The Next Generation Account-based Selling and Sales Engagements Models…

They Aren't What You Think!

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Today's Speakers

Jonathan Spier
CEO

Scott Logan
VP, Marketing

POLL

ABM's Missing Links: The FIRST Mile Problem

"When you engage the wrong prospects, you waste time at each step of the sales and marketing process."

History of ABM Sales and Marketing

Scalability

Intro of ABM
- Strategic Accounts (25–50 accounts)
- Field Mktg centric
- Analog in approach

- Improved scale
- Email centric
- Industry focused
- Post hand-raise
- Reactive

ABM at Scale
- Fully scalable (5000+ accounts)
- Full funnel
- Multiple targeting options
- Pre hand-raise
- Proactive

B2B Tech Enters
New technology introduces full automation, integrations, best practices, and new marketing / sales channels

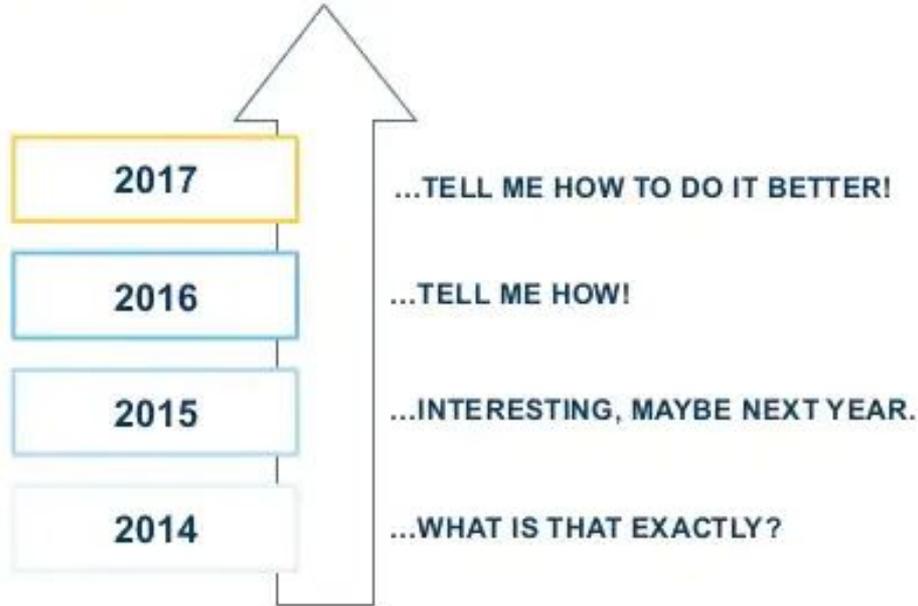**1993**   1995   2005   2012 >>>   **2014**

from the book, *Account-Based Marketing: How to Target and Engage the Companies That Will Grow Your Revenue,*
https://smile.amazon.com/Account-Based-Marketing-Target-Companies-Revenue-ebook/dp/B07QMTZRLL/

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The Evolution of ABM Programs

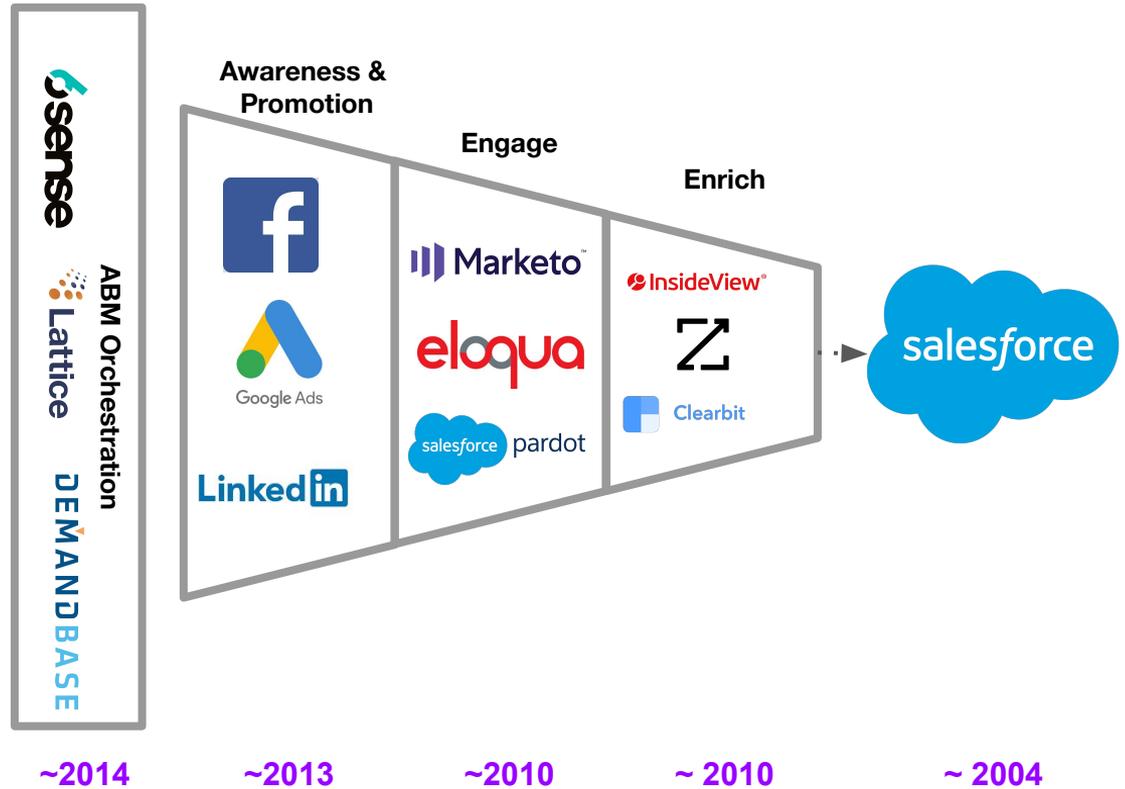# Today's ABM Platforms - Missing the Who and Acct Fit

ABM Platform Focus

Account-based Intent Data
- Website activity
- 3rd-party keyword search activity spikes
- Alignment with key personas when known

Intent is a 1-sided story
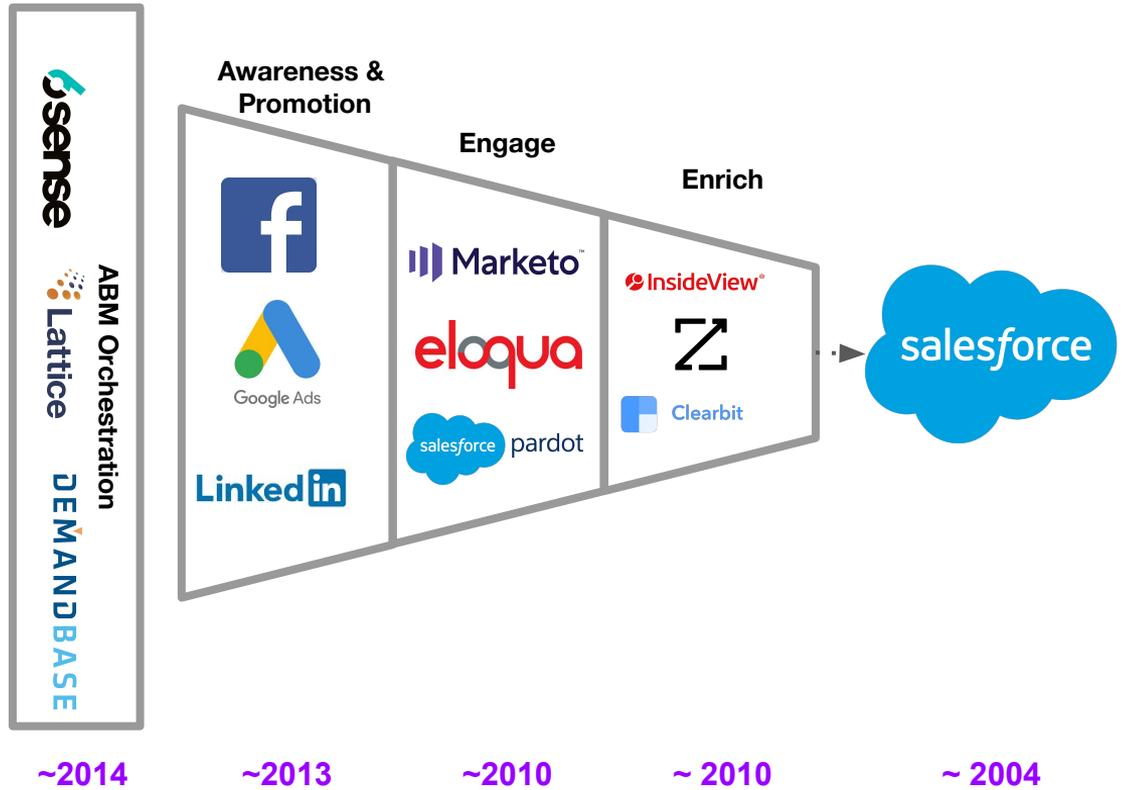- **Intent isn't always aligned with if that company will buy**

ABM Orchestration

Awareness & Promotion

Engage

Enrich

~2014   ~2013   ~2010   ~ 2010   ~ 2004

Approx. year for becoming established in B2B Marketing

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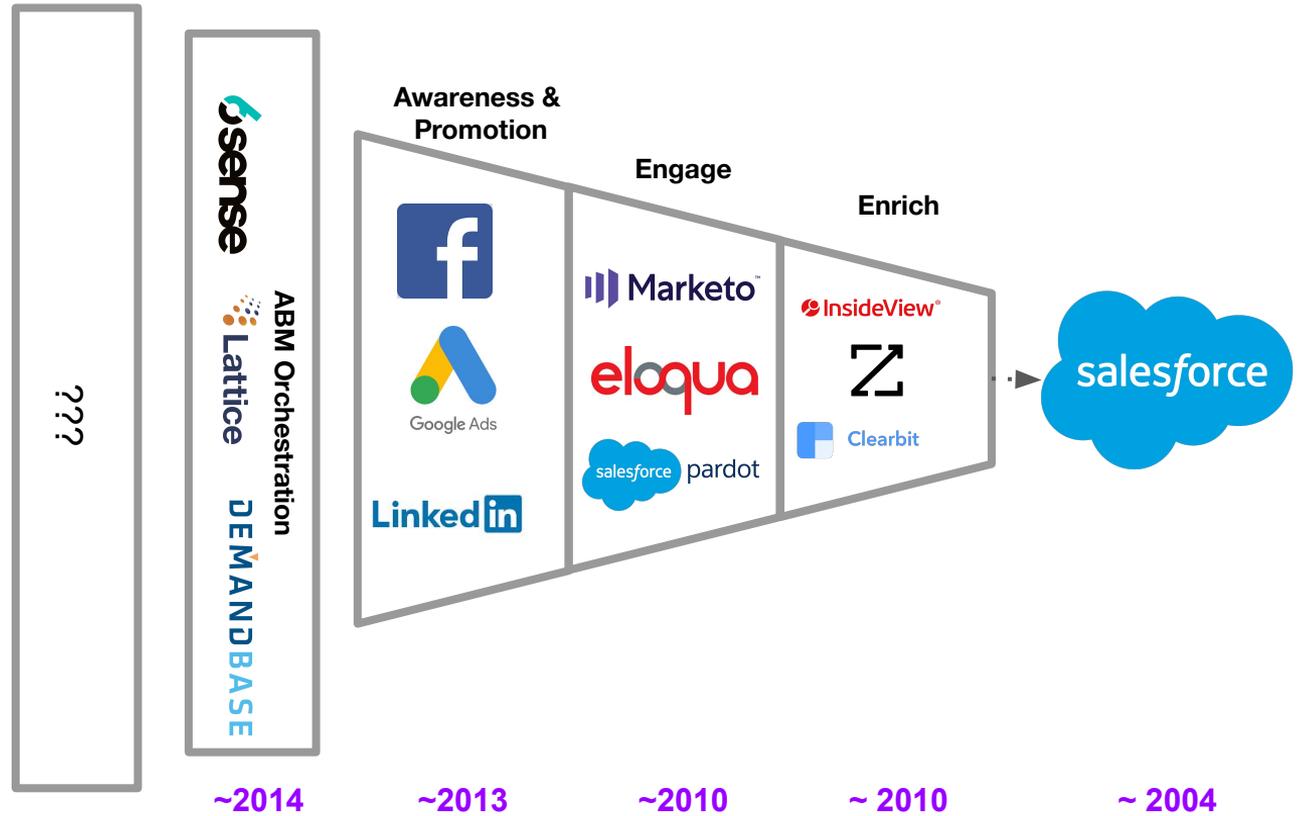# Today's ABM Platforms - Missing the Who and Acct Fit

Predictive Modeling

Fliptop acquired by LinkedIn in Aug 2015

salespredict acquired by ebay in July 2016

ABM Orchestration
6sense
Lattice
DEMANDBASE

Awareness & Promotion

Engage

Enrich

salesforce

~2014   ~2013   ~2010   ~ 2010   ~ 2004

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Today's ABM Platforms - Missing the Who and Acct Fit

???

ABM Orchestration
6sense
Lattice
DEMANDBASE

Awareness & Promotion
Facebook
Google Ads
LinkedIn

Engage
Marketo
eloqua
salesforce pardot

Enrich
InsideView
Z
Clearbit

salesforce

~2014   ~2013   ~2010   ~ 2010   ~ 2004

Approx. year for becoming established in B2B Marketing

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Additional Challenges with Today's Acct. Selection

For sales and marketing teams, identifying great accounts and prospects is manual, time-consuming and **plagued by guesswork**.

Account Selection Challenges

- Manual research and effort
- Accts. selected via: Gut instincts / Fortune lists
- Inconsistent results
- Missed opportunities
- Low quality leads enter the funnel
- No program visibility / analytics
- Disparate data sources

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ONLY Once You Know the Who and Why, Take Action

Identify and prioritize the fresh prospects that will become your next best customers
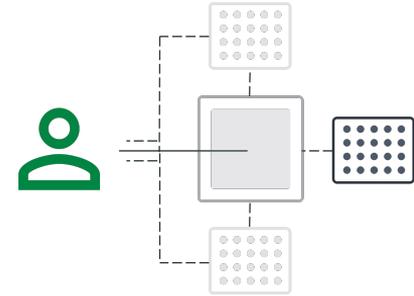

Prospect Discovery

Find net new prospects who look like your ICP based on thousands of exegraphic signals.

Prospect Scoring

Score every prospect **before** outbound or inbound engagement, so that every effort is optimized for each prospect
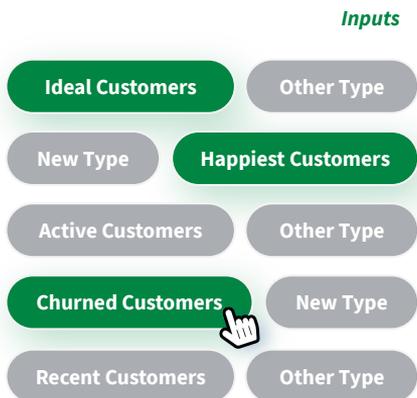
Prospect Routing

Route prospects to the channel (e.g., SDRs, content syndication campaigns, etc.) most likely to engage them

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Predictive Modeling Examples
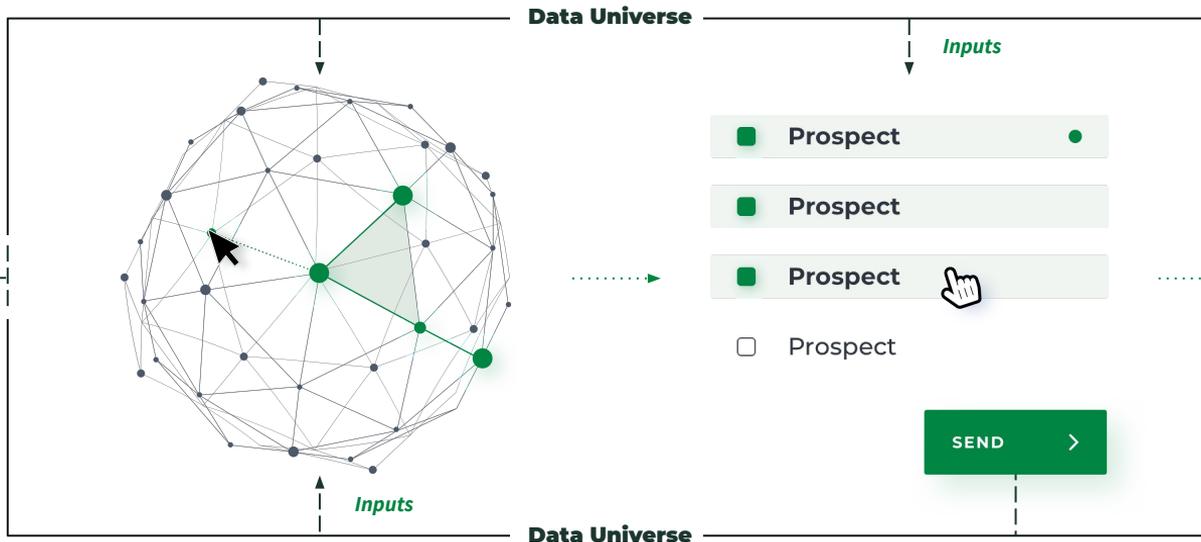
Predictive Modeling Magic

1

User chooses seed lists of interest

2

Rev uses seed lists to build and tune **mathematical models** of your Ideal Customers (aiCPs) that match your industry, product or geography focus

3

Rev creates and continually maintains a scored prospect list accessible to sales and marketing

Inputs

Ideal Customers	Other Type
New Type	Happiest Customers
Active Customers	Other Type
Churned Customers	New Type
Recent Customers	Other Type

Data Universe

Inputs

Inputs

Data Universe

Inputs

- ☑ Prospect ●
- ☑ Prospect
- ☑ Prospect
- ☐ Prospect

SEND →

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Exegraphics: The Why Behind the Who

Exegraphics:
Detailed Information on How a Company Executes Their Mission

Company	Firmographic **Twins**	Exegraphic **Differences**

Fortune 100
Industrial Machinery
70k - 102k employees

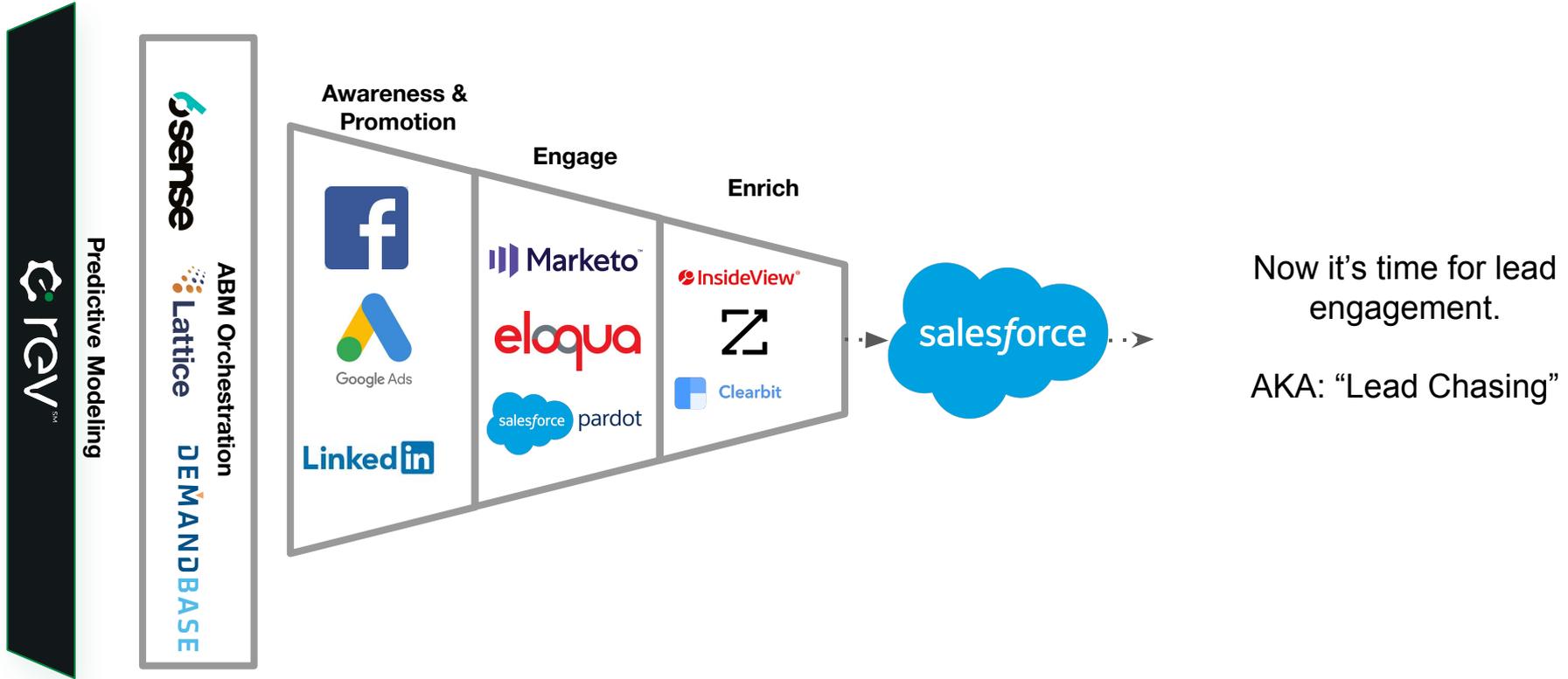**Mid/late adopter** of new tech
Low cloud adoption
High B2C Focus

Fortune 100
Industrial Machinery
70k - 105k employees

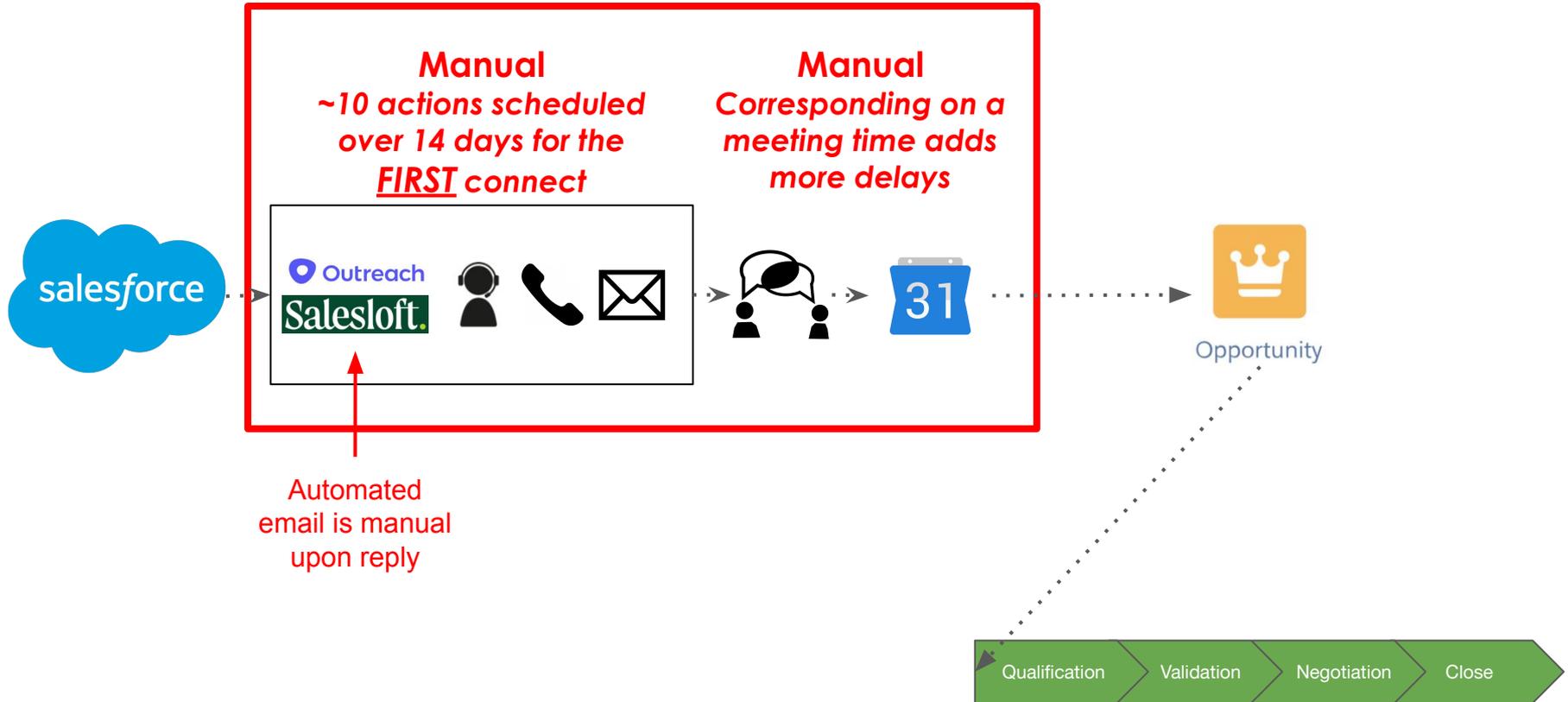**Early adopter** of new tech
High cloud adoption
Low B2C Focus

Last Mile Problem = Today's Sales Engagement

Predictive Modeling

ABM Orchestration

Awareness & Promotion

Engage

Enrich

Now it's time for lead engagement.

AKA: "Lead Chasing"

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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

Automated email is manual upon reply

Opportunity

Qualification | Validation | Negotiation | Close

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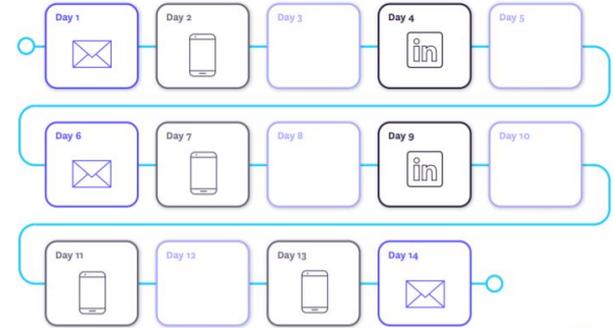
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Sales Engagement from the Experts

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

Sales Cadence

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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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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

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Account Expansion

Jane Johnson

ACME CyberSecurity || Infrastructure Security Assessment

May 19 Tue

View on Google Calendar

When	Tue Oct 9, 2021 2:30pm - 3pm (CDT)
Where	https://zoom.us/j/123456789

Yes   Maybe   No

Hi Lauren, Thank you for joining our webinar discussing new IT infrastructure threats. Moving into the end of the year, you'll most likely be doing an internal audit as you plan for 2022.

Do you have time on Tuesday for us to perform an IT audit to provide you additional information?

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Calendar 1st™ vs Agoge Sequence

Sales Sequence	Rep Activity Level	Steps	Days
Calendar 1st™	None	1.4	4

Sales Sequence	Rep Activity Level	Steps	Days
Agoge	Heavy	15	14

Jane Johnson

May 19 Tue

ACME CyberSecurity || Security Assessment

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The Agoge Sequence

Step	Task	Day	Automated
1	Manual Email	1	No
2	LinkedIn Follow	1	No
3	Phone Call	1	No
4	Email Reply	3	Yes
5	Phone Call	3	No
6	Phone Call	4	No
7	Email Reply	4	Yes
8	LinkedIn InMail	7	No
9	Phone Call	10	No
10	New Email	14	Yes
11	Reply Email	15	Yes
12	Reply Email	17	Yes
13	Phone Call	19	No
14	Phone Call	21	No
15	Breakup Email	27	Yes

The Opening Emails
Middle Emails
Social Touches
Calls
Breakup Email

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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

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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

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	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

Thank you!

Address the FIRST and LAST Mile Problems in your funnel.

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

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

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Jump Start: Contact us to see an aICP on your data:

https://www.getrev.ai/contact-us/

Appendix

The World's Best B2B Sales & Marketing Organizations Trust Rev

8x8 15Five Adobe ALIEN VAULT Avalara avanade Barracuda BIGCOMMERCE BRAINSHARK box

CallidusCloud Carbon Black. CHEF CITRIX CLOUDERA CLOUDFLARE Cloudreach COMCAST BUSINESS ConnectWise

COX DATASTAX DELPHIX ensono EPICOR FIREEYE FLEXEra FLUKE

glassdoor Google hackerone HCL HEADSPACE helpshift Hewlett Packard Enterprise imperva Informatica

intel IronNet jamf Lookout Malwarebytes MasterControl mimecast Nasdaq NAVEX GLOBAL

NETSUITE ONE IDENTITY ORACLE Bronto PAYCHEX paycom Paycor PayScale planful

PlanGrid Progress proofpoint puppet Qlik Rackspace Red Hat RingCentral SAP

splunk> Symantec talkdesk vmware workday Xactly zendesk zoominfo Powered by DiscoverOrg zuora

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SDP — Prospects

SEM — Leads

ABM — MQLs

CRM — SQLs

CSM — Closed Deals

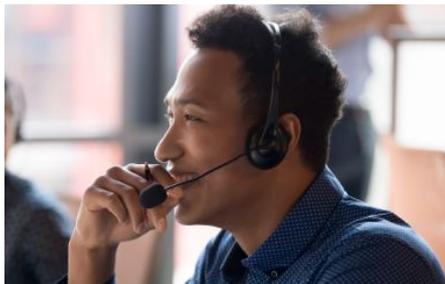# Rev Makes Go-to-Market Activities More Effective

Demand Gen

Rev Integrated Demand Gen Services

3rd Party Demand Gen Services

In-House Demand Generation

Sales

List Building for SDR team and/or individual reps

Outbound Prospecting tool for individual SDRs

Inbound scoring and routing

Marketing

Fine tune and expand awareness campaigns

Create lookalike audience from intent data

Create lookalike audiences from campaigns, webinars, and events

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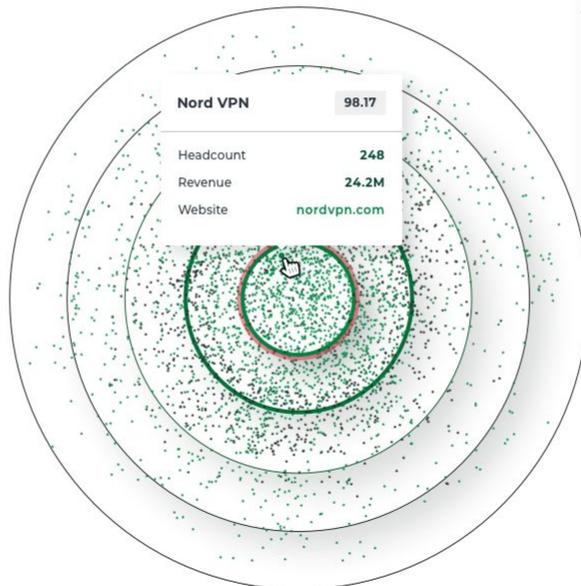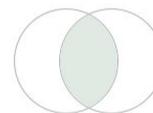
Rise Above the Funnel

The future of sales is above-the-funnel and at your fingertips

Today's Tech Stack has The Last Mile Problem

Automated
1000's of interactions tracked, scored, appended, and processed daily
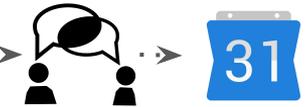
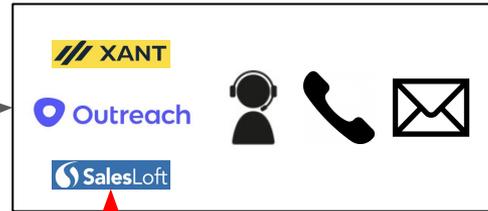**Awareness & Promotion**

Engage

Enrich

ABM Orchestration

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 |

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

QBR's	PQL	Content Leads	Old Leads
Renewals	Demo Requests	Email Leads	No-Show Leads
Onboarding		Chat Incompletes	

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Calendar 1st™ vs Agoge Sequence

Sales Sequence	Rep Activity Level	Steps	Days
Calendar 1st™	None	1.4	4
Agoge	Heavy	15	14

Number of Touches (Calendar Invites Sent)	# of Responses	Ave Days to Accept/Decline	% responding after each touch
1	2422	4	69%
2	869	14	25%
3	228	28	6%
4	1	19	0%
Grand Total	3520	8	

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

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Account Expansion:

Proven Cross/Upselling Strategies

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Accept   Decline

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

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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

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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

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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

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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

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Maximize Your Acct Expansion Pipeline

Shorter Sales Cycles Close the Year Stronger

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Accept   Decline

Why Account Expansion is Faster

Customer Funnel
- Adoption
- Retention
- Expansion
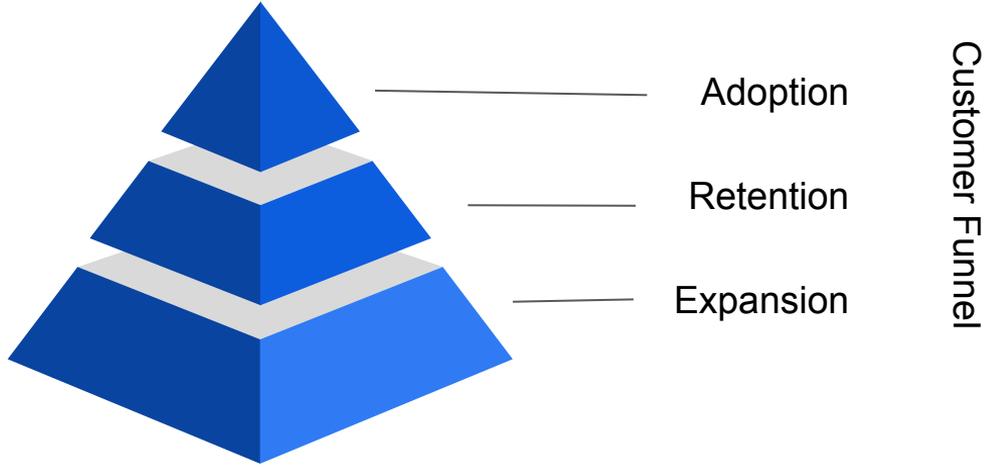
Shorter Sales Cycles	**Status**
MSA	Completed
IT Security/InfoSec	Completed
Contracting Process	Known
Deal Champions	Known

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