Meetings Most Wanted:

How to Drive Meeting Acceptance Rates

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Accept   Decline

Presenters

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Trusted By: CDW BrightTALK validity

Meetings Most Wanted [Part 1] Recap

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"Meetings Most Wanted" Prescription Matrix

START HERE

HOT   WARM   COLD

CUSTOMERS	HAND-RAISERS	MARKETING LEADS	INTENT LEADS	ICE COLD
Cross-Sell / Upsell	Trial Conversions	Event Follow-Up	Intent Score Only Campaigns	**NOT RECOMMENDED**

PRIORITY PRESCRIPTION

- -

SECONDARY PRESCRIPTION

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

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"Meetings Most Wanted"
Monthly Strategic Framework

Business Unit or Geo	Channel	Leads Per Month	Accept Rate Target	Predicted Meetings	SDRs Required	Value Per Meeting	Potential Revenue
Sales Development	Inbound Demo Request	50	30%	15		$800	$12,000
Account Management	Technical Review	200	60%	120		$1,000	$120,000
Channel Partnerships Global	Partners Offer Program Launch	100	50%	50		$1,000	$50,000
Sales Development	ABM Intent Lead Demo	100	5%	5		$500	$2,500
Totals		**450**		**190**	**4**		**$184,500**

1 SDR = 30 Discovery/Customer meetings per month, 15 Opps @ 50% conversion
Value per Meeting = $2,000

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What are Good Revenue-Focused Meetings?
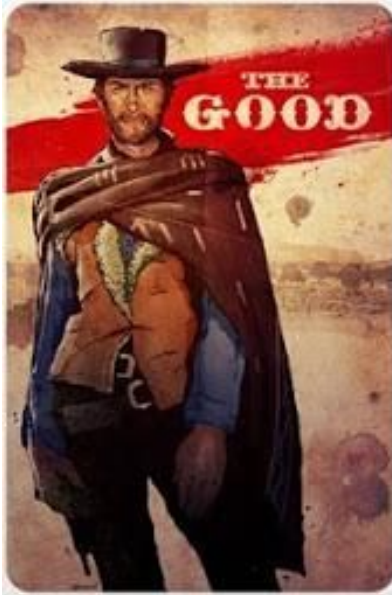
The Good
Discovery Meetings
Deal Progressions
Up/Cross-Sells
Renewals
QBRs

The Bad
Cancellations
Contract Reductions
Champion Departing
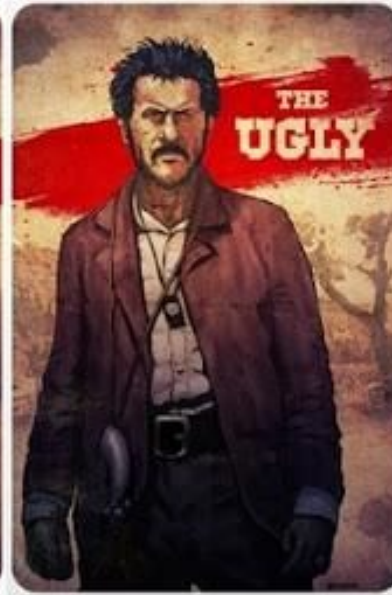
The Ugly
Calling Blocks
CRM Admin Work
Lead Chasing

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Using Meeting Type Norms to Forecast Conversion

Marketing Channels	SDRs + Sales Engagement Tool	Kronologic Calendar First™	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
Using Only an ABM Intent Score	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

Should I go back and watch Episode 1?

- Not mandatory but it is on BrightTALK if you want to!

- More in-depth overview of:
    - Prioritization Matrix
    - Meetings Most Wanted methodology
    - Acceptance rate norms by meeting type

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Today's Takeaways

- Benchmarks for acceptance rates by messaging and type

- How to optimize your approach to improve acceptance rates

- Ways to overcome common challenges with show rates

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Acceptance Rate Benchmarks by Messaging and Type
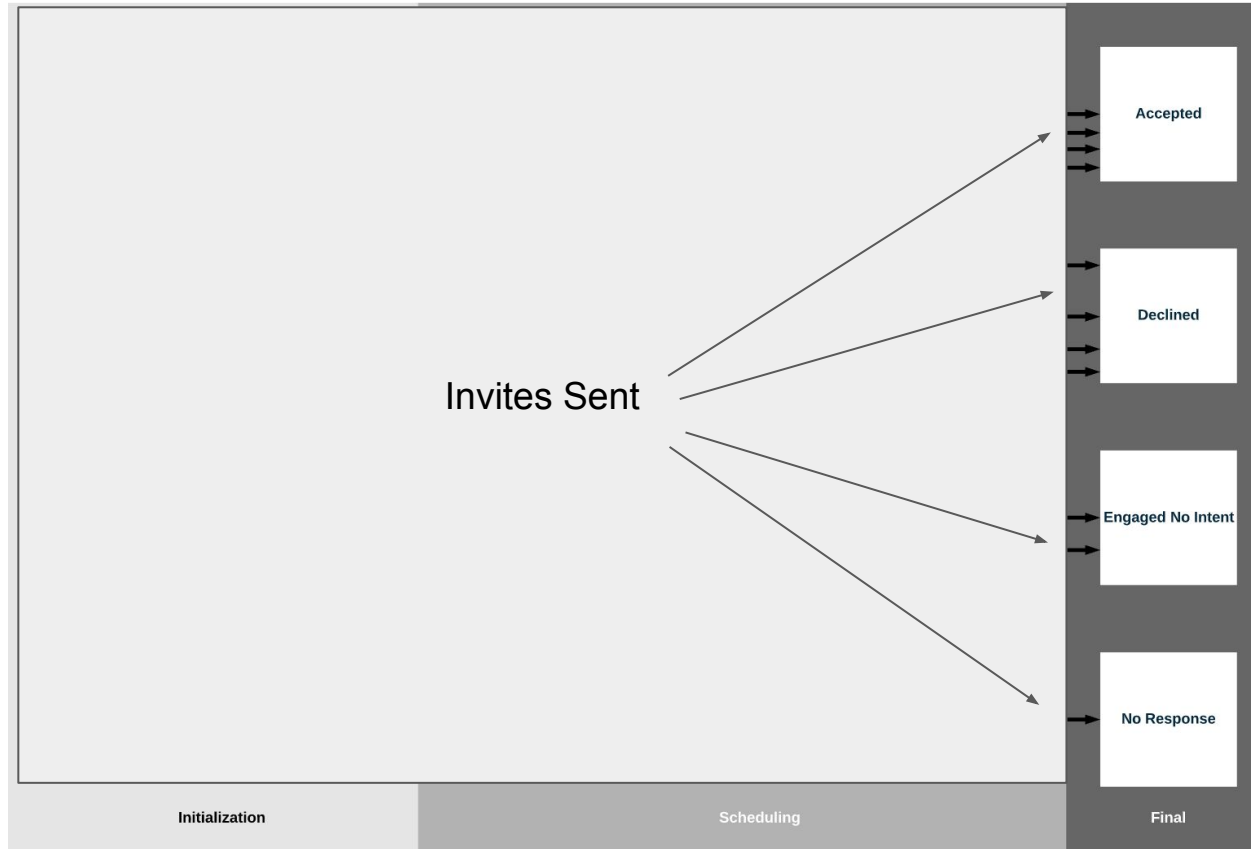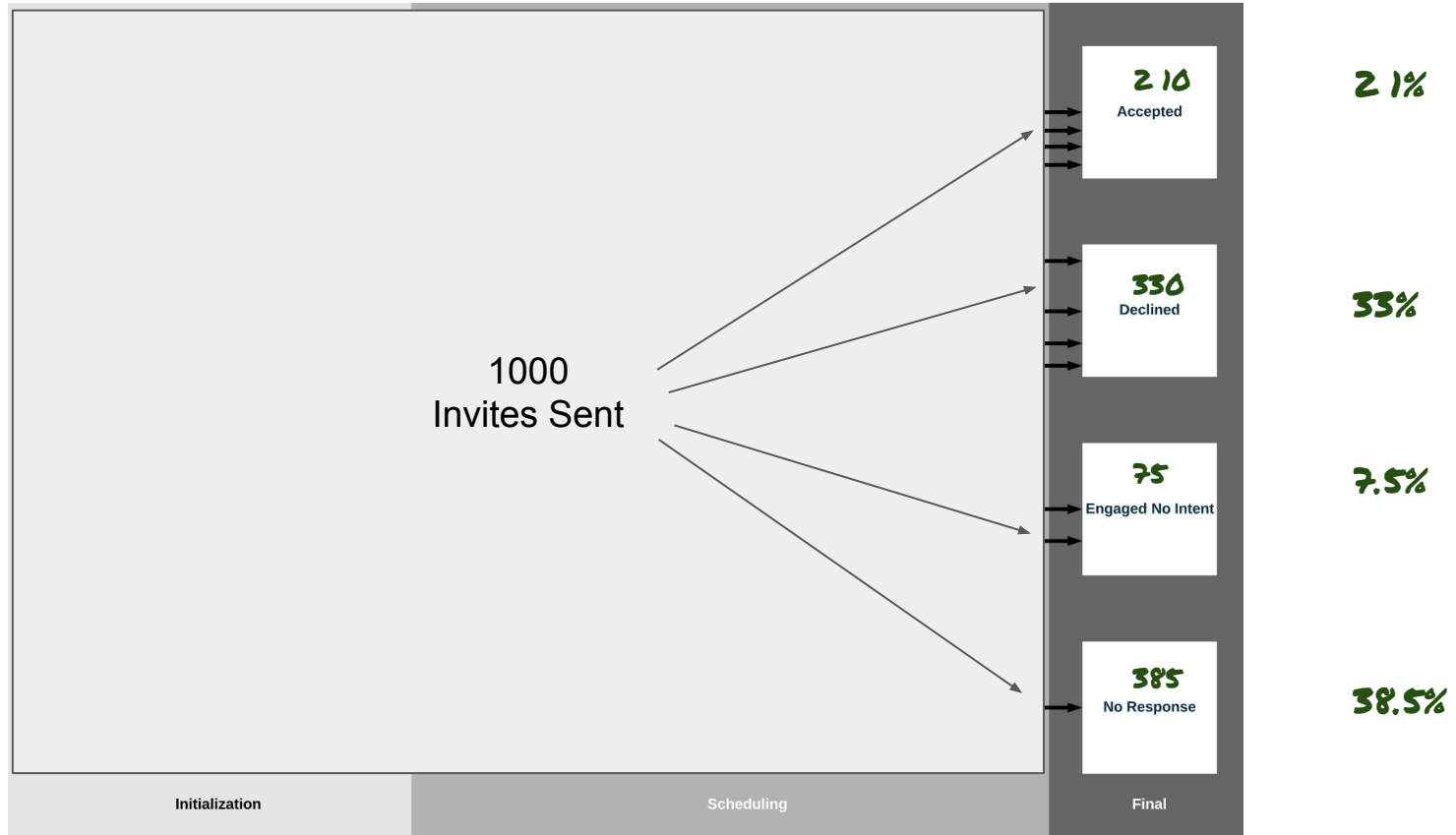
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POLL

Meeting Statuses
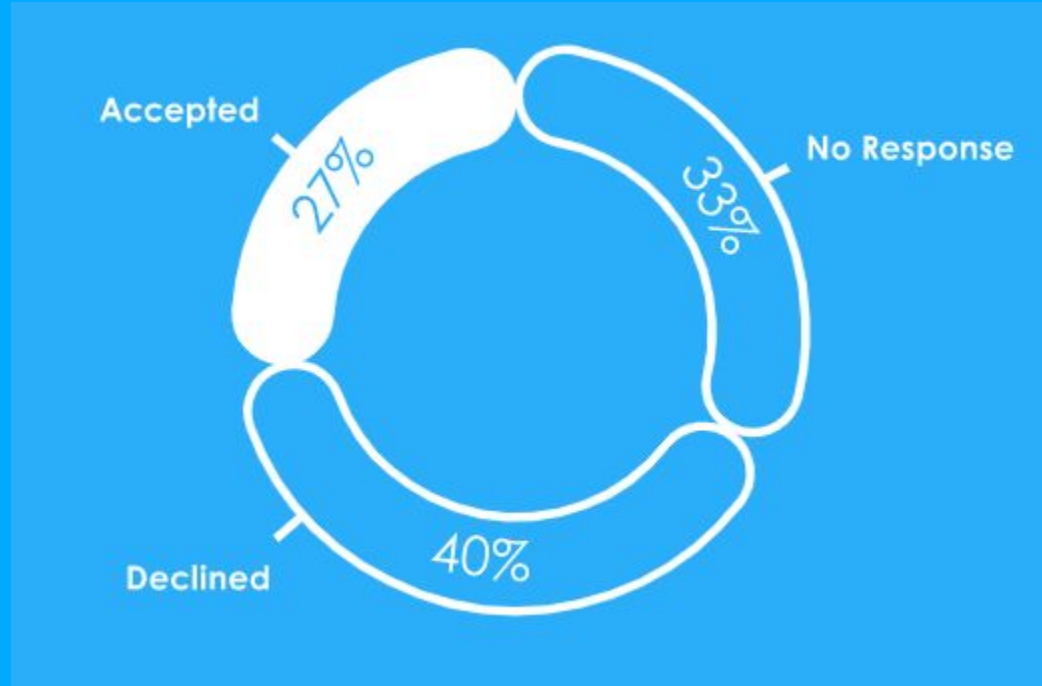
Meeting Accept Rate

Meeting Accept Rate

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How to Optimize your Approach to Improve Acceptance Rates

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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!

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Anatomy of a ~~Great~~ *Valuable* 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. {{your_company}} || {{meeting_type_name}}

2. {{meeting_link}}

3. date   time

4. {{description}}

5. Agenda
   1. {{value_statement}}
   2. {{pointed_question}}
   3. {{hot_take}}
   4. {{today's_deliverable}}
   5. {{next_deliverable}}

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Meeting Types & Messaging

Kronologic || Dell Sales Engagement Needs Analysis

View on Google Calendar

When: Tue May 19, 2021 2:30pm - 3pm (CDT)
Where: https://zoom.us/j/1343151353
Who: lauren@dell.com

Yes | Maybe | No

1 Subject needs to instantly be *relevant* i.e. *WHO* have they worked with? *WHAT* is an *important topic* to them?

2 *WHY* are you reaching out?

3 What is the *VALUE* to the prospect of this meeting?

Hi Lauren, I'm reaching out because it looks like you're in the market for technology to enhance your sales engagement strategy. I would like to offer my expertise to help you focus your search and answer questions specific to Dell's unique sales engagement needs. Let's connect next Tuesday at 2:30 pm to discuss details.

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Go Calendar-First™ to Boost Acceptance Rates

Kronologic books meetings for you so you don't
have to chase leads

Calendar-First™ the ending of EVERY meeting:

"I'm going to hold time for us Thursday at 3pm
Central if that's available for you."

1-click response for the win!

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Optimization Best Practices

- Reply to declines

- Automate/negotiate timing

- Take advantage of "Bad Day" opportunities

- Be diligent - Make a list & check it twice

- Track your progress

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Ways to Improve Meeting

Attendance Rates

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No-Shows are No Picnic!

20-35%   Standard No-Show Rate*

56%   Number of prospects who missed their sales appointment due to being 'overwhelmed by internal events'**

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Sales Engagement from the Experts

Whoa!

9 to 23 touches in 14 days across multiple channels?
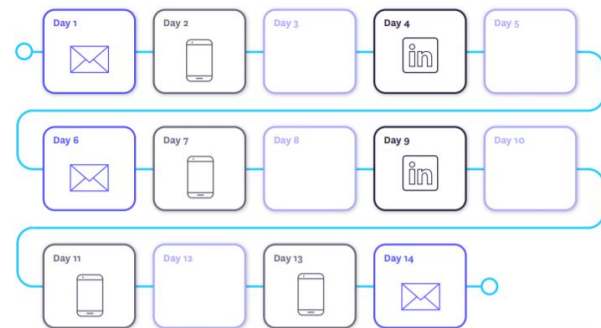
Is this **Lead Chasing** providing a good **Buying Experience**?

Break buyer silence

Sales reps should reach out **9** times across multiple channels, every **1.5 days**.

Download our guide to convert buyers faster.

www.outreach.io

G2 Sales Cadence

START

DAY 01 — Email 1, Social Touch 1

DAY 02 — Call 1, Voicemail 1

DAY 09 — Call 5, Voicemail 4

DAY 07 — Email 3, Call 4, Voicemail 3

DAY 06 — Call 3, Social Touch 2

DAY 10 — Email 4, Call 6, Social Touch 3

DAY 12 — Email 5, Call 7, Voicemail 5

DAY 14 — Email 6, Call 7, Voicemail 6

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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

HEINZ
MARKETING

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How to Stack the Odds in Your Favor

- Timing is key - schedule within a 10-day timeframe

- Make sure they're no longer included in automated marketing/sales cadences

- Continue to provide relevant/helpful content

- Reminder emails - reach out the morning of the meeting

- For high-priority meetings, send Uber Eats the day before the meeting

Summary

- When it comes to your message in a calendar invite… tailoring is king and less is more

- Know your audience - and time messaging accordingly (WIIFM?)

- Embrace the declines - use them to your advantage

- Use best practices to overcome common show rate challenges like:
  - Send friendly reminders
  - Share helpful content after accept
  - Surprise & delight

- Leverage the Calendar First™ and 1-click accept approach

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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**

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