

Value per Meeting: The Forecasting Metric You Need

KRONOLOGIC

**MODERN
SALES PROS**

Today's Leading Indicators - Challenges of Forecasting

Metric

Challenges

Leads	Major volume differences across sources/ABM
Sales Activity - Calls/Emails	Results from lots/few actions depends on rep
Opportunities / Deals	Reps are closing as SDR sprint to new opps
Pipeline	Accurate amount set at Stage 2/3 - long delay

When Goals Aren't Met... Frontline Actions

Role	Corrective Action	Challenges Worsen not Solved
Marketing	Spend more money	Push more leads to SDRs Add 1000 leads = Add 10K tasks
SDR/BDR	More sales activities Qualify quicker to hit SLA	Slower response Deal quality drops to hit goals
Sales	Focus on low hanging fruit More End of Mth, Qtr, Yr crunch	SDR/Mktg pipeline ignored New pipeline is ignored further

Executive View vs. What Really Happened

**SDR's Created
More Deals**

Deals Not as Qualified

More time is spent maintaining SLAs on the activity to-do queue and lead coverage, leaving less time for quality discovery, resulting in a higher volume of less quality deals.

**Marketing Generated
More Leads**

Too Many Sales Activities

Last Quarter

1000 Leads = 10,000 Activities

This Quarter

2000 Leads = 20,000 Activities



**AE's Closed
More Revenue**

Revenue Sourced Outside of Investment

To hit higher revenue/bookings attainment, reps closed deals outside of the Marketing and SDR investment

Focus on the Meeting

Accept

Decline



Best Leading Indicator - **AN ACCEPTED MEETING**

Only leading indicator validated by **Your Buyers!**

Leading Indicator

- You can see how many discovery meetings are booked weeks into the future.
- Start your funnel with meetings - lead, MQL, and sales activity vary too much based on Lead Source

Technology has centered around the Meeting

- Recording/Analyzing the Meeting recording - Gong, Chorus.ai
- Passive, link-based scheduling - Calendly

One Metric to Align Sales & Marketing Top of Funnel:

- Segment by: Lead Source, Rep/Team, Prospect Persona, Product, Industry, etc.
- Are deals multi-threaded? Which personas are engaged?

Value Per Meeting (VPM)

Average revenue expected from each discovery meeting held, providing a simple value to calculate revenue goals.

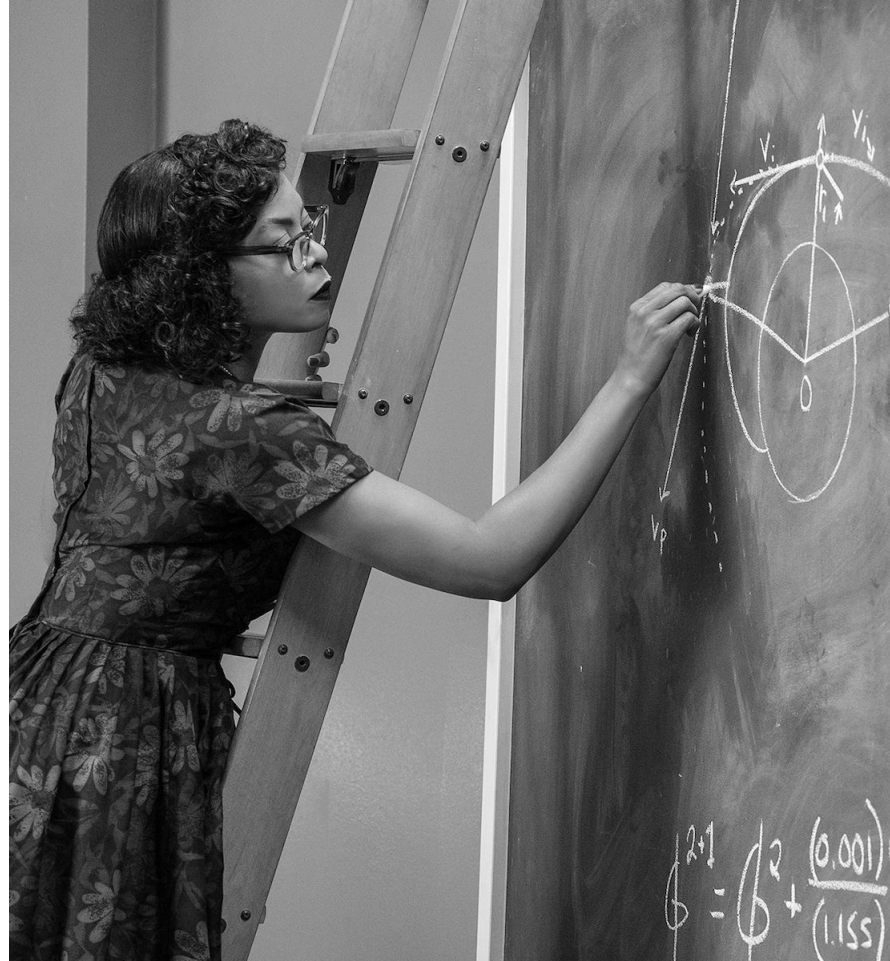
ACV \$20,000

(x) Opportunity Win Rate 20%

(x) Meeting to Opportunity Conversion 50%

Value Per Meeting: **\$2,000**

\$500K Rev Goal (/) \$2000 VpM 250 mtgs





Size of the Last Mile Problem

Qualified Leads 2000

(-) Disco Meetings 80 (4% conversion)

(x) VPM \$2,000

\$3,840,000*

(Available pipeline)

**Revenue lost from Leads that don't convert to meetings*

Every 1% increase in conversion rate, you pick up:

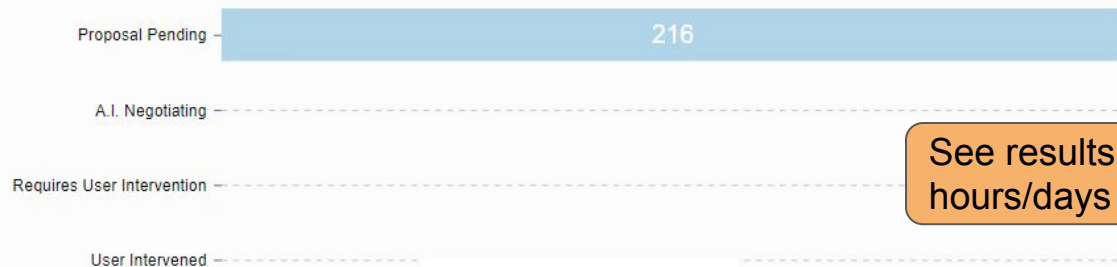
- 20 discovery calls
- \$200K in pipeline
- \$40K in revenue

Meeting-based Dashboard

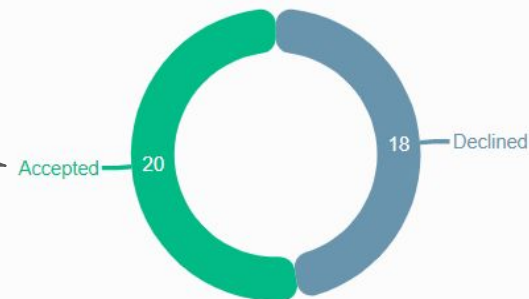
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Scheduling: 216

Final: 38

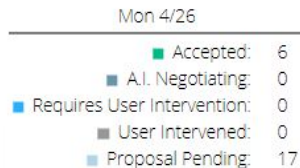


See results in hours/days

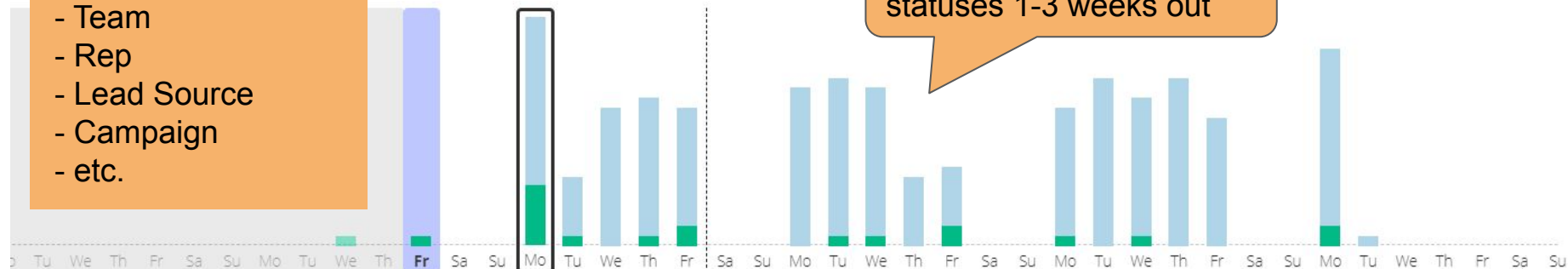


Meeting metrics can be broken down by:

- Team
- Rep
- Lead Source
- Campaign
- etc.



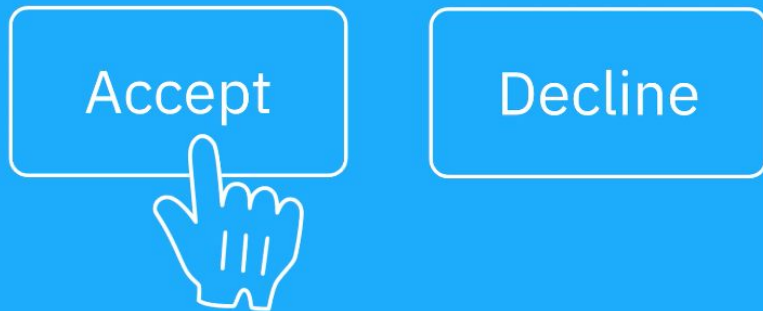
See how many meeting statuses 1-3 weeks out



Forecasting Benefits of the Meeting Metric

Role	Benefits
Marketing	No longer defending the ebbs and flows of lead volume Can adjust campaign Lead/MQL volume based on meeting proposed and accepted
SDR/BDR	No more questioning if you are producing “Movement without Work” Can see 1-3 weeks ahead of time if there will be enough pipeline Can adjust the booking of meetings to align with EOM AE crunches
Sales	SLA hand off between SDR and AE - tracking deal requirements Knows if they need to start self-sourcing deals 1-3 ahead of time Offset AE and SDR quarters: SDR last month is AE first month

carpe your diem



Calendar 1st™ Methodology: kronologic.ai/calendarfirst

Experience for Yourself: kronologic.ai/getademo

The Pipeline Flaw Hiding in Plain Sight:

The Last Mile Problem

Accept

Decline



Sales Engagement from the Experts

Whoa!

9 to 23 touches in 14 days across multiple channels?

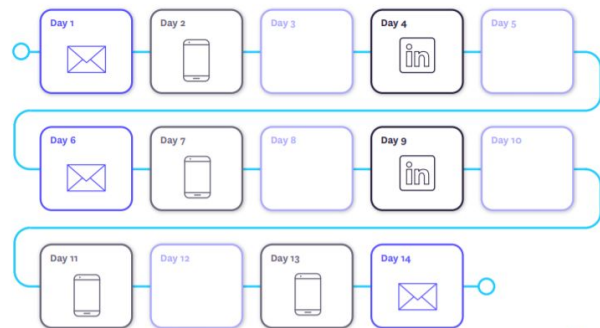
Is this **Lead Chasing** providing a good **Buying Experience**?

Sales Cadence



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



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

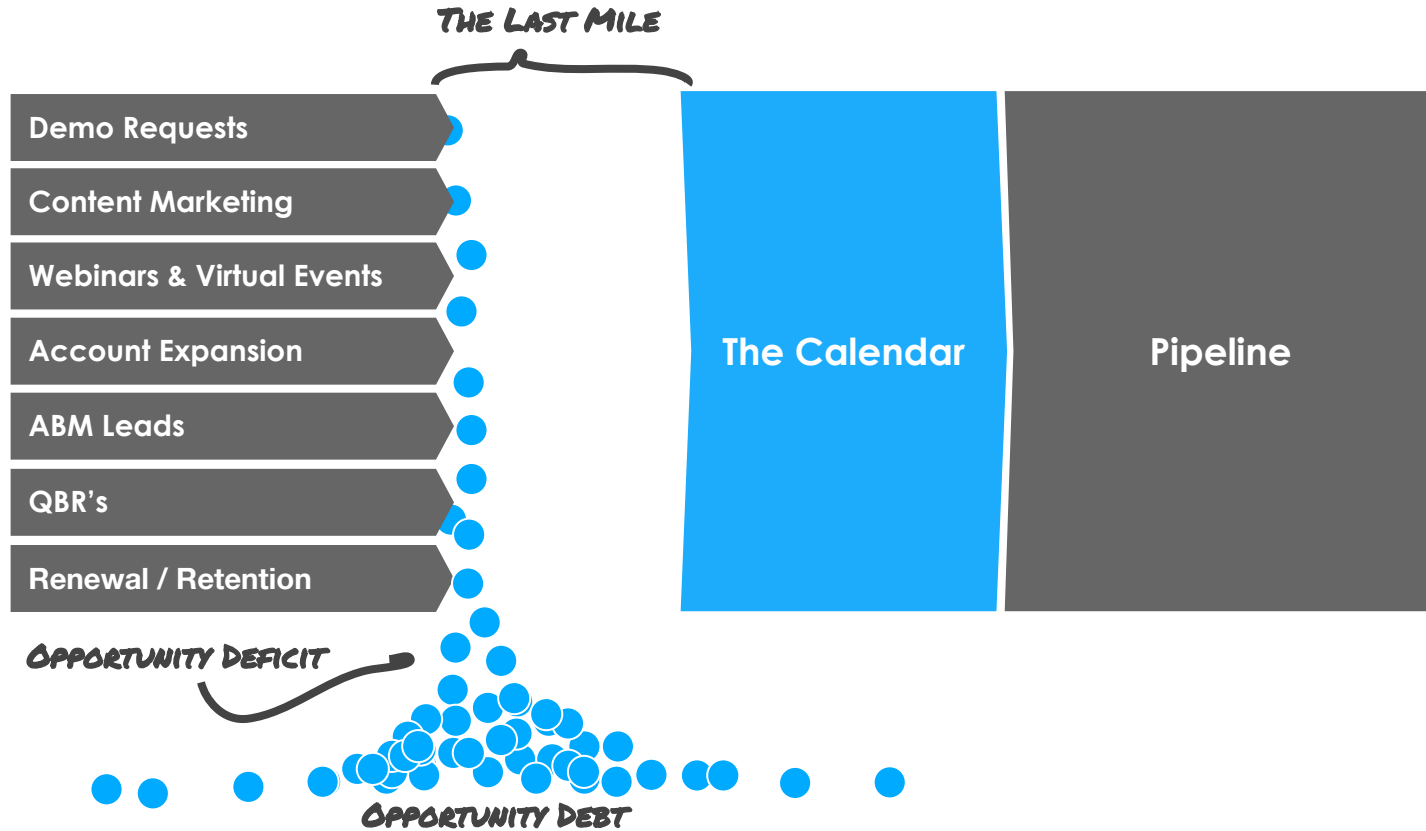
78%

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



Data Source: May 2021 - Heinz Marketing LinkedIn poll

The Last Mile Problem



Don't Waste Time When You Already Know So Much

Through our Demand Gen/ABM programs we KNOW:

Knowledge

Total Addressable Market (TAM)

Ideal Customer Profile (ICP)

Intent Signals via ABM Platforms

Website/Campaign Engagement

Areas of Interest via Engagement

Deliverable

Account lists

Contacts: email, phone

Intent Score

Lead Score

Relevant Topics



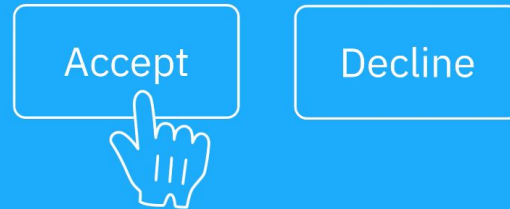
Calendar 1st™ Methodology

/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.

How CDW, BrightTALK and VMWare convert leads into *MORE* meetings?



Apply the Calendar 1st™ Methodology

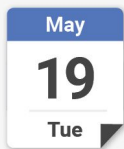


Scott Logan <scott.logan@kronologic.ai>



Top Benefits

- No Lead Chasing
- 1-click Accept
- Rep just shows up



IT Security Assessment Checklist || ACME

[View on Google Calendar](#)

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

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

Yes

Maybe

No

Hi Susan, Thank you for your interest in our Security Assessment Checklist. Whether it's end point, firewalls, email security, or identity management, we have experts who can speak to each subject and address any concerns you have.

Here is a proposed time discuss and I'm happy to adjust the time as needed.

Best,

Scott

Increase Your Lead to Meeting Conversion Rates

ABM Anchors	SDR's + Sales Engagement Tool	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
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



Advanced Forecasting Benefits of the Meeting

Role	Benefits
Marketing	Deliver accepted meetings, not to do lists for leads
SDR/BDR	SDRs stop lead chasing and focus on the discovery
AEs	Scale prospecting down as the quarter progresses <ul style="list-style-type: none">- SDR EOQ could be the AE's first month of the Quarter

Key Takeaways

Calendar Monetization™

Use The Meeting as your central Marketing to Sales Dev metric

- Track it in your CRM
- Report on with all your reps and teams
- Reporting dashboard looking 3 weeks out

Calculate your Value per Meeting

Increase lead conversion with a Calendar 1st™ approach

- Send tailored and timely meeting invites

Persona Based Benefits

Marketing

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

ABM Score Threshold

Inbound / Content / Ads

Events / Webinars

**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 to
key accounts**

Acct Management / Customer Success

**Proactively & Automatically
Schedule Meetings for:**

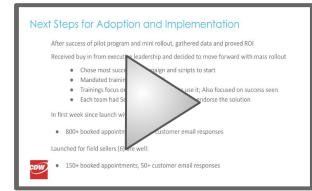
Cross & Up Sell / Product Upgrades

QBRs / Partner Channels

Trouble Tickets

**Unlock account expansion and
prevent churn**

Relationship-based Selling



Challenges

Chasing sales meetings took TOO LONG

Prospecting responses were too low to start a revenue focused conversation

Reps weren't in enough meetings **vs.** time prospecting for meetings

Calendar 1st™ Solution

Large amount of customer accounts sent consultative messaging at scale from reps

Meeting invites sent to key contacts to land more meetings in a fraction of time

Results

Large Team = **800 Meetings** booked for **200 Reps** in **1 Week**
Small Team = **150 Meetings** booked for **6 Field Reps** in **4 weeks**

Challenges

New AE team with new sales motion

Quotas to maintain MDF funding didn't adjust for the new team's ramp

Leads received only 1-2 touches and lead-to-demo conversions were low

Calendar 1st™ Solution

Incoming leads received meeting invite for G-Suite security assessment

“Lead chasing” was replaced with Security Assessment Meetings

Results

20% More Meetings **21% Meeting to Deal Conversion** **20% Win Rate Maintained**

Challenges

Needed to take action on intent data for companies facing specific challenges

“Lead chasing” was still causing too much time to be wasted by the reps

ABM programs were not converting to pipeline with enough volume

Calendar 1st™ Solution

Large volumes of intent accounts sent invites with challenge focused content

Sent meeting invites top accounts to land more challenge based discussions quicker, with less effort

Results

5X Conversion Rate Increase

3X Expected Revenue

Kronologic's Own Event Follow Up A/B Test

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

Gartner Sales/Marketing Kick off Summit - Jan 2021	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



Be Mindful of the ROI Your ABM Programs Generate



Jason Yang
COO



"I literally spend millions of dollars investing in marketing and sales processes to drive leads. At the end of the day, all that rolls together and becomes a lead. If you want to feel good about the preceding investment and turning that into real traction, this is the tool that's going to help you do that."

Prior Roles

Dialpad:	SVP Marketing Operations & SVP Demand Gen
Five9:	VP Marketing

Presenters



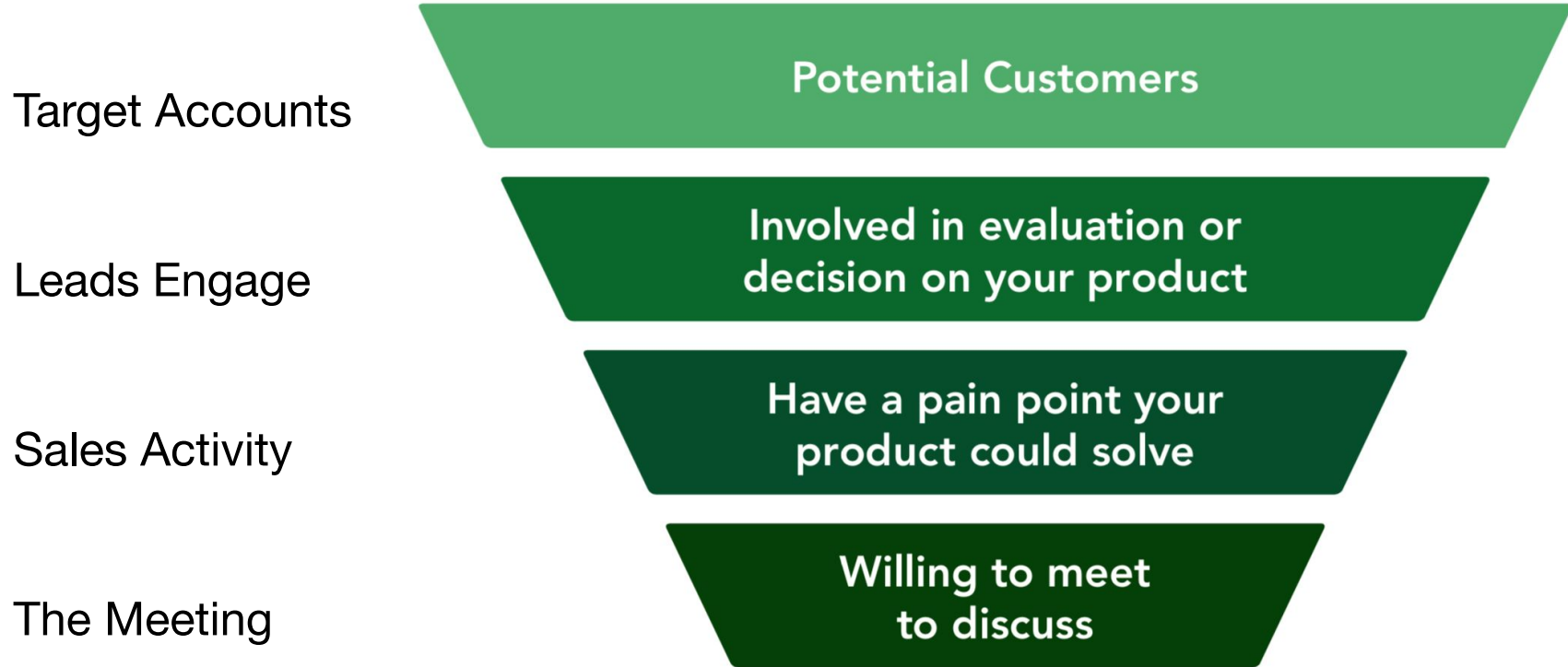
Richard Sgro
Founder



Scott Logan
VP of Marketing

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Pipeline Building Starts Here



The Leading Indicator Challenges of Forecasting

Metric

Challenges

Leads	Major volume differences across sources/ABM
Sales Activity - Calls/Emails	Results from lots/few actions depends on rep
Meetings - Discovery/Demo	Very manual process / takes a lot of time
Opportunities / Deals	Reps are closing as SDR sprint hit deal goals
Pipeline	Accurate amount set at Stage 2 or 3

When Goals Aren't Met... Mid-Managers Actions

Role	Corrective Action	Challenges Worsen not Solved
Marketing	Change MQL criteria Spend more money Push more leads to SDRs	Only the filters change Campaign ROI out of reach Add 1000 leads = Add 10K tasks
SDR/BDR	More sales activities Qualify quicker to hit SLA	Slower response time Lower conversion rates Deal quality drops to hit goals
Sales	Focus on low hanging fruit More End of Mth, Qtr, Yr crunch	New pipeline is ignored SDR/Mktg ignored further

Executive View vs. What Really Happened

**SDR's Created
More Deals**

Deals Not as Qualified

More time is spent maintaining SLAs on the activity to-do queue and lead coverage, leaving less time for quality discovery, resulting in a higher volume of less quality deals.

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**AE's Closed
More Revenue**

Revenue Sourced Outside of Investment

To hit higher revenue/bookings attainment, reps closed deals outside of the Marketing and SDR investment

So Now What?

How do we align better?

How do we forecast better?

Best Leading Indicator - THE MEETING

Leading Indicator (Not Lagging for Top of Funnel - like pipeline, like bookings, like funnel dynamics)

- You can see how many discovery meetings are booked weeks into the future.

Meeting Volume

- Only leading indicator qualified by independent, impartial experts - **Your Buyers**
- Highest intent signal - all sales' activity is to drive meetings in the first place

Technology has centered around the Meeting

- Recording/Analyzing the Meeting recording - Gong, Chorus.ai
- Passive, link-based scheduling - Calendly

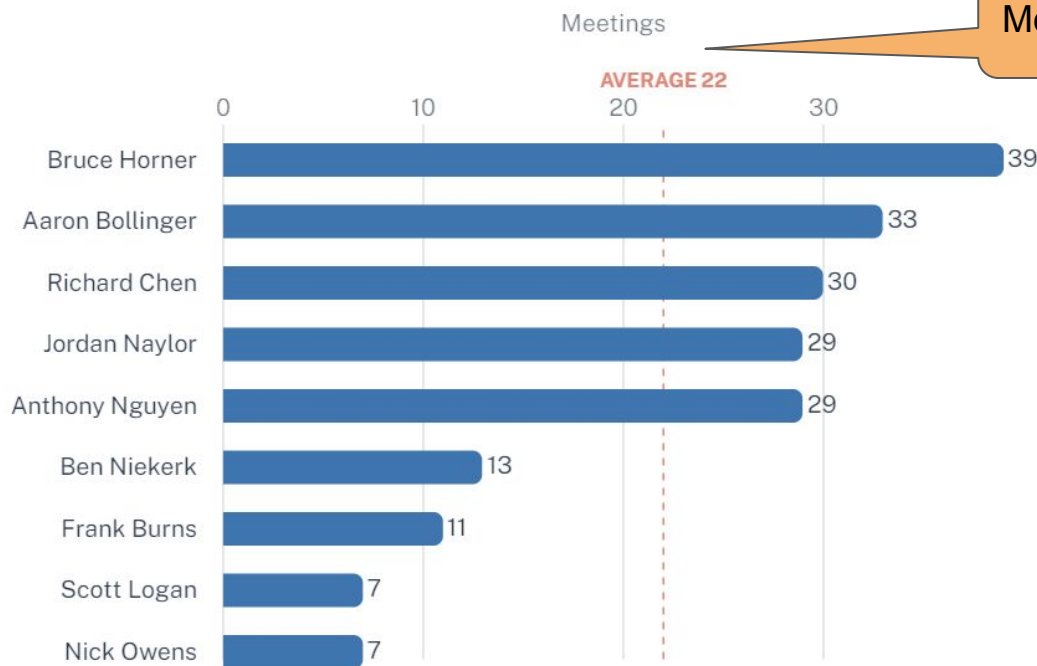
Secondary Insights:

- Segment by: Lead Source, Rep/Team, Prospect Persona, Product, Industry, etc.
- Are deals multi-threaded?

Forecasting Benefits of the Meeting Metric

Role	Benefits
Marketing	No longer defending the ebbs and flows of lead volume Campaign results are seen FAR sooner than waiting for deal creation An accepted meeting is the ultimate intent signal
SDR/BDR	An accepted meeting is the ultimate intent signal Can see 1-3 weeks ahead of time if there will be enough pipeline Can adjust the booking of meetings to align with EOM AE crunches
Sales	SLA hand off between SDR and AE - tracking deal requirements Knows if they need to start self-sourcing deals 1-3 ahead of time

Call Recording Tools - Center around Meetings



Meeting volume is a primary metric

The meeting is providing real-time and accurate measures to active pipeline.

How many meetings with:

- Deals in each funnel stage
- Customers with upside
- Net new logos
- Which personas

CHORUS



Meeting-based Dashboard

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Scheduling: 216

Final: 38

Proposal Pending

216

A.I. Negotiating

Requires User Intervention

User Intervened

See results in
hours/days

Accepted

20

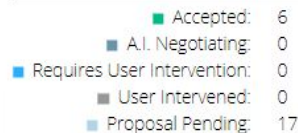
18

Declined

Meeting metrics can
be broken down by:

- Team
- Rep
- Lead Source
- Campaign
- etc.

Mon 4/26



140 160 180 200

See how many meeting
statuses 1-3 weeks out

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How do we set a meetings goal?

The Traditional Math

Goal: \$500K in Revenue

Avg Deal Size: \$20K

Close Win Rate: 20%

Discovery Meeting to Opportunity Rate: 50%

How many wins do I need for \$500K in revenue?

\$500K revenue / \$20K avg deal size = 25 Wins

How many deals do I need in the pipeline?

25 wins / 20% close win rate = 125 deals in the pipeline

How many discovery meetings do I need?

125 deals in the pipeline / 50% meeting to qualified opportunity rate = 250 meetings

Result / Leading Indicator: 250 meetings

Almost there, but some Challenges Linger

Pipeline isn't accurately entered until Stage 2,3

SDR's still spend too much time lead chasing

Value Per Meeting (VPM)

Average revenue expected from each discovery meeting held, providing a simple value to calculate revenue goals.

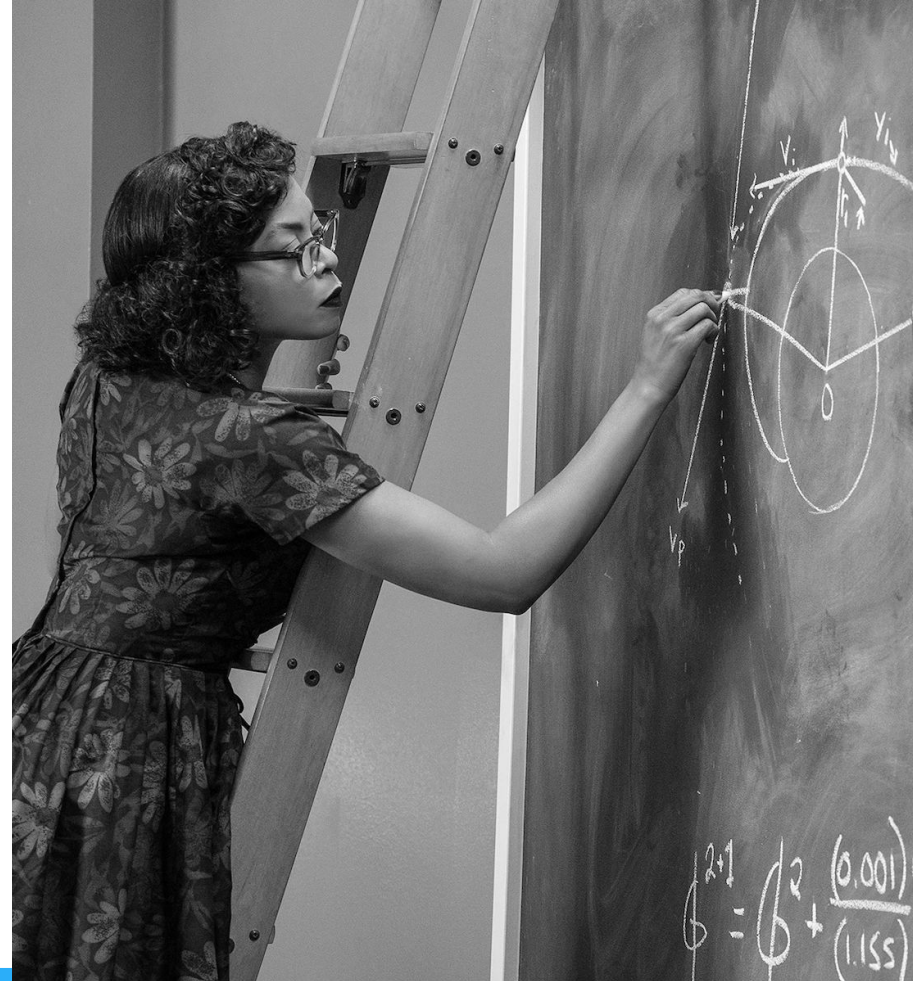
ACV \$20,000

(x) Opportunity Win Rate .20

(x) Meeting to Opportunity Conversion .50

Value Per Meeting: **\$2,000**

\$500K Rev Goal (/) \$2000 VpM 250 mtgs



Advanced Forecasting Benefits of the Meeting

Role	Benefits
Marketing	Using Calendar 1st™ methodology / automation <ul style="list-style-type: none">- Deliver the Meeting, not Lead Lists- SDRs stop lead chasing and focus on the discovery
SDR/BDR	Propose meetings with AEs at the beginning of the next month when approaching EOM, EOQ, EOY. <ul style="list-style-type: none">- SDR gets credit and AE is better aligned with pipeline need
AEs	Scale prospecting down as the quarter progresses <ul style="list-style-type: none">- Month 1, 2, 3 = 75%, 50%, 25% prospecting respectively- SDR EOQ could be the AE's first month of the Quarter



Size of the Last Mile Problem

Qualified Leads 1200

(-) Meetings Booked 240

(x) VPM \$2,000

\$1,920,000*

**Revenue lost from Leads that don't
convert to meetings*

How much of that pipeline could you
pick up with Calendar 1st™?

Key Takeaways

Calendar Monetization™

Use The Meeting as your central Marketing to Sales Dev metric

- Track it in your CRM
- Report on with all your reps and teams
- Reporting dashboard looking 3 weeks out

Calculate your Value per Meeting

Increase lead conversion with a Calendar 1st™ approach

- Send contextual, tailored, and timely

Thank you!

Q&A

Kronologic

Experience Calendar 1st™ and see how it works

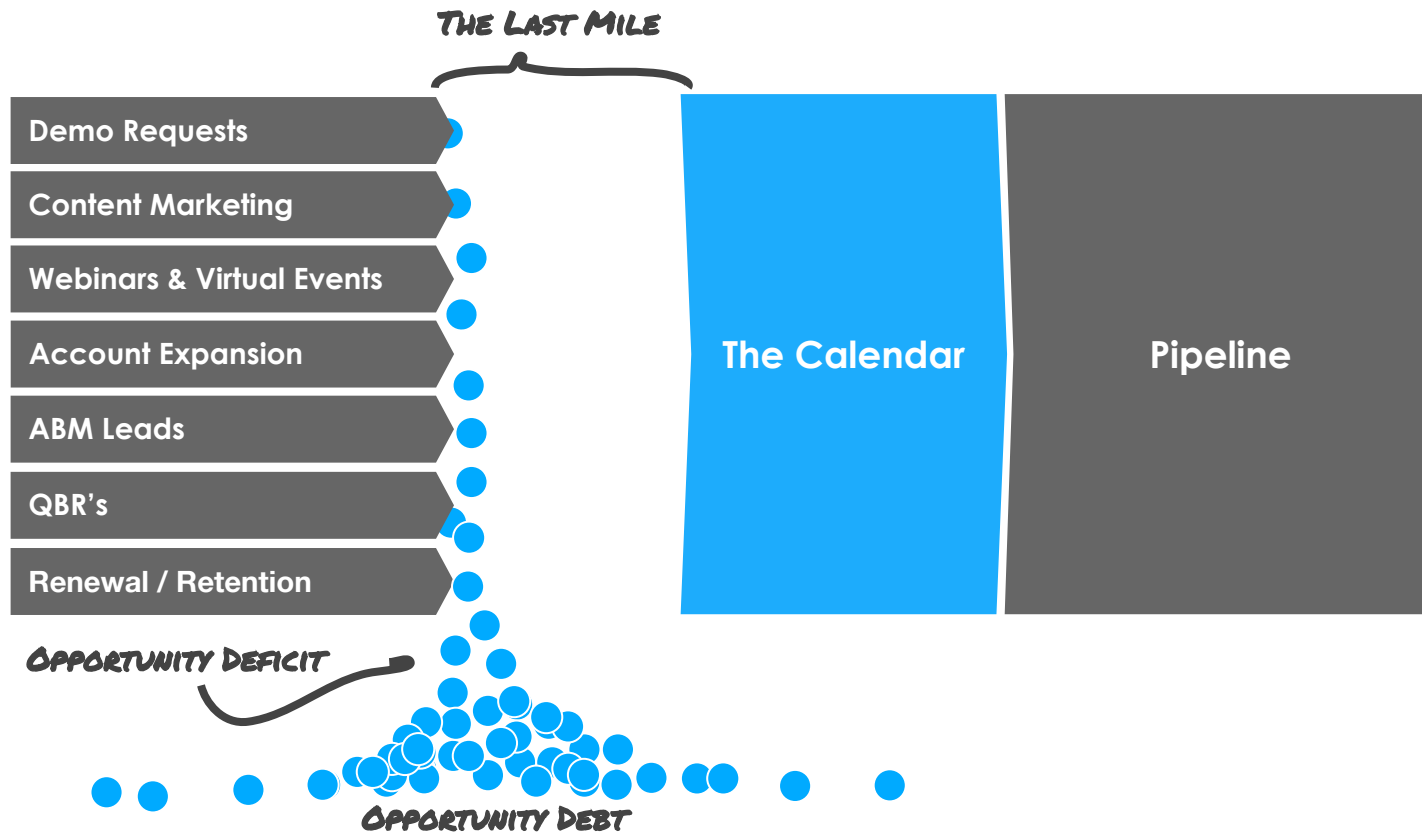
kronologic.ai/getademo

Tenbound

New book available on Amazon - [*The Sales Development Framework*](#)

Tenbound.com

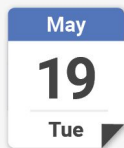
The Last Mile Problem



Apply the Calendar 1st™ Methodology



Scott Logan <scott.logan@kronologic.ai>



How to Use Calendar 1st™ || Kronologic Webinar

[View on Google Calendar](#)

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

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

Yes



Maybe

No

Hi Bryan, Thanks for your interest in the Kronologic webinar. In our presentation we offered an evaluation discussion to speak with us about what using the Calendar 1st™ Methodology would look like for you.

Here is a proposed time to discuss how to boost your pipeline by 2-5X.

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

Best,

Scott