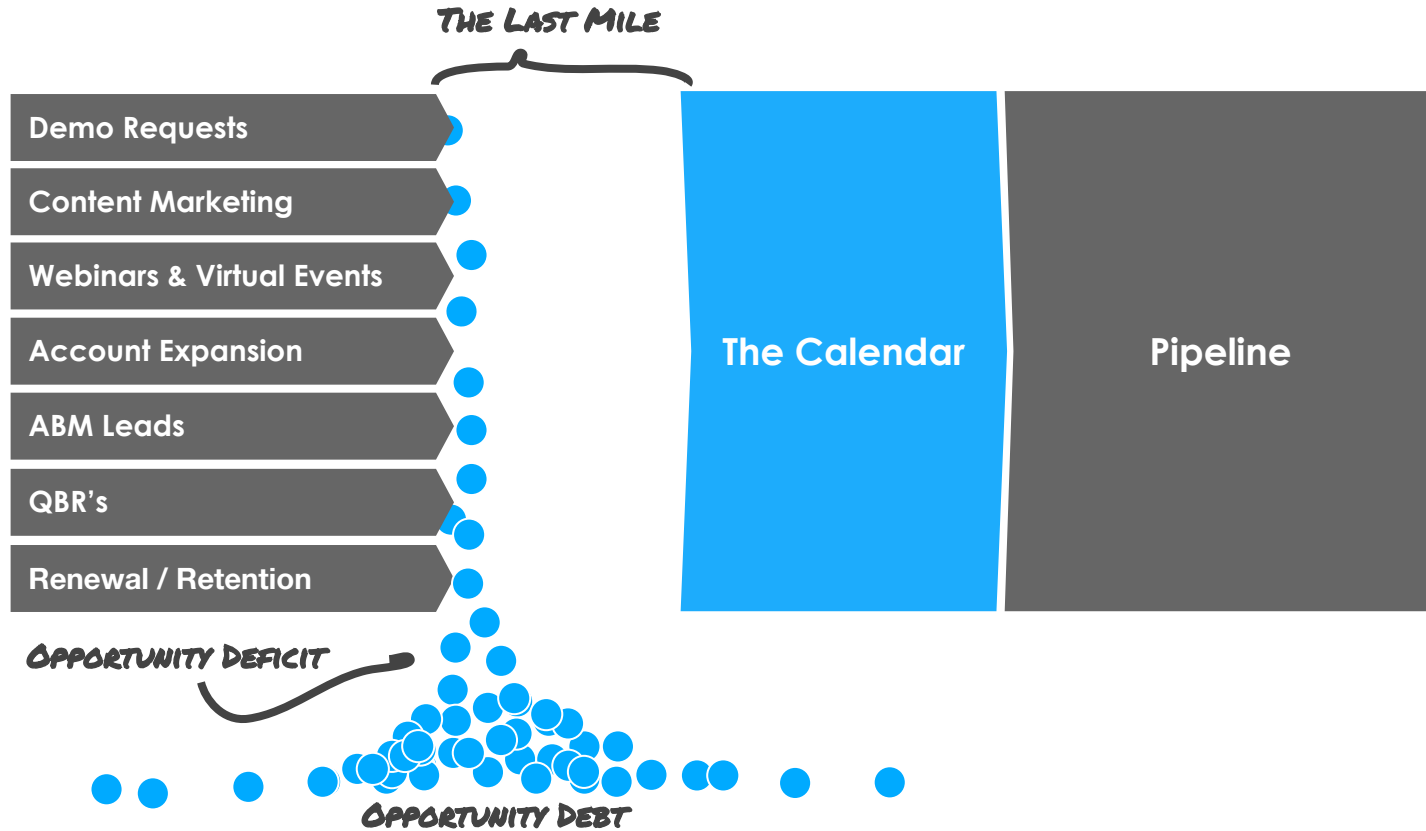
The Last Mile Problem

[Last Mile Problem]

Noun

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

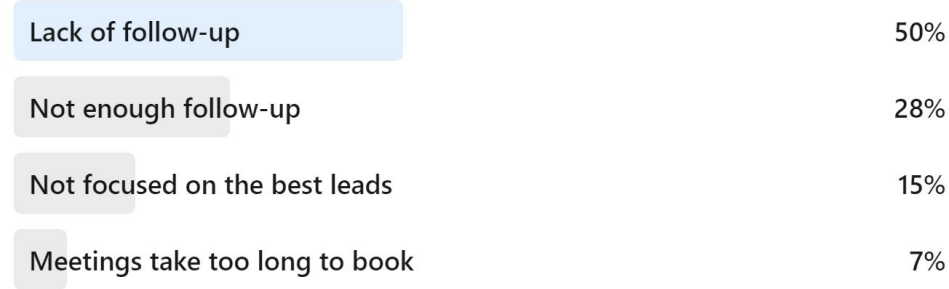
The Last Mile Problem



Marketing Still Lacks Faith in the Follow-up Process

What is your greatest fear about sending leads to sales?

The author can see how you vote. [Learn more](#)

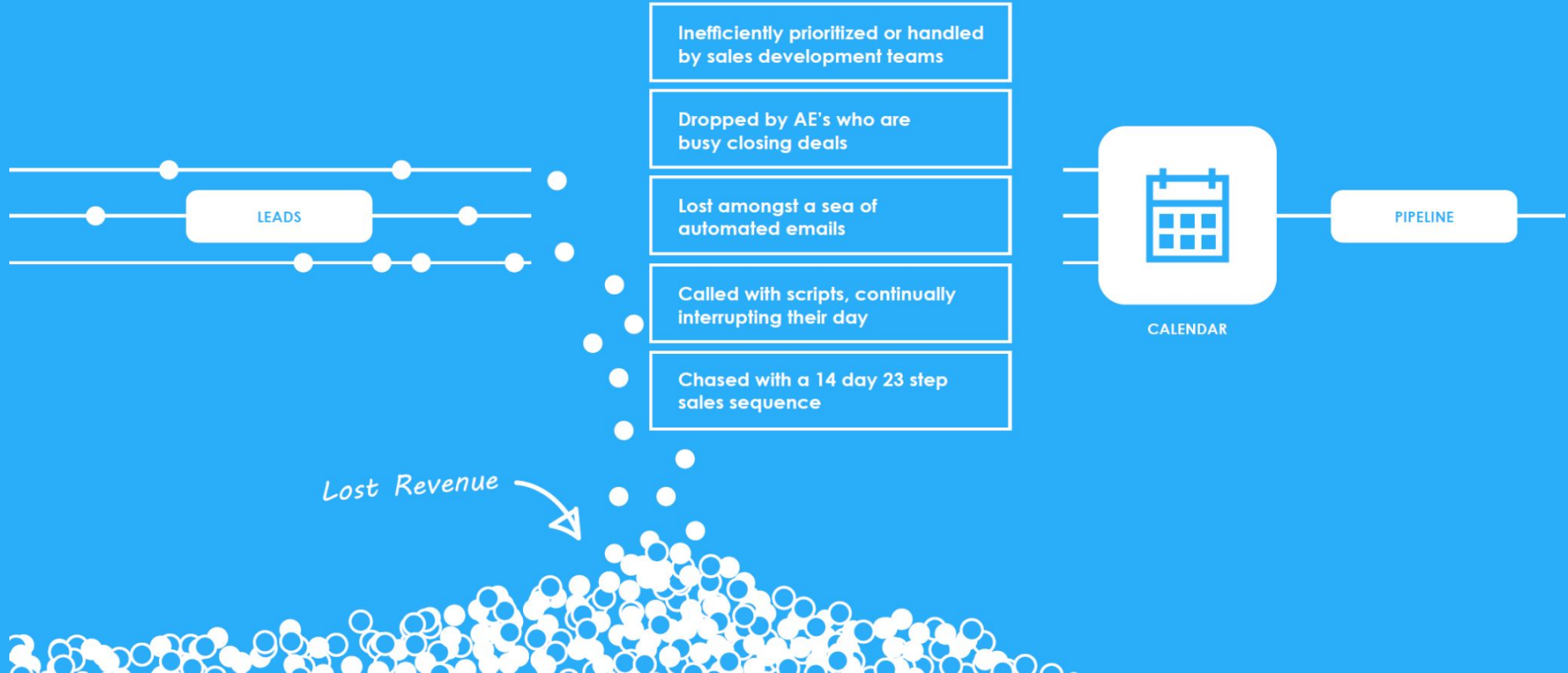


309 votes • Poll closed

78%

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

Revenue is lost because your hottest leads are...



Marketing Still Lacks Faith in the Follow-up Process

How well defined is your sales team's lead follow-up process?

The author can see how you vote. [Learn more](#)

Documented & updated regularly	34%
Documented, hopefully followed	34%
They wrote their own playbook	6%
I hope they are following up	27%

86 votes • Poll closed

61%

of marketer's are using HOPE as their strategy
once leads are past to sales

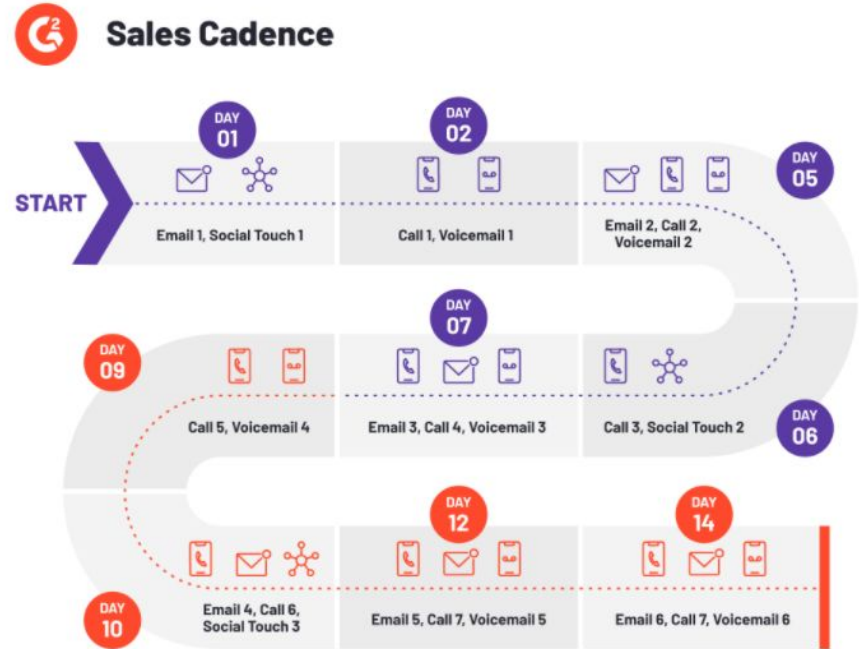
Sales says, “Volume/Bad Quality gets in the way”

Whoa!

23 touches in 14 days across multiple channels?

1000 Leads = **23,000 Tasks**

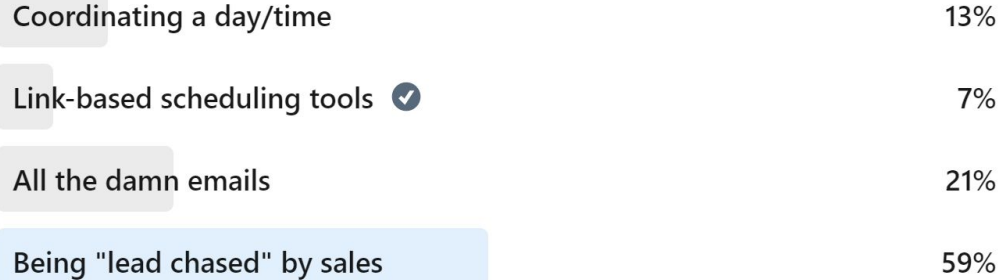
Is this **Lead Chasing** providing a good **Buying Experience**?



Even Best Practice Cadences Don't Align with Buyers

What's most annoying to you about booking a meeting as a buyer?

The author can see how you vote. [Learn more](#)

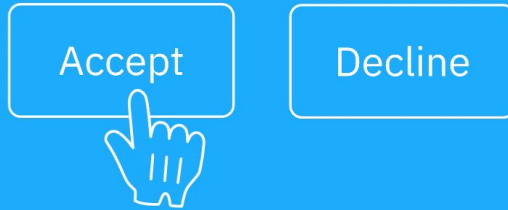


263 votes • Poll closed • [Remove vote](#)

80%

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

Turn Time into Value with Calendar First™ Methodology





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.

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 {{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!”

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}}

What Calendar First™ Looks Like

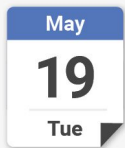
**You know the
Buyer is ready
for a meeting...**

**So don't "Lead
Chase" them.**

**Make it easy,
Calendar 1st™!**



Scott Logan <scott.logan@kronologic.ai>



IT Network Security Assessment || ACME Cyber Security

[View on Google Calendar](#)

Thursday, July 10, 2021 2:30pm - 3pm (CDT)

<https://zoom.us/j/1353>

Yes



Maybe

No

Hi Susan, Thank you for your engagement with our IT security content. With all the recent network security issues happening and your raised interest in this type of content, we'd love to offer our expertise to provide you a free security assessment.

I'll bring a certified network engineer and provide you with a security review analysis. If this time doesn't work, please respond with a time that fits your schedule better.

Best,
Scott

Automated Calendar First™



Account Expansion
Targets



Webinars & Events



Trial Leads



ABM Leads



Content Leads



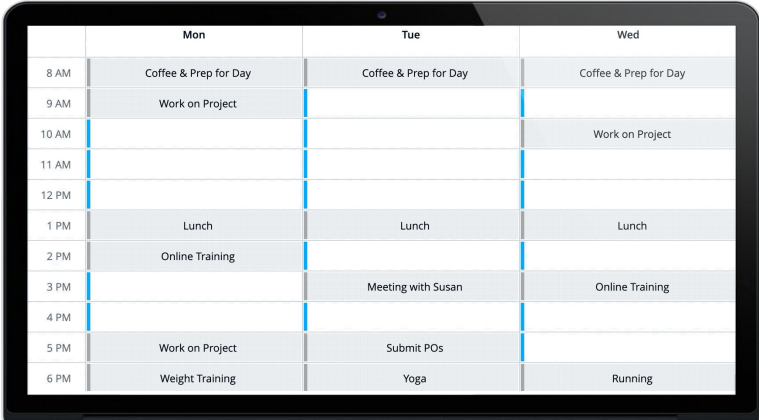
Demo Requests



CRM or CSV



Meeting Invites



	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

Increase Your Lead to Meeting Conversion Rates

Lead Type	SDR's + Sales Engagement Tool	Calendar 1st™	Estimated Impact on Pipeline
Webinars	5% - 15%	10% - 30%	100% growth
Hosted Events	10% - 25%	20% - 50%	100% growth
Trade Shows	5% - 10%	10% - 20%	100% growth
Intent Leads (6sense, Bombora)	1% - 2%	5% - 15%	500% growth
Content Downloads	3% - 5%	10% - 30%	200% growth
Demo Requests	35% - 60%	50% - 75%	30% growth
Account Expansion / Cross Sell	10% - 30%	30% - 70%	200% Growth



Primary Use Cases for Calendar 1st™

Marketing

**Deliver Meetings,
Not Lead List for:**

Events / Webinars

Inbound / Content

ABM / Intent

**Revenue meetings
realized in hours/days,
not weeks**

Sales

**No More Chasing
Leads for:**

SDR / BDR

Inside Sales

Field Reps

**Time saved is
focused on
delivering value**

Acct Management / Customer Success

**Proactively & Automatically
Schedule Meetings for:**

Cross & Up Sell / Product Upgrades

QBRs / Partner Channels

Trouble Tickets

**Unlock account expansion and
prevent churn**

Thank You!

Time for Q&A

[Heinz Marketing Data Infographic](#)
[Last Mile Problem eBook \(by persona\)](#)

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MARKETING

Today's Tech Stack has The Last Mile Problem

Automated

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

Awareness & Promotion

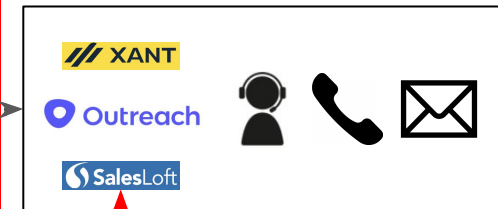
Engage

Enrich

salesforce

Manual
~10 actions scheduled over 14 days for the **FIRST** connect

Manual
Corresponding on a meeting time adds more delays



Automated email is manual upon reply



Opportunity

Qualification

Validation

Negotiation

Close

Kronologic's Own Event Follow Up A/B Test

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

Industry Event Sponsorship	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

