4 Ways to Crush EOY Goals

with Cross-Selling & Upselling

KRONOLOGIC

Accept | Decline

Today's Speakers

Scott Logan
VP, Marketing

Frank Burns
Customer Marketing

KRONOLOGIC

Trusted By: CDW BrightTALK validity

Hitting Goals Through Different Sources:

Revenue Alignment for Account Expansion

KRONOLOGIC

Accept   Decline

Address the Full Funnel as a Team - Customer Journey

Sales Funnel

Awareness
Consideration
Decision
Purchase

Customer Funnel

Adoption
Retention
Expansion
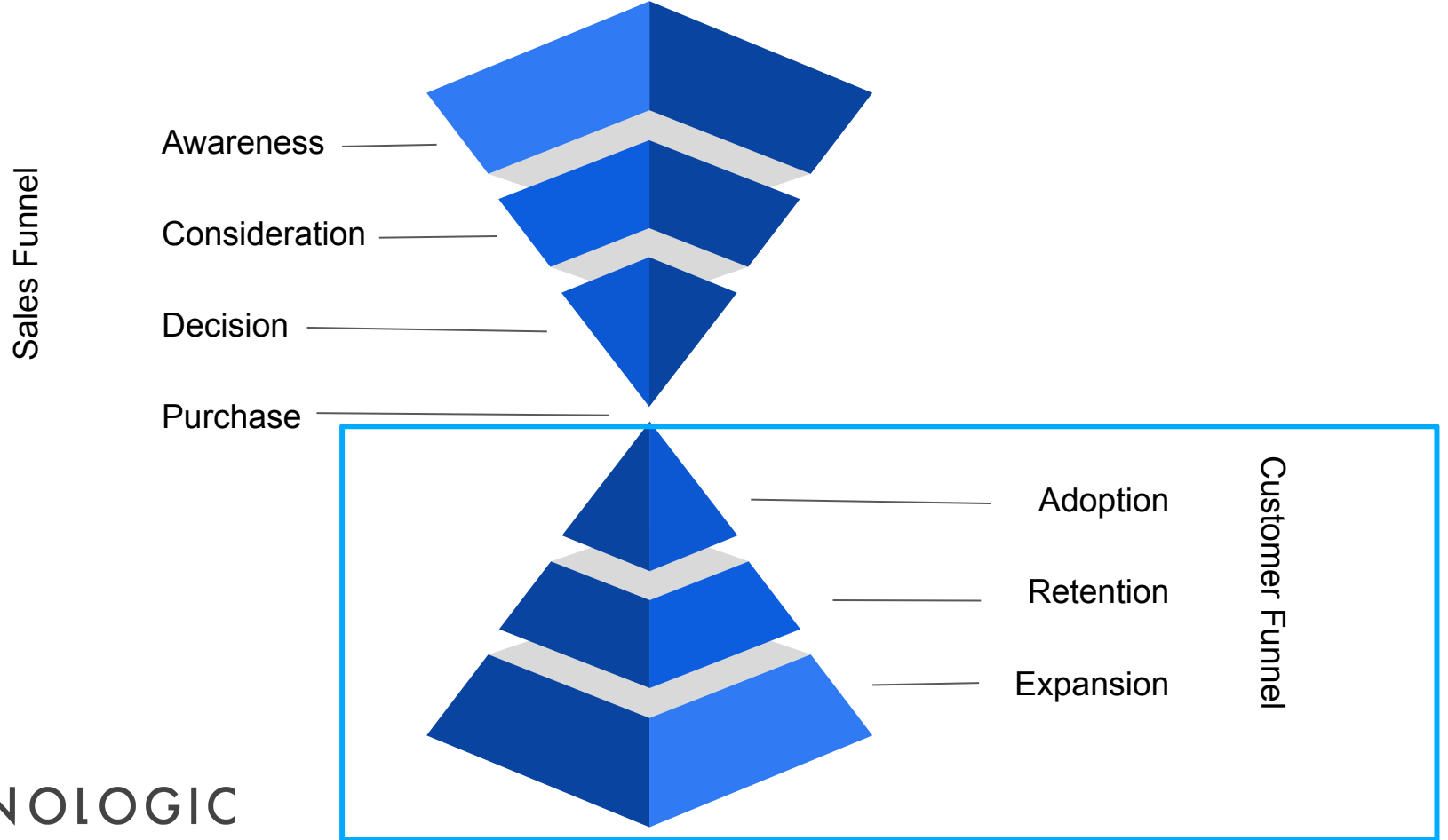
KRONOLOGIC

Fast Revenue is Closer than You Think - Ask Customers

HOT — **WARM** — **COLD**

CUSTOMERS	HAND-RAISERS	MARKETING LEADS	INTENT LEADS	ICE COLD
Cross-Sell / Upsell	Trial Conversions	Event Follow-Up	Kronologic Intent Campaigns	

PRIORITY PRESCRIPTION

- -

SECONDARY PRESCRIPTION

CUSTOMERS	HAND-RAISERS	MARKETING LEADS	INTENT LEADS
QBR's	PQL	Content Leads	Old Leads
Renewals	Demo Requests	Email Leads	No-Show Leads
Onboarding		Chat Incompletes	

KRONOLOGIC

Success Quotes from Customer Campaigns

"Kronologic enabled our SDRs to double their overall scheduled meetings. The Kronologic team helped us create and execute a strategic campaign that allowed us to successfully hit our goals."
--
Eddie Anderson, BDM, 5000+ employee tech company

"Within 1 week, we booked over 800 meetings for over 200 reps."
--
Director of Sales Transformation, 10,000 employee tech company

KRONOLOGIC

Sales vs. CS/CSM Standard Workflows - Status Quo

Sales
Challenge: Customer expansion focus is not always a given

Book Discovery Calls	Add Value	Negotiation	Paperwork
Finding and targeting new prospects and holding discovery meeting	Understand the business and provide valuable solution	Create an environment of adopting business change	Managing the legalities of the purchasing paperwork

CS / CSM
Challenge: Customer expansion focus is not always a given

Onboarding	Align with Customer Goals	Manage Projects and Challenges	QBR
Finding and targeting new prospects and holding discovery meeting	Understand the business and provide valuable solution	Create an environment of adopting business change	Managing the legalities of the purchasing paperwork

KꞂONOLOGIC

Customer Revenue Dilemma - Who Should Drive?

Sales

Ability to Identify Post-sale Conversations	Provided Sales Training	Provided Sales Tools
Access and awareness of customer conversations is limited - done after the contract is signed	From day 1 and continuing, they receive training to understand sales cycle	They are provided tools to make sure sellers are efficient and more effective

CS / CSM

Ability to Identify Post-sale Conversations	Provided Sales Training	Provided Sales Tools
Limited understanding of how to identify sales opportunities and knowing what to do	Product focused training, not a sales background, no/little sales compensation	They use product and services focused tools, not designed to sell efficiency

KRONOLOGIC

Legend: Set for Success | Challenge

The People and Personas are Different

	Sales	CS / CSM
Leading KPIs	Pipeline	CSAT / NPS
Primary KPI	Revenue	Retention
Primary Activity	Prospecting	Addressing customer needs
Primary Persona Traits	Assertive, Negotiation, Competitive	Empathy, Collaborative, Operational, Data Driven
Secondary Responsibility	Successful Onboarding	Cross/Up selling

KꓶONOLOGIC

Align on Revenue

- **What does that mean?**
  - **Marketing, Sales and Customer Success Train and Learn together**
    - Provide a high quality experience and delivery of value
    - Relevant, long-term solutions to customer needs
    - Two way relationship with customer (wins, setbacks, R+D)

- **How do you do it?**
  - Targeting
  - Messaging
  - Prospecting
  - Feedback
  - Metrics

KꓕONOLOGIC

4 Ways to Crush EOY Goals

	Revenue Source	Trigger	Action Owner
1	**Cross Dept Upselling**	Outline customer hierarchy to find new champions	Sales
2	**Product Cross-Selling**	Use product data to see how other SKUs could benefit	Sales / CSM
3	**Product Upgrade Notification**	Platform access requests via email, slack, intercom, etc.	CSM
4	**New Product Offering**	Align with product launch	CSM / Marketing

KRONOLOGIC

Automate Your Account Expansion:

Find and Close Expansion Revenue Faster
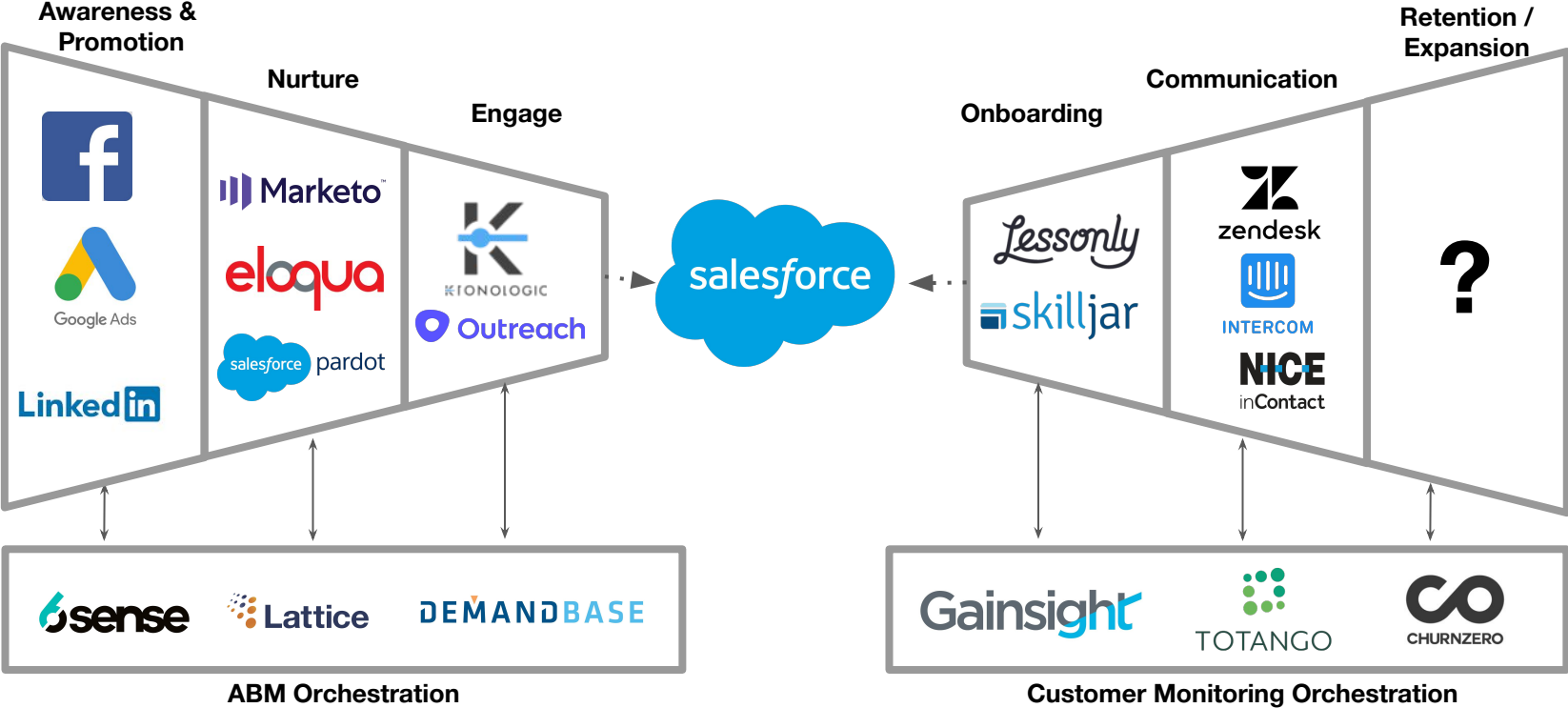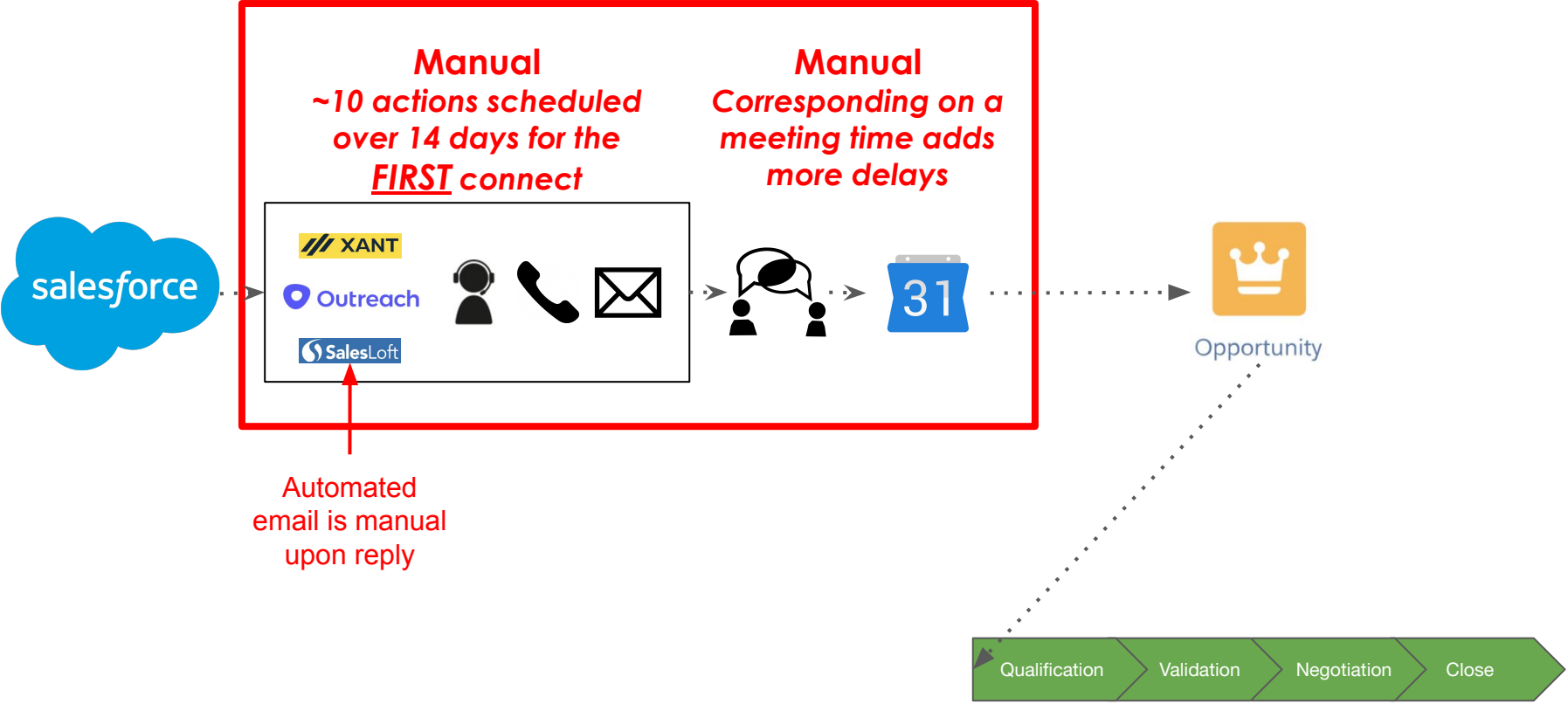
KRONOLOGIC

Accept   Decline

CS/CSM Tech Stack is Missing Engagement Tools

Today's Lead/Customer Engagement is too Manual

Manual
~10 actions scheduled over 14 days for the __FIRST__ connect

Manual
Corresponding on a meeting time adds more delays

salesforce

XANT
Outreach
SalesLoft

Automated email is manual upon reply

Opportunity

Qualification | Validation | Negotiation | Close

KRONOLOGIC

Calendar First™ is the Next Evolution of Engagement

Calendar 1st™
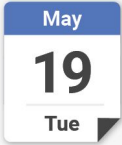
/Calendar 1st™ / Calendar First™/
Noun

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

KRONOLOGIC

Account Expansion

Jane Johnson

Kronologic || Lauren's Account Review

View on Google Calendar

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

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

May 19 Tue

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?

KRONOLOGIC

Sales/CS/CMS Triggers for Calendar First™

Account Expansion Targets

In-product triggers

Cross Dept Selling

Merger / Acquisition

New Product

QBR

salesforce | CRM or CSV | HubSpot

KꓤONOLOGIC **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

KꓤONOLOGIC

Maximize Your Acct Expansion Pipeline

Shorter Sales Cycles Close the Year Stronger

KRONOLOGIC

Accept   Decline

Why Account Expansion is Faster

Adoption

Retention

Expansion

Customer Funnel
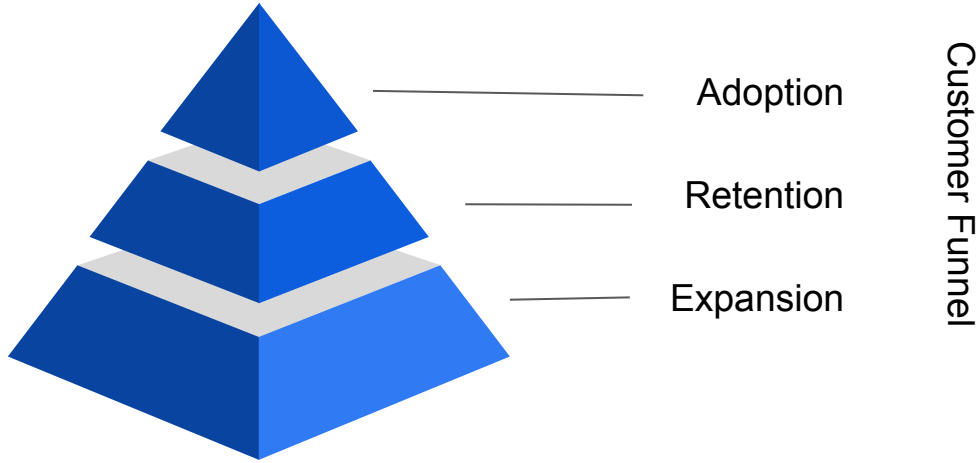
Shorter Sales Cycles	Status
MSA	Completed
IT Security/InfoSec	Completed
Contracting Process	Known
Deal Champions	Known

KRONOLOGIC

Calendar First™ in Action

10,000+ employee, IT Services Company

Large Team	200 reps Inside sellers	**800 meetings in 1 week**
Small Team	6 reps Field sellers	**150 meetings in 1 month**

Link to 800 meetings quote: https://hello.chorus.ai/listen?guid=e550b11b6ea048c2813ea9c6a4206c9f
Link to full case study webinar: https://vimeo.com/546216539

KRONOLOGIC

We believe the best kind of sales tech fills up your calendar, not your to-do list.

Calendar 1st™ Methodology: **https://www.kronologic.ai/calendarfirst**

Experience for Yourself: **https://www.kronologic.ai/demo**

_____

KRONOLOGIC

Accept   Decline