PMG
THE BUYER ENGAGEMENT COMPANY

Salesloft.

DRIFT

6sense

From Artisan Selling to Scalable Growth

Same Team, Bigger Pipeline

From Artisan Selling
to Scalable Growth

Our Speakers

Kfir Pravda
CEO

Ellie Twigger
Account Director

Stefano Iacono
Marketing Director, Europe

Alex Hanbury
Senior Sales Manager

From Artisan Selling to Scalable Growth Series

April - Intent in Sales

June - Video Beyond Outbound

And today..

Same team - Bigger Pipeline

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PMG - Helping Companies to Achieve Scalable Growth for 12 Years

amdocs
CHECKMARX
algosec
imperva
Kornit Digital
bonding matters

tytocare™
Google
Jacada
AUTONOMOUS CX
moovit
NICE®

UNITRONICS
START-UP NATION CENTRAL
OPTITEX
Panaya
An Infosys Company
personetics®

SysAid
Optiva™
accessiBe
CYBERBIT
TRAIN FOR REAL
ACTIVEFENCE

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Partnering with Market Leaders

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Platinum HubSpot SOLUTIONS PARTNER PROGRAM

Salesloft. PREMIER Solution Partner

SOLUTIONS DRIFT CERTIFIED PARTNER

vidyard

Marketo™ An Adobe Company

ktopost

metadata.io

SEISMIC

zoominfo

SEISMIC

überflip

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Artisan Selling to Scalable Growth

Artisan Selling	Scalable Growth
• Star 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 • Engagement late in the buying process	• Early stage engagement • Frictionless buyer journey • Repeatable marketing and sales motions • Short sales ramp up time • Predictable pipelines

Customer Lifecycle

Awareness to SQA

SQA to Closed Won

Closed Won to Renewal and Expansion

Awareness to SQA

Scaling the delivery of pipeline (Awareness to SQA)

1. The guesswork game that destroys pipeline

2. How we focus our marketing and sales efforts on the highest value activities and accounts

3. The multi-channel approach to generating pipeline at scale

Generating High Quality Pipeline is Hard

35%

Marketing spend is wasted on bad targeting

7%

Target customers actively in market

30-50%

Sales time on unproductive prospecting

*6sense research

*The B2B Lead

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We have to **GUESS** where a business is in it's buying journey, and companies are much less likely to "take a punt" than ever before..

Guesswork creates **WASTE** & is costing us
Time | Efficiency | Revenue

Capture buyer behaviour from all possible sources

HubSpot

Marketo

salesforce

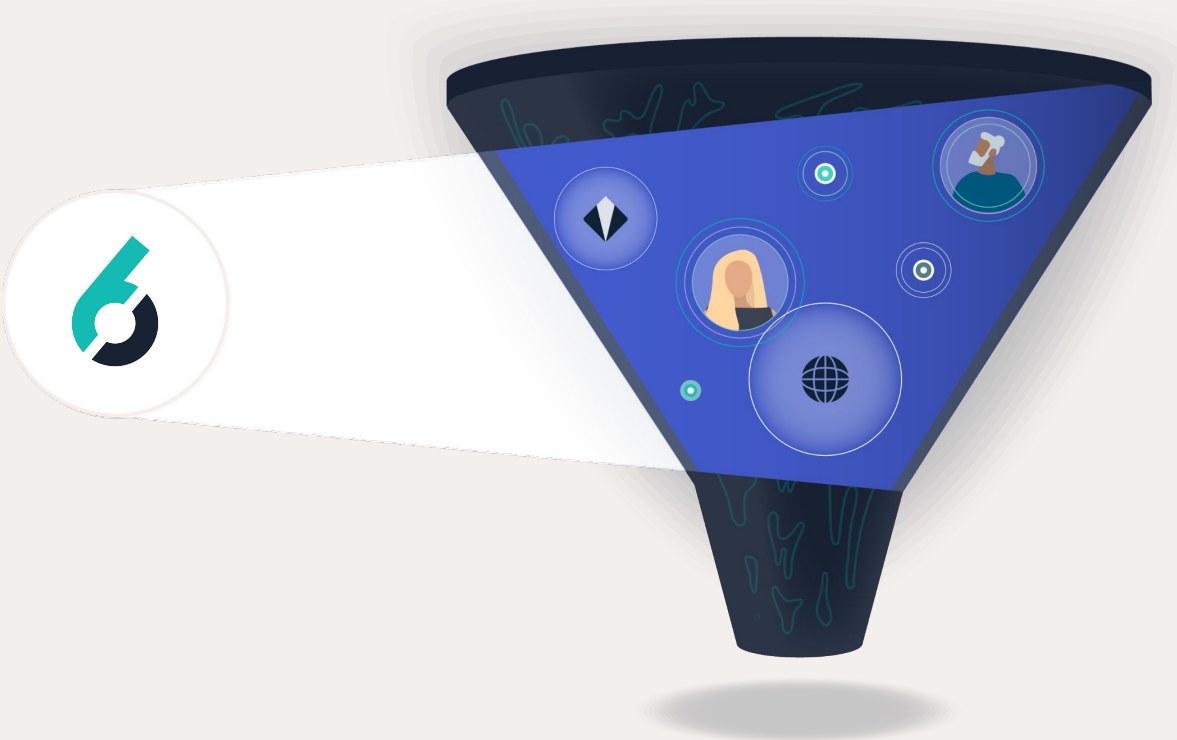
eloqua

Microsoft Dynamics 365

B2B Web

salesforce pardot

www.your-website.com



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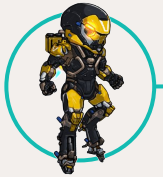
Eliminate the guesswork and better focus your teams



Awareness
7,709 Accounts

Consideration
3,503 Accounts

Decision
975 Accounts

Purchase
355 Accounts

SQA

What our CMO wants to happen...

***FOCUS** - the efforts of your marketing team around the needs of the buyer at each stage*

Know *6sense*

Learn *from 6sense*

Engage *with 6sense*

Meet *with 6sense*

What our CRO wants to happen...

6sense Predicting In-Market 6QA

SALES → Account Research & Cadences

SQA

***FOCUS** - the efforts of your sales teams on only accounts that are IN-MARKET*

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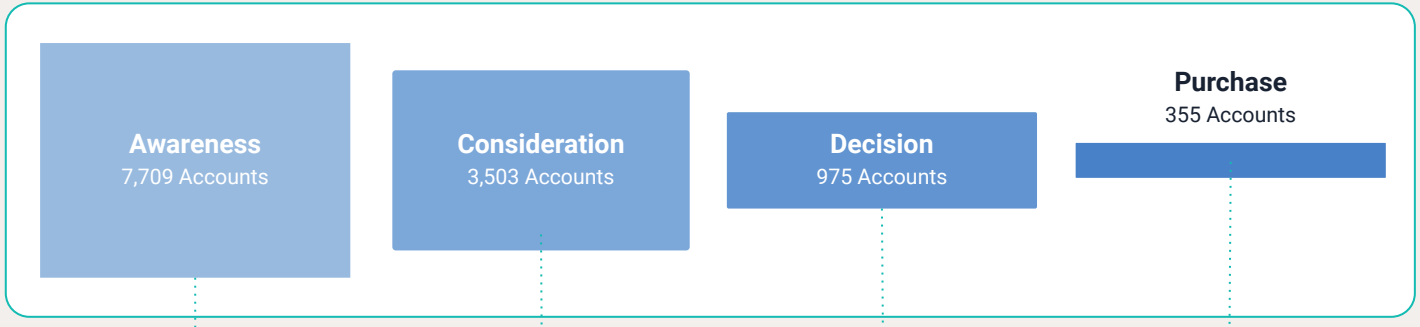
We target accounts based on real-time segmentation



What my CMO wants to happen...

Know *6sense*

Learn *from 6sense*

Engage *with 6sense*

Meet *with 6sense*

What our prospects need to do

Problem Identification

Requirement Building & Solution Exploration

Supplier Selection

Validation & Consensus Building

One to read later - content focused on the buying job

Gartner's buying jobs

ACCOUNT-BASED BUYING JOBS

B2B SELLING TODAY IS NO LONGER ABOUT PROGRESSING A CUSTOMER THROUGH A LINEAR BUYING JOURNEY.

BUYING JOB	DIAGNOSTIC/TOOL EXAMPLE	CONTENT EXAMPLE
1. PROBLEM IDENTIFICATION How do I rank against my peers? What is the cost/benefit of action/inaction? What am I missing?	**DIAGNOSTIC/TOOL** Industry Benchmark, Survey, Report Cost/Benefit Calculator	**SUPPORTING CONTENT** Analyst Report Blog: The 10 Questions We Wish Prospects Would Ask Us Blog: Plea to the Industry: CEO Perspective eBook: Adapting to Industry Changes
2. SOLUTION EXPLORATION What are my options? How would that work here? What are the trade-offs?	**DIAGNOSTIC/TOOL** Solution Comparison Chart (Harvey Balls!) Product/Feature Test Drive	**SUPPORTING CONTENT** Analyst "Magic Quadrant" Report, G2 Crowd Report, Analyst "Wave" Report Solution 1-Pager Solution Buying Guide
3. REQUIREMENTS BUILDING Help me identify solution criteria What am I missing? Help me prioritize what's important for me	**DIAGNOSTIC/TOOL** Build Your RFP Feature Scoring/Ranking Calculator	**SUPPORTING CONTENT** Analyst Report Infographic: Where Are You in the Evolution of B2B Selling (what you need)? Blog: Most Common Mistakes When Building Requirements for ABM
4. SUPPLIER SELECTION Help me compare solutions Let me see it in action Show me how you're different Help me prioritize trade-offs	**DIAGNOSTIC/TOOL** Solution Comparison Chart (Harvey Balls!) Product Demo / Test Drive / Free Trial	**SUPPORTING CONTENT** "Explainer" Videos Buying Guides Competitive Tear Sheets
5. VALIDATION Confirm my research Corroborate things I've learned Let me talk to your customers Connect me with peers Show me 3rd party expert analysis	**DIAGNOSTIC/TOOL** Content Hub Video Series Reference Builder User Community	**SUPPORTING CONTENT** Meet Your Peers (Video Interviews) Customer Stories Analyst Reports
6. CONSENSUS CREATION Build a shared understanding within my buying group Help me educate stakeholders outside of the buying group Help me identify & resolve disagreements, engage in debate Help me build a business case and secure budget	**DIAGNOSTIC/TOOL** Self-Serve "Tag" a Colleague with Comment Thought Leadership Library User Community Build-a-Business Case Calculator	**SUPPORTING CONTENT** Blog: 5 Steps to Building an Account-Based Mindset Across the Entire Team eBook: What Sales needs Marketing to Understand about ABM

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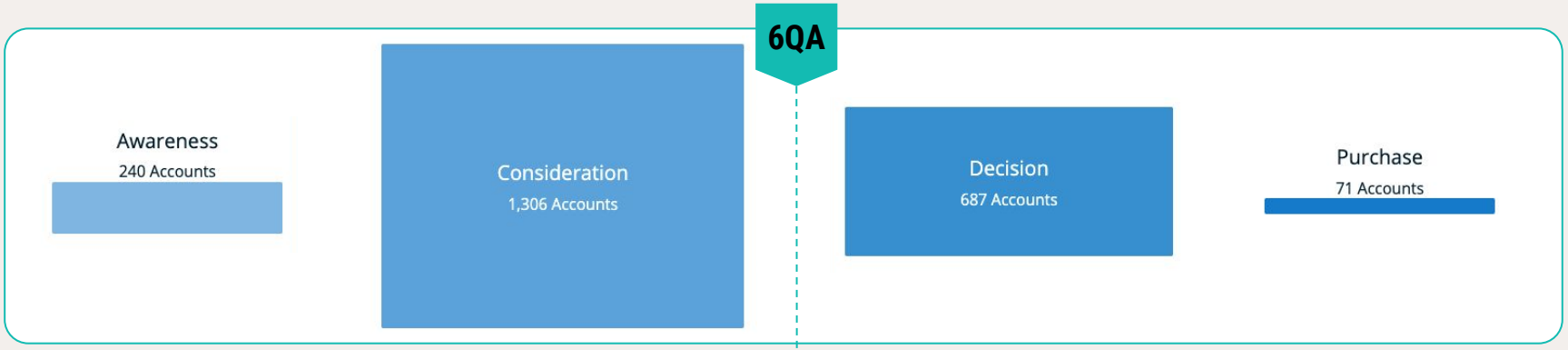
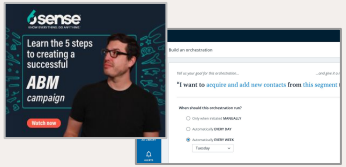
Marketing: Create an Automated RELEVANT Multichannel Approach



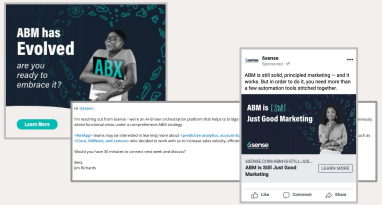
Display Ads based on intent and buying-stage

Orchestrated contact buys based on predicted profile fit



Email Nurture based on buyer persona

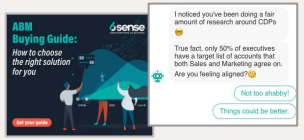
Display and Facebook Ads based on intent and buying-stage



Personalized web, chat, and content for target accounts

BDR alerts and 6sense dashboards trigger outreach

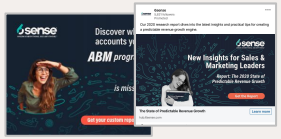
Display Ads based on intent and buying-stage



Meeting prep based on 6sense account insights

LinkedIn and display ads for target accounts

Retargeting ads to key personas from target accounts



Focus + Right Tools = Boosted performance

Use Buyer Behaviour Insights to Seamlessly Orchestrate Engagement Across Channels

Account Execs

ABX / Field

Digital Mktg

BDRs

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

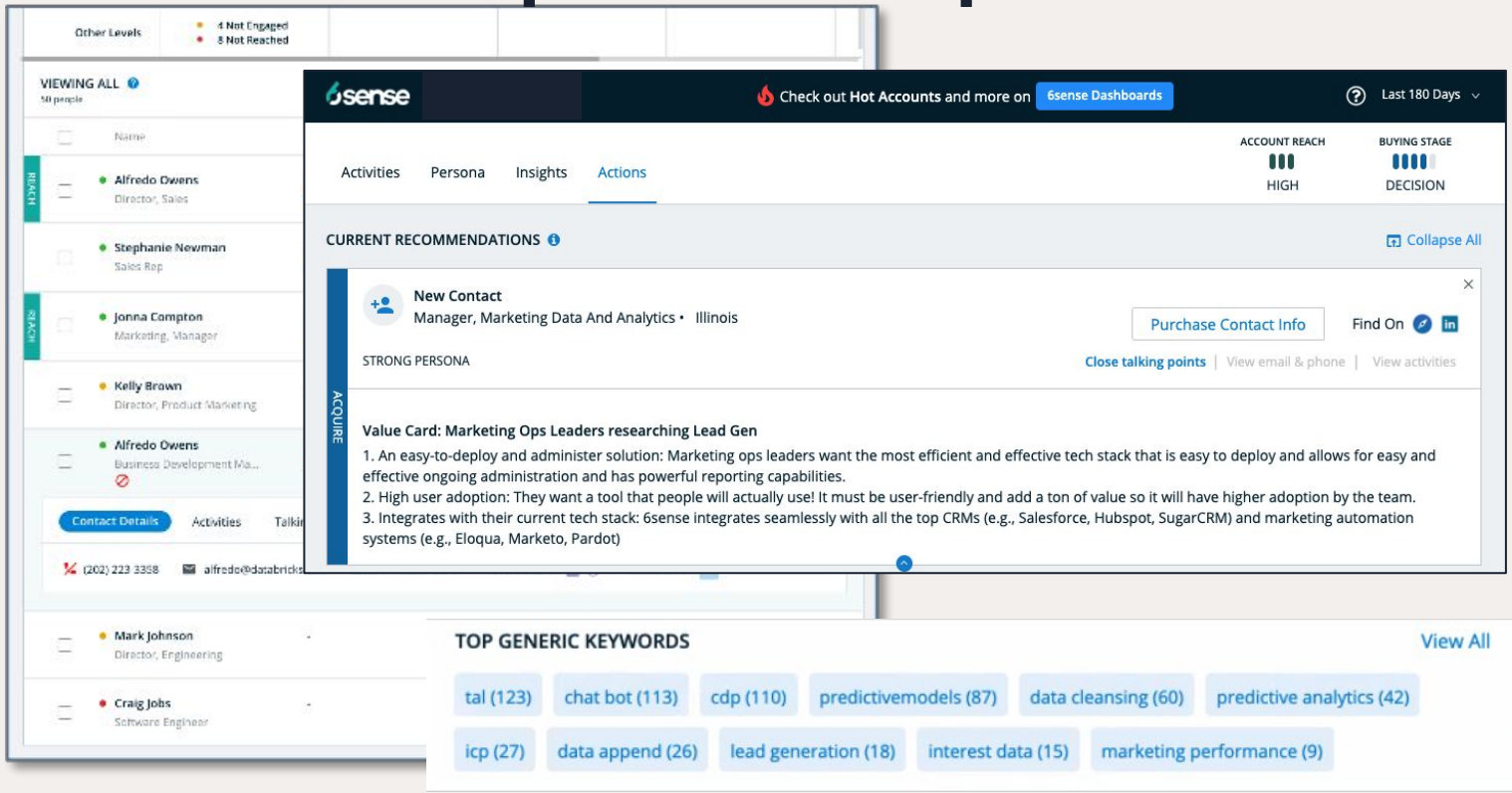
Focus frontline teams and put them in a position to shine

PRIORITIZE:
🔥 ***HOT ACCOUNTS*** 🔥

When to engage

Who to engage

How to engage



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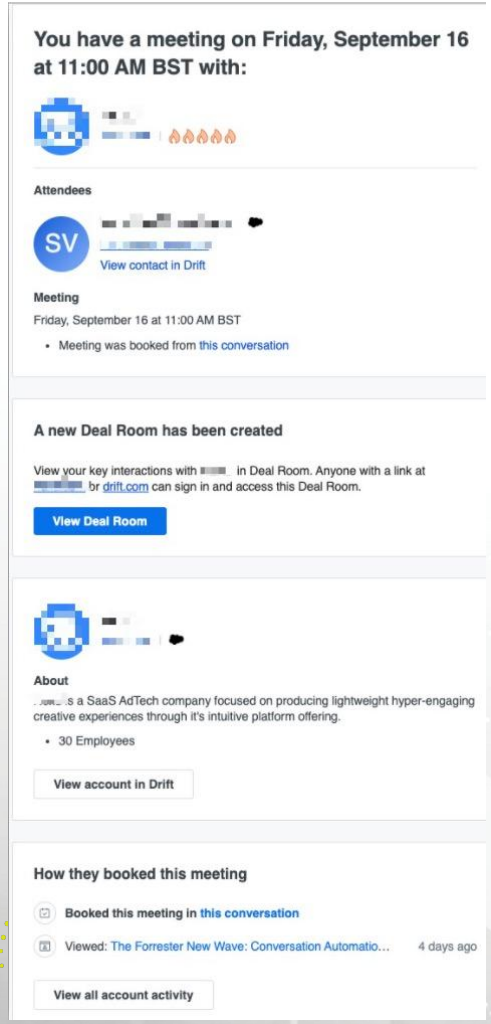
https://pmg.team/from-artisan-selling-to-scalable-growth-on-demand/

SQA to Closed Won



Priority 1: Work Opportunities in Flight

Priority 2: Get More Opportunities in Flight

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DRIFT PROSPECTOR

KEY CAPABILITIES

01 Desktop app

House all of your prospecting efforts in one centralized dashboard.

02 Live Chat

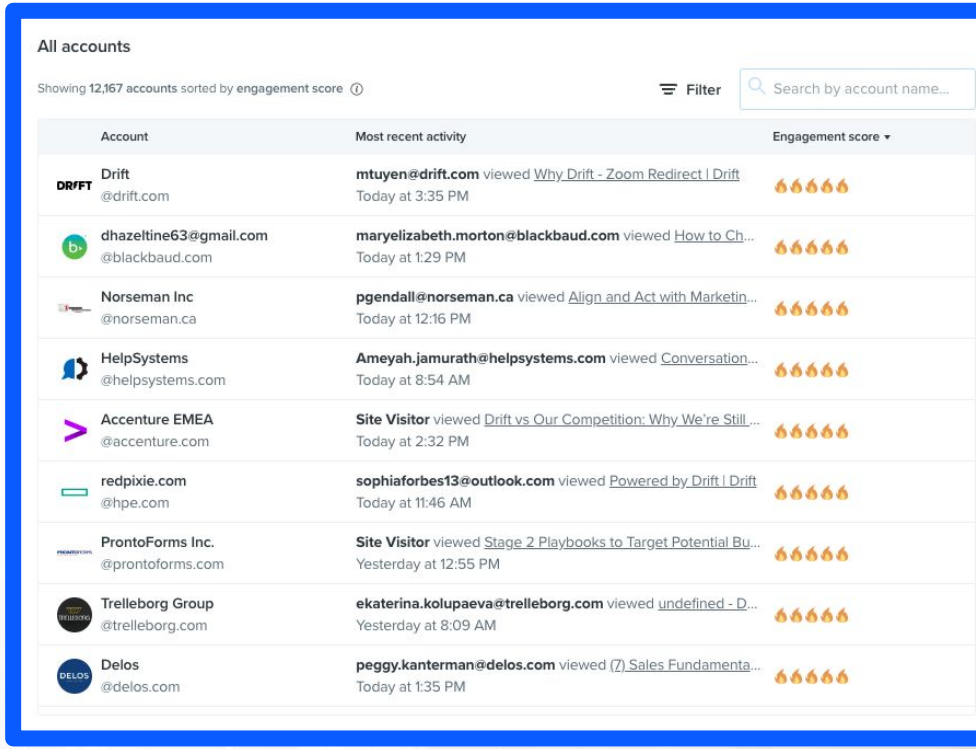
Start a conversation with your target account directly in the activity feed.

03 Target Account Feed

Know which accounts to work and what to say with a prioritized feed of your target accounts. This includes information on buyer's historical and real-time activities (e.g. viewing the pricing page, downloading a report, or chatting with our bot).

04 Account Engagement Score

Score your accounts' engagements based on their activity and engagement frequency. This helps sellers know which accounts to reach out to, and what to say based on their activity.



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Target Account & Contact Engagement

Tesla is on your site right now!
https://www.cdmmedia.com/summits
Page: Summits

Elon Musk is on your site right now!
https://www.cdmmedia.com/summits
Page: Summits

Tyler Crumpler

Hey Tesla!! 👋

We work with visionary companies just like you to help them change the world. Want to see how we can help?

Chat with me now or book a meeting!

Tyler Crumpler

Hey Elon Musk!! 👋

Thanks for checking out the e-mail I sent over. Want to chat to see if we can help you achieve your goals?

Chat with me now or book a meeting!

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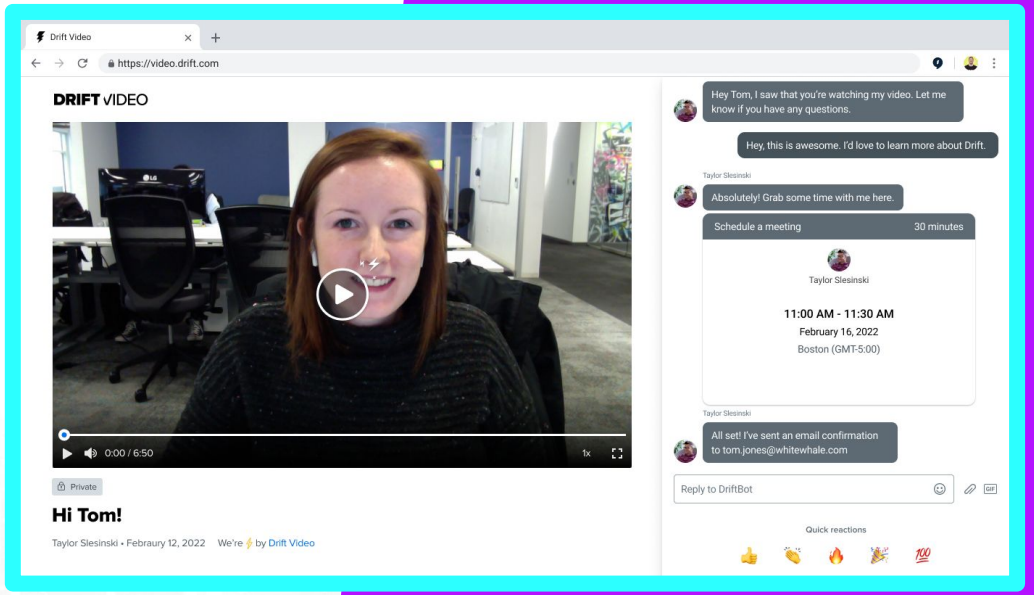
STAY CLOSE TO BUYER COMMITTEES

Keep the momentum going with meaningful conversations during the “in-between steps” of a deal

- Save time by sending a quick video follow-up instead of scheduling another call
- Create a more self-serve experience for your buyer committee
- Jump into a live conversation while the buyer is watching your video



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What happens once they become a customer?

1. Expansion
2. Deliver value and stay in touch
3. Renewal
4. Be a partner, not a vendor

Contract Signed / Post Onboarding

- Kick off call introducing the team (AM, CSM, Support, Resources).
- Establish why they signed on and what they want to achieve.
- Put together a mutual enablement / success plan.

- Cadences to drip feed information / “golden nuggets” and reminder of who is who on the account.
- Use data to map out and tier the account for future growth/expansion
- Chat bots on the website to point them in the right direction when visiting the site - “I’m a customer - I’m looking for help / support”

Check ins

- Quarterly Business Reviews / monthly syncs to ensure aligned to goals.
- Understand hiring plans and company goals for next 1-5 years.
- Pull support in whenever needed to solve issues in a timely manner.

- Regular emails via cadences updating on events, new features, content to share internally (consistently delivering value).
- Pointing customers on our website in the right direction to self serve resources via chatbots - “I am looking for resources to help make my team even better”.

Expansion

- Priorities accounts based on previous conversation / tierring from when they first became a customer.
- Referrals and introductions to new POCs
- Setting up trials to emphasis why more users/groups should be on your platform

- Use Account Intelligence and Intent Data to understand who is ready for the conversation.
- Make it simple for new POCs to book meetings with you directly.
- Create a shared GO LIVE plan so that everyone is aligned to a specific start date.

Renewal

- Secure the verbal commitment early so there is time to sort out any issues.
- Keep the communication open about commercials.
- Share the ROI so you are viewed as a NEED to have, rather than a NICE to have at renewal.

- Alerts set up to notify you if they are researching a competitor prior to renewal and adding Decision Maker to a specific cadence.
- Pre renewal accounts to be automatically added to a cadence so they are updated on features and the road map.

Making it all Work

RevenueOS

RevenueOS - Strategy, Service and Tech to Transform Organizations from Artisan Selling to Scalable Growth

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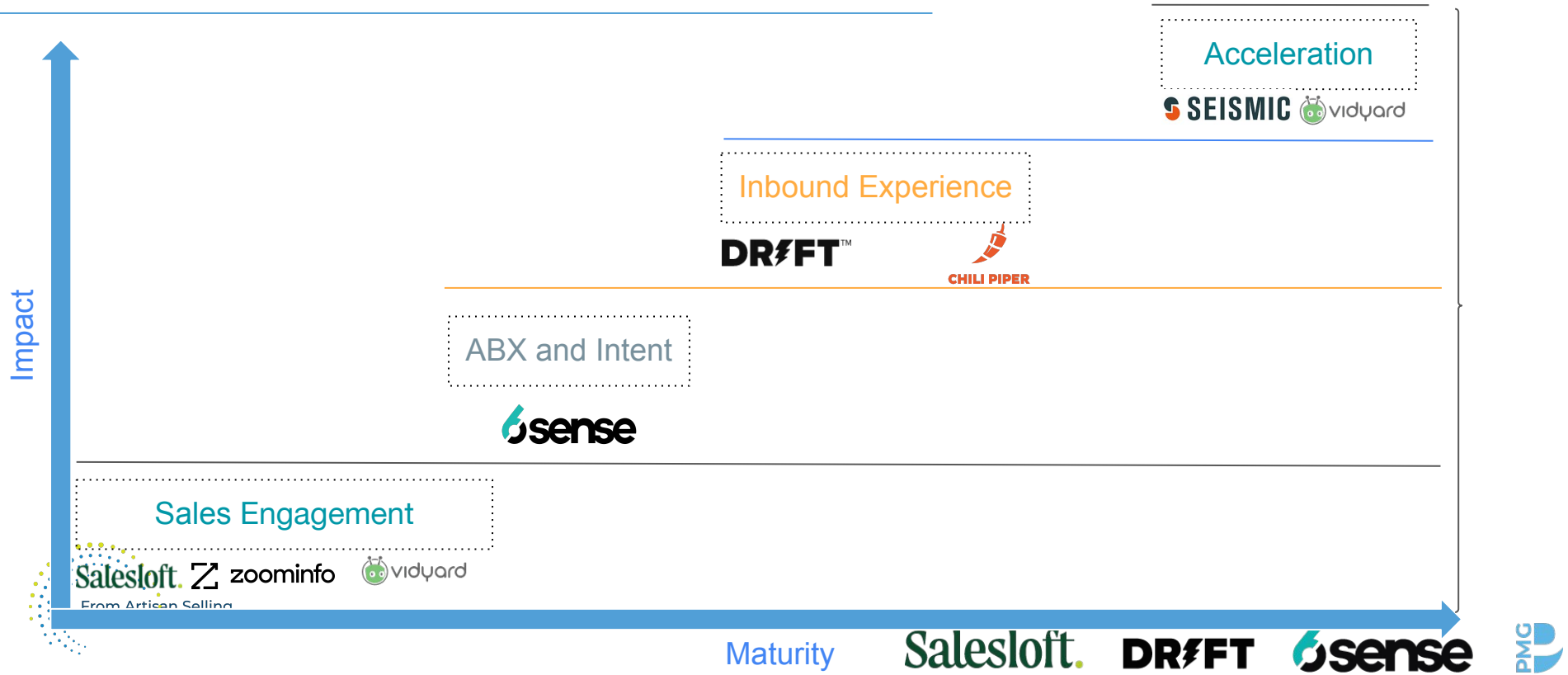
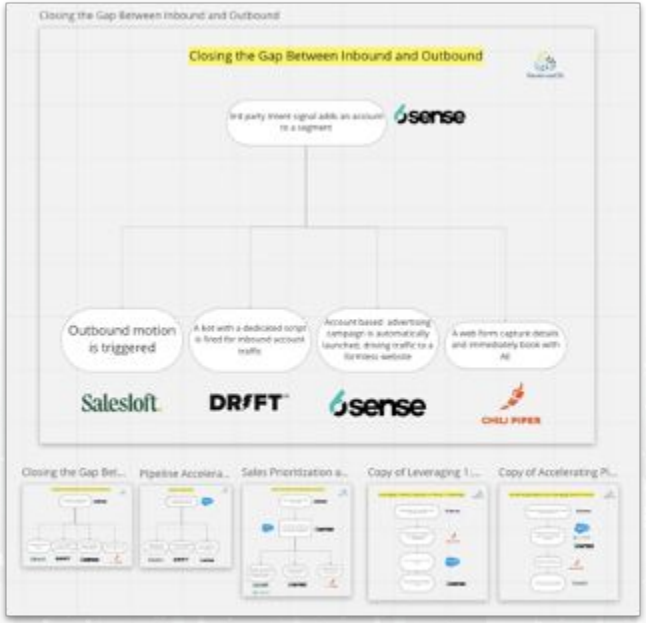
RevenueOS Tech and Process Roadmap - Cascaded Impact



It’s Easier to Buy Technology Than to Create Experiences

RevenueOS Playbooks



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Summary and Q&A

Tips and Tricks

Stefano Iacono

- Eliminate guesswork, it kills scalability
- Meet the needs of your buyers or risk driving them away
- Focus your prospecting on accounts that are most likely to convert

Alex Hunbury

- Put the customer at the center of everything you do
- Optimize for real-time engagement
- Fish where the fish are

Ellie Twigger

- Be a partner, not a vendor
- Map out the customer journey from start to finish
- Be proactive, rather than reactive

Kfir Pravda

- Think experience first
- Combine the right tools to create this experience
- Automate and optimize
- Processes and alignment eat tech for lunch

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Thank you for joining

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