

Salesloft.

sense



From Artisan Selling to Scalable Growth

Empowering Sales with Intent



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to Scalable Growth

Empowering Sales with Intent



Kfir Pravda
CEO



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Enterprise Account Executive



Mark Ebert
SVP of Sales



PMG - Helping Companies to Achieve Scalable Growth for 12 Years



Partnering with Market Leaders



Artisan Selling to Scalable Growth

Artisan Selling

- 10 > AEs closing key deals
- Marketing focused on awareness to MQL stages
- MQL is not a strong revenue predictor
- Account based programs are focused on acquisition
- Disjointed buyer journey
- Seller engage late in the buying process

Scalable Growth

- Early stage engagement
- Frictionless buyer journey
- Repeatable marketing and sales motions
- Predictable pipelines
- Short sales ramp up time

Why are we Talking About Intent in Sales

- Intent and related ABX platforms are usually owned by marketing
- Intent signals could have a huge impact across the customer lifecycle
- Sales could benefit considerably from using intent in their sales process - executives and practitioners alike
- Achieving that requires strategy, process and technology

Three Types of Intent

- **1st party intent data** - website visits, email engagement, and marketing programs responses that resides in your CRM and MA
- **3rd party intent data** - content and search engagements on 3rd party destinations, and comparison sites
- **Interactive intent data** - on-website conversational technology allows prospects to tell us what they care about.



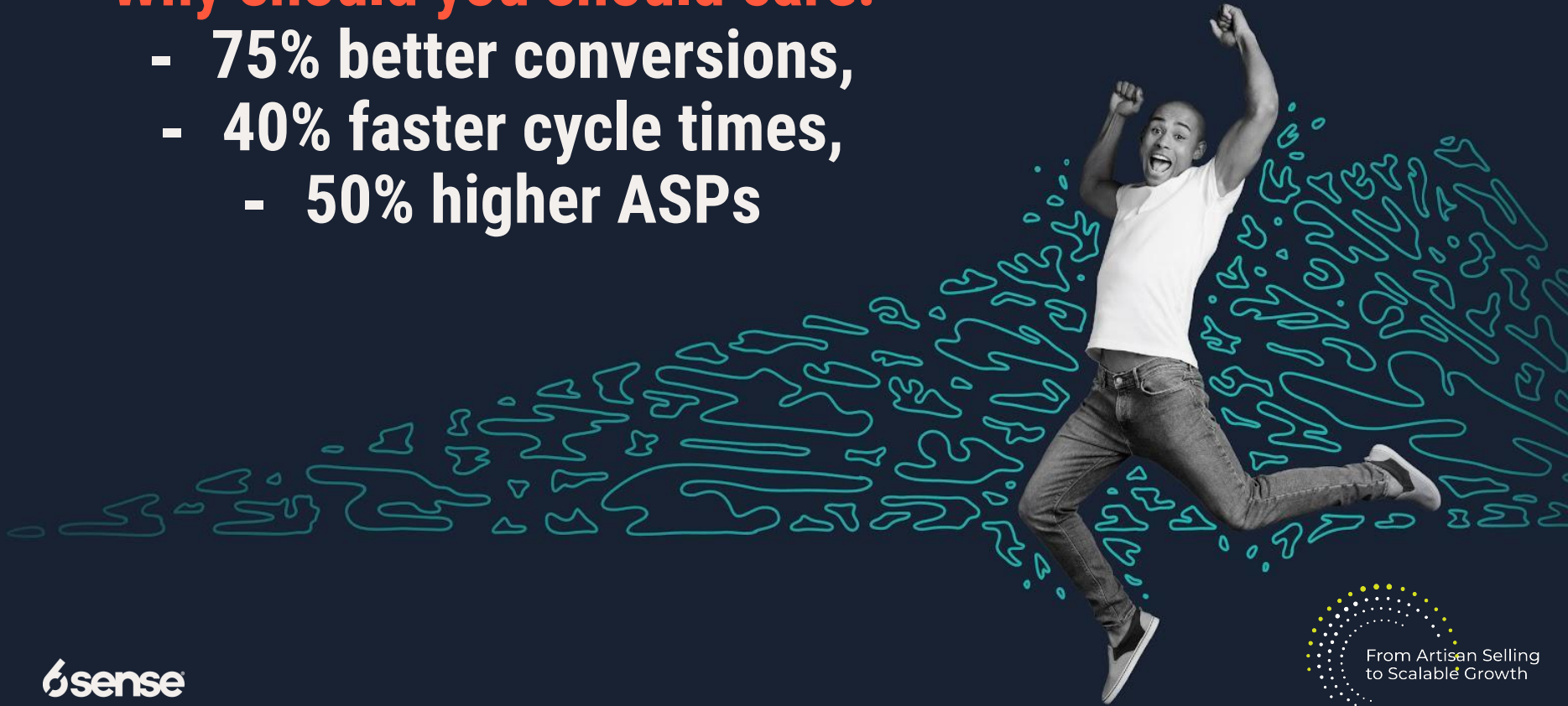
Mark Ebert
SVP of Sales, 6Sense



Misha Jessel-Kenyon
Enterprise AE, Salesloft

Why should you should care:

- 75% better conversions,
- 40% faster cycle times,
- 50% higher ASPs



Leveraging intent across the buyer's journey

Marketing & Sales agree on WHO does WHAT and WHEN



You have insights!

We use intent in A LOT of different ways

Use Intent to Seamlessly
Orchestrate Engagement Across
Channels



Account Execs



BDRs



Digital Mktg



ABX & Events







Demand Gen

DISPLAY ADS

  
Native Capabilities and Integrations

MARKETING EMAIL

   
Direct to MAP

WEB PERSONALIZATION

  
API to Partners

CONTENT EXPERIENCE

  
API to Partners

CHATBOTS

  
API to Partners

SALES ENGAGEMENT


Direct to SFDC

DIRECT MAIL & GIFTING

  
Direct to SFDC

SALES INSIGHTS

 
Native App within SFDC

Using intent to prioritize which accounts to reach out to

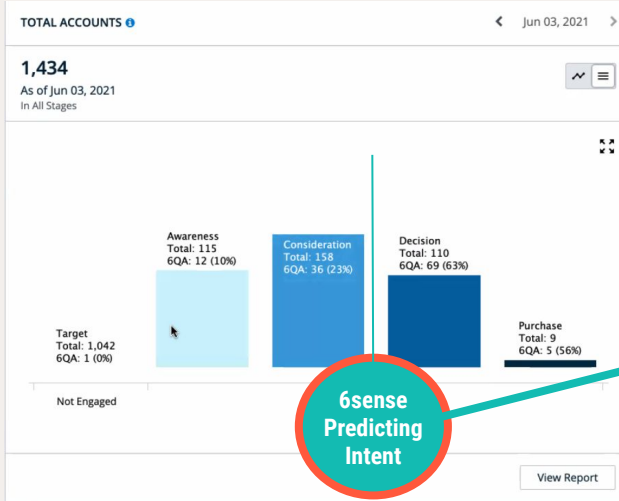


PRIORITIZE:
HOT ACCOUNTS

When to engage

Who to engage

How to engage



HOT ACCOUNTS TO WORK TODAY Jun 03, 2021

64
As of Jun 03, 2021

Account Name	Account Owner	Days From Last 6QA	Sales Activities From Last 6QA	Days Since Last Sales Activity
Kareo				
Finian Ventures				
Kofax (170 Systems)				
Academy Mortgage Co				
Mitchell International				
Tenet Healthcare Corp (Healthcare)				

Priority Tiers

Optimize your sales team's efforts and improve results


- Priority 1:** Hot Inbound
- Priority 2:** Marketing Event Follow Up
- Priority 3:** Target Accounts showing intent
- Priority 4:** Non- Target Accounts showing intent
- Priority 5:** Unnamed Accounts showing intent

Make Intent Easy to Digest - Automatic Account Alerts


If it's not integrated into your workflow it's a uphill battle

Delivered Right to the Account Owner

6sense

 **6sense** APP 6 days ago

The Segment **Demand Base Takeout Q4_19 Put Us to the Test** has 7 accounts with significant intent or engagement activity over the past two days. Prioritize your next followup based on those accounts' activities below.

 **6sense** APP 6 days ago

Cognizant has multiple people engaged
cognizant.com | United States

Top Pages Visited (4 Visitors)

- (2) 6sense.com/platform/
- (1) 6sense.com/resources/ebooks/compete-and-win-in-the-age-of-account-based-buying/
- (1) https://6sense.com/?utm_source=google&utm_medium=cpc&utm_campaign=1724306603&utm_term=6sense&utm_content=g&gclid=Cj0KCQiAtf_tBRDtARIsAlbAKE...

[See more](#)

Intent triggers we surface

Accounts with
Increased Engagement

People Engaged

Keywords Searched

Top Web Pages Visited

View in **6sense** or
in **Salesforce!**

How I proactively focus on where I'll make the biggest impact

Accounts
Misha's Prospect Accounts

New Discover Companies Import Into Salesforce

50+ Items - Sorted by 6sense Account Intent Score - Filtered by All accounts - Sales Owner, Company Stage - Updated a few seconds ago

Search this list...

	Account Name	Employees	6sense Account Intent Score ↓	6sense Account Buying Stage	6sense Account Profile Fit
1	ThreatMetrix	260	98	Purchase	Moderate
2	Micro Focus Limited	9,360	98	Purchase	Strong
3	Datamonitor Inc	11,000	98	Purchase	Strong
4	Borland Software Corp	9,360	98	Purchase	Strong
5	SilverStream Software Inc	1,000	98	Purchase	Strong
6	Informa	4,090	98	Purchase	Strong
7	Live Healthcare Media	4,090	98	Purchase	Strong
8	NetIQ	9,360	98	Purchase	Strong
9	Intergraph Canada Ltd.	2,620	97	Purchase	Moderate
10	monday.com	220	97	Purchase	Strong
11	COADE	46	97	Purchase	Moderate
12	Wix	2,400	97	Purchase	Moderate
13	Mintel Group Ltd.	1,340	96	Purchase	Moderate
14	Mikron Inc	870	96	Purchase	Weak
15	Sage Group PLC	15,430	96	Purchase	Moderate
16	First Choice Software Ltd	1,190	96	Purchase	Moderate
17	The Access Group	1,190	96	Purchase	Moderate
18	Schneider Electric	66,520	95	Purchase	Weak
19	Sage Software Inc	1,085	95	Purchase	Moderate
20	Bt Diamond Ip	106,400	95	Purchase	Weak
21	ArcSight Inc	9,360	95	Purchase	Moderate
22	BT	69,090	95	Purchase	Weak
23	Salient Surgical Technologies , Inc.	31	94	Purchase	Weak
24	PEAK Surgical Inc	90,000	94	Purchase	Weak
25	EF Language Learning Solutions Ltd.	592	94	Purchase	Weak
26	BARRX Medical	86,000	94	Purchase	Weak
27	Nelcor Puritan Bennett LLC	86,000	94	Purchase	Weak
28	Newport Medical Instruments Inc	86,000	94	Purchase	Weak
29	Given Imaging Ltd	91,000	94	Purchase	Weak

Intent without action is useless

Leads / contacts automatically added to cadence based on surging intent

Cadences / SLonSL - 6sense Prospecting Q3FY22 Team Cadence

Overview People Calls Emails Activity

Steps	Duration	Active People	Total People	Calls Logged	Emails Sent	Reply Rate	Click Rate	Open Rate	Meeting Rate	Opp
12	17 Days	468	1.2k	1.9k	2.5k	1.7%	4.3%	46.6%	1.4%	2

[View Step Analytics](#)

Day 1

- 1. LinkedIn Connection Completed 1,154
- 2. 6sense SLonSL Email 1 Saved Multi-touch Reaching out to introduce myse
Reply Rate: 2% | Click Rate: 5% | Open Rate: 48% | Sent: 1,092 | 0 Scheduled
- 3. Call 1 Logged 703
First Call. Leave Voicemail

Day 3

- 4. Call 2 Logged 577
No VM
- 5. 6sense SLonSL Email 2 Saved Multi-touch Re: Subject from Day 1: Step 2 - Email Hey {{first_name}} - one more thing I wanted to sha
Reply Rate: 2% | Click Rate: 4% | Open Rate: 45% | Sent: 569 | 0 Scheduled | 0 In Progress

Day 7

- 6. Call 3 Logged 326
Leave Voicemail. Sending an email your way | 0 In Progress

Preview

[Email Myself a Preview](#)

Hey George - Reaching out to introduce myself, I want to be a resource for you and the GTU, Inc team.

I saw there was research being done on Sales Engagement platforms and strategy. [This Guide](#) is a great place to start, it goes in depth on how Sales Engagement can fit into your revenue tech stack.

I'm here to make sure you get access to the info/people you need on our end. What are you looking to learn more about at this stage?

Leaving you through t

Best, Misha

[Book a n](#)

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0 In Progress

0 In Progress

0 In Progress

0 In Progress

- Snippet Name
- SOPs - Q4 Value Prop - v1
- Sales Leaders Value Prop - KH...
- Sales Leader - Q4 Value Prop ...
- MOPs - Q4 Value Prop - v1
- Marketing Leader - Q4 Value ...

How I proactively focus on where I'll make the biggest impact

The screenshot displays the Sales Navigator interface. On the left, a sidebar shows 'Probable Email Patterns' for 'firstname.lastname@salesloft.com' with a 100% success rate. Below this are several lead cards, each with a status icon (CG, SM, SS, EF) and an 'Unlock with X credits' button. The main area shows a search for 'Sales Navigator' with filters applied. A list of leads is visible, including Vincent Ooi, Saurabh Sodani, Brian Culler, Devin Schiffman, and Drew Darman. Each lead card shows their profile picture, name, title, company, and location. A 'Save' button is present for each lead. The interface also shows various filters and search options.

Add target leads / contacts to cadence and execute prospecting process via Salesloft

Leveraging intent to influence which personas to contact



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HOT ACCOUNTS

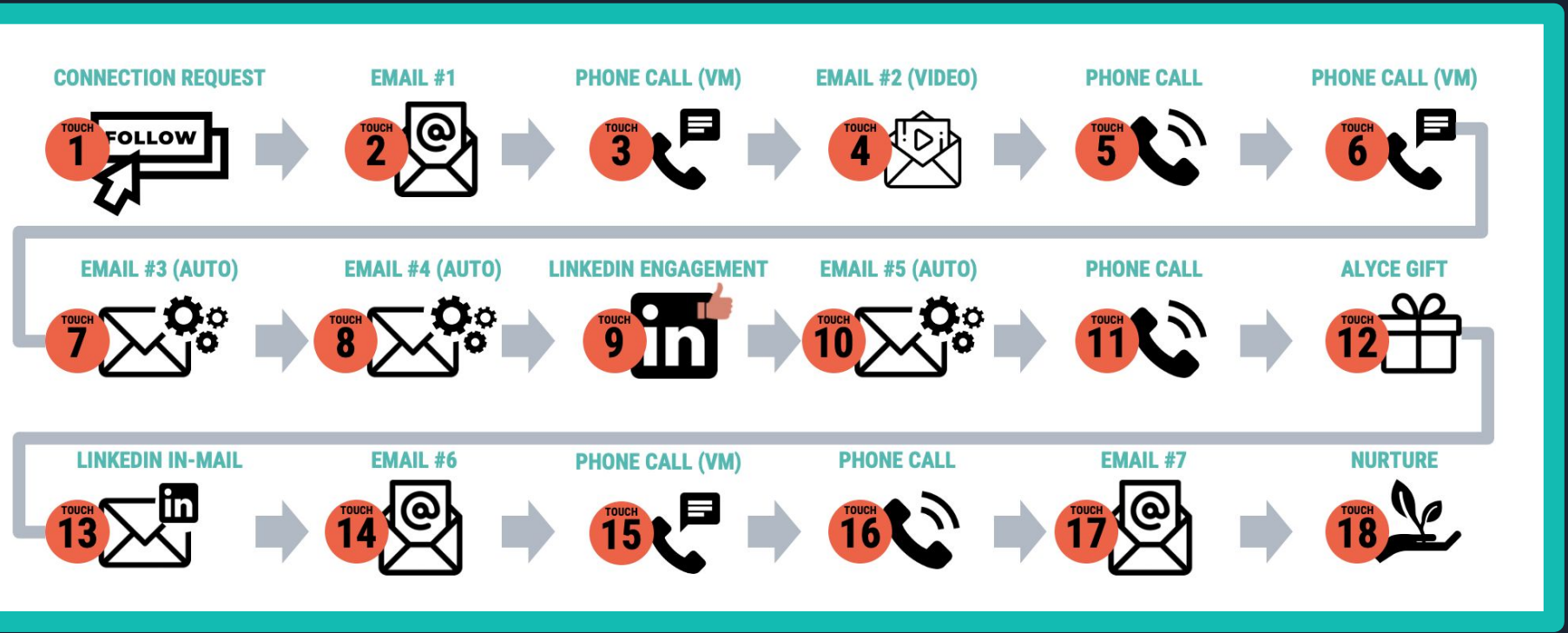
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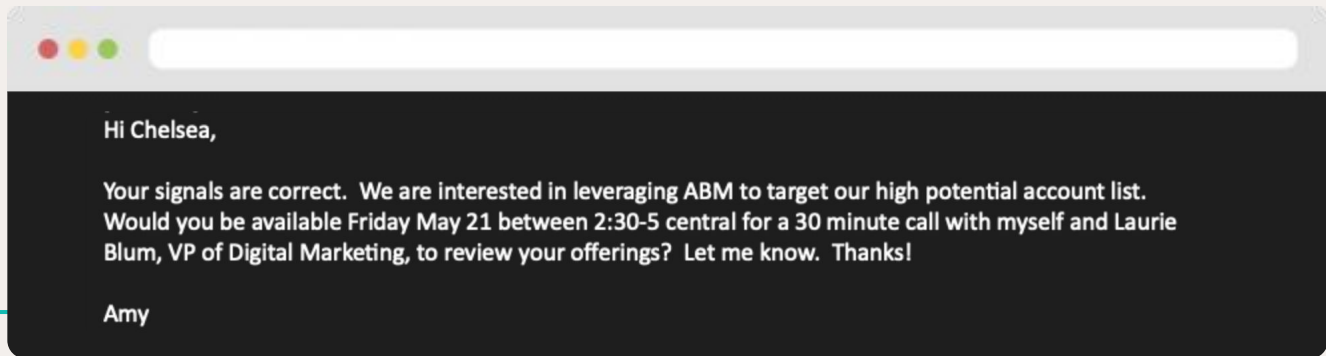
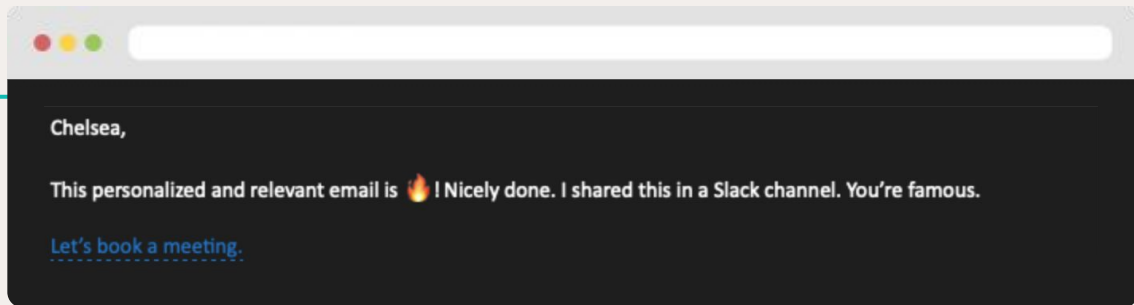
How to engage

The screenshot displays the 6sense CRM interface. At the top, it shows 'VIEWING ALL 51 people' and a list of contacts including Alfredo Owens (Director, Sales), Stephanie Newman (Sales Rep), Jonna Compton (Marketing, Manager), Kelly Brown (Director, Product/Marketing), Alfredo Owens (Business Development Ma...), Mark Johnson (Director, Engineering), and Craig Jobs (Software Engineer). The main panel shows a 'New Contact' profile for 'Manager, Marketing Data And Analytics • Illinois', categorized as a 'STRONG PERSONA'. A 'Value Card' titled 'Marketing Ops Leaders researching Lead Gen' lists three key insights: 1. An easy-to-deploy and administer solution; 2. High user adoption; 3. Integrates with their current tech stack. Below this, 'TOP GENERIC KEYWORDS' are listed in a grid: tal (123), chat bot (113), cdp (110), predictivemodels (87), data cleansing (60), predictive analytics (42), icp (27), data append (26), lead generation (18), interest data (15), and marketing performance (9). The interface also includes navigation tabs for 'Activities', 'Persona', 'Insights', and 'Actions', and a '6sense Dashboards' button.

Intent Is The Start of the Journey, Do You Have Multi-Touch Cadences Fueled by Insights?



It's pretty cool...



Summary

Leveraging Intent Every Step of the Way



Ad spend optimization target those who are actively searching for a solution for their pain

Uncover accounts in the market outside of your named account list

Identify and research **pains and needs**

Run ads campaigns focusing on **competition and vendor comparison**

Prioritize accounts for **outbound** email programs

Customize bot playbooks and onsite experience based on intent signals

Use intent signals to **identify competitors**

Provide intent based **intel to sales**

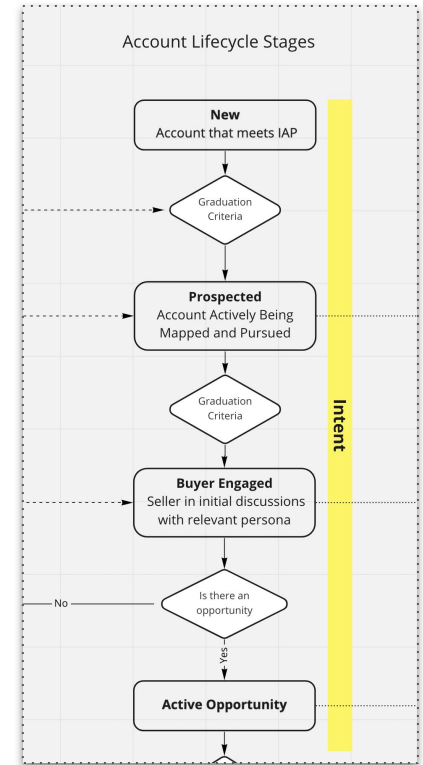
Close loop between intent signals and sales feedback for ads and onsite experience

Red flag - account is researching competing products

Identify customers needs for potential cross selling

Keys for Success

- Define an orchestration framework
- Choose the right stack
- Nominate an intent owner
- Define intent success metrics: velocity, size and success rates of intent aided opps, ROI (tech, implementation and onboarding) and account based KPIs



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Thank you for joining

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