

Too many accounts and partners to meet with?

Wasting selling time when chasing down meetings?

Delayed responses leaving deals for the competitors' taking?

**Increase  
Channel Sales  
Automatically...  
At Scale.**



**KRONOLOGIC**



# Proactive Outreach with Calendar First™



Send timely and tailored calendar invites with specific messaging, at scale, and customers just click accept.



**Aaron Bollinger** <aaron@kronologic.ai>

to me ▾



## Quarterly Business Review || Kronologic/CDW

[View on Google Calendar](#)

When Wed Feb 24, 2022 11:30am – 12pm (EST)

Where <https://us02web.zoom.us/j/4257864375>

Who aaron@kronologic.ai\*

Yes

Maybe

No

[More options](#)

## Agenda

Wed Feb 24, 2022

*No earlier events*

Prev day [Sprint in Progress](#)

Prev day [Product Guide design work](#)

10am [Engineering Standup](#)

12pm [Kronologic Org/Team Admins - Hubspot](#)

1pm [Product Team Working Session](#)

Hi Michelle,

We will use this time to understand your business needs for the upcoming quarter. We also think our new IT service might be of interest for your international expansion plans.

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

Best,  
Aaron

# Automatically Schedule Meetings with Partners, Prospects and Customers: New Deals, QBRs, Cross/Up Selling, & More



Don't believe it? our current customers are using Kronologic for today:

- Engage 100% of your target accounts at the exact right moment, without the chasing down with calls and emails
- Use dynamic field tokens to customize messaging to secure the meeting
- AI will negotiate any rescheduling needs, to free up more time for selling

## 5 Triggers for Channel Focused Calendar 1st™ Meeting Scheduling

	Revenue Source	Trigger	Action Owner
1	Channel Cross Dept Selling	Deepen relationships with customers and suppliers	Channel Manager
2	Product Up/Cross-Selling	Use product data to see how other SKU's could benefit	Channel / Supplier
3	Product Upgrade Notification	Platform access request via email, slack, intercom, etc.	MSP / Supplier
4	New Product Offering	Align with suppliers and partners on new campaigns	Channel / Supplier
5	Onboarding / QBRs	Automate invites for all regularly schedule meetings	MSP / Supplier

# How It Works:



1. **Select Team Members.** Do the inviting work for those who are running sales meetings, including supporting roles: Channel Managers, Suppliers, Manufacturers, MSPs, Subject Matter Experts, and more.



2. **Identify Targeted Accounts & Contacts.** Use conditional filtering logic in Salesforce or Hubspot to import customer contacts, or simply upload a CSV.



3. **Tailor Your Meeting Invite.** Use dynamic tokens and account-specific data from Salesforce, Hubspot, or CSV upload to tailor your message the specific benefit they'll receive from you in the meeting.



4. **Activate Invites in Bulk.** Send the tailored meeting invites in bulk from the reps' own calendar and see accepted meetings book within hours!



5. **Meet with Customers!** Your team's calendar fills with sales / customer meetings automatically. Prospects never feel chased, and reps never waste time chasing down a meeting. Customers just 1-Click Accept and the reps just show up. Selling becomes all about the meeting and not about how to get the meeting.

# Channel Selling Examples



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

## Lead to Meeting Conversion Ranges with Kronologic:



### 5 Top Channel Selling Lead Sources

Lead Type	Reps + Sales Engagement Tool	Kronologic	Estimated Impact on Pipeline
Cross-Sell & Up-Sell	10% - 30%	30% - 70%	200% growth
Partner Webinars	5% - 15%	10% - 30%	100% growth
Customer Events & Trade Shows	5% - 10%	10% - 20%	100% growth
Content Downloads	3% - 5%	10% - 30%	200% growth
Demo Requests	35% - 60%	50% - 75%	30% growth

# Fast-track and Automate Channel Selling.

Achieve revenue & engagement goals in a fraction of the time by filling your team's calendars with sales meetings for *them*.

## Channel Selling G2 Reviews



★★★★★ May 26, 2021

### "Takes the hassle out of managing my account base"

#### What do you like best?

I LOVE that Kronologic can help me tackle my 200 accounts. I know on the backend Kronologic is finding me engaged, reliable meetings, so that I spend no time on accounts that don't want my help and all of my time with accounts I can actually help. I love it, as a Customer Success Manager.

#### What do you dislike?

No complaints! It does everything I need it to do.

★★★★☆ May 26, 2021

### "Great for getting meetings with unresponsive customers"

#### What do you like best?

I liked that Kronologic sent out meeting requests for upcoming renewals I had with customers who were challenging to get in front of. In one month, they were able to schedule 3 renewal conversations, which I ended up closing on 2/3.

★★★★☆ May 26, 2021

## "Books 40-50% of my meetings"

### What do you like best?

It syncs really well with my campaigns in Salesforce. Kronologic fills up my calendar with emails in my available space and books nearly 40-50% of my meetings per week.

It is also very very easy to use. Set it and forget it! Works perfectly for my role.

★★★★★ May 26, 2021

## "More initial sales discovery meetings set for me than I can set on my own."

### What do you like best?

Kronologic allows me to target my prospects with specific messaging and fill up my calendar with discovery meetings. They automate the email outreach and enable me to contact everyone on my prospect list. Kronologic not only saves me time but also ensures that I connect with everyone I need to. The user admin portal makes me more efficient and productive.

★★★★★ May 12, 2021

## "So many meetings on my calendar!!"

### What do you like best?

How seamless the technology/tool is to use and how it takes away the back and forth with customers/prospects. Also it has put so many meetings on mine and my teams calendars and with people we have been trying to get on our calendars for months!

### Trusted by:



## About:

Kronologic creates a world where your work day is automatically scheduled to prioritize the most valuable interactions. Orchestrating time itself for knowledge workers like marketing, sales, and customer success by setting revenue generating meetings at scale. All you have to do is show up.

Businesses of all sizes have turned to Kronologic to create a winning culture that maximizes their bookings and their revenue.

## Request a demo today:

[www.Kronologic.ai/demo](http://www.Kronologic.ai/demo)

Integrates with both Outlook and Gmail. Salesforce and Hubspot integrations are not required but are easy and powerful.

