

A photograph of a man standing on a large, craggy rock formation on the left side of the frame. He is looking out over a vast, misty mountain range. The mountains are covered in dense green forests. The sky is bright and hazy.

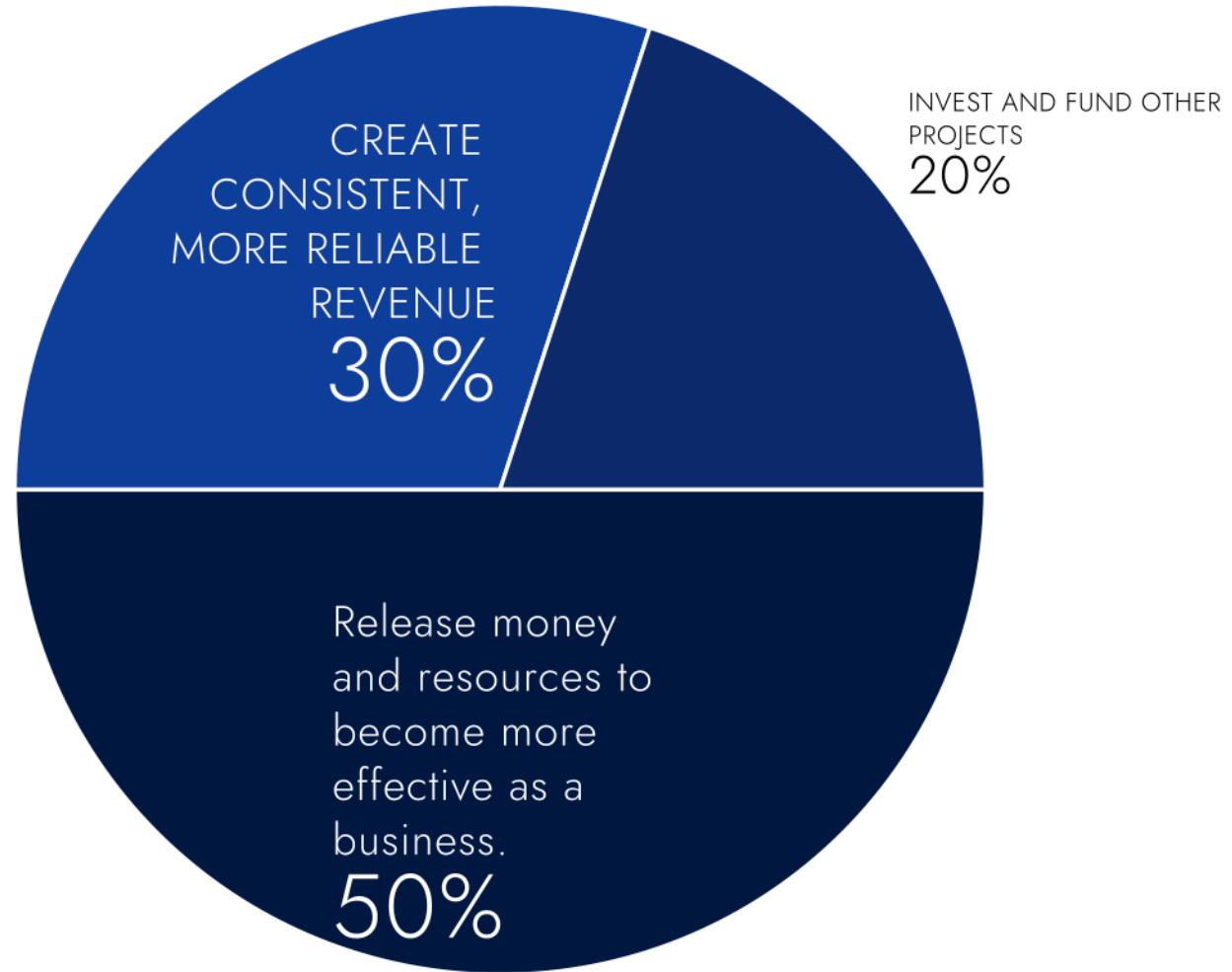
"The Age of Conversation"



SALESDRIVN

MARKET DOMINANCE

# CEO PRIORITIES IN 2021





SALES  
DRIIVN

“REDUCING COVERAGE  
GAPS & ELIMINATING THE  
FRUSTRATION OF MISSING  
REVENUE TARGETS”



# OVERVIEW

## DESIGN A PERFORMANCE DRIIVN SYSTEM

- Build a new skill-set of prospecting capabilities
- Increase the flow of your sales funnel
- Increase team effectiveness & results
- Increase probability of converting deals





WHY EVEN BOTHER?

# COMPANY GOALS

Connecting SalesDRIIVN's *market dominance operating model* (TM) to business outcomes



Pipeline growth



Identify ideal customers for marketing



Identify ideal customers for sales



Access expanded data sets for targeting



List effectiveness with intent information

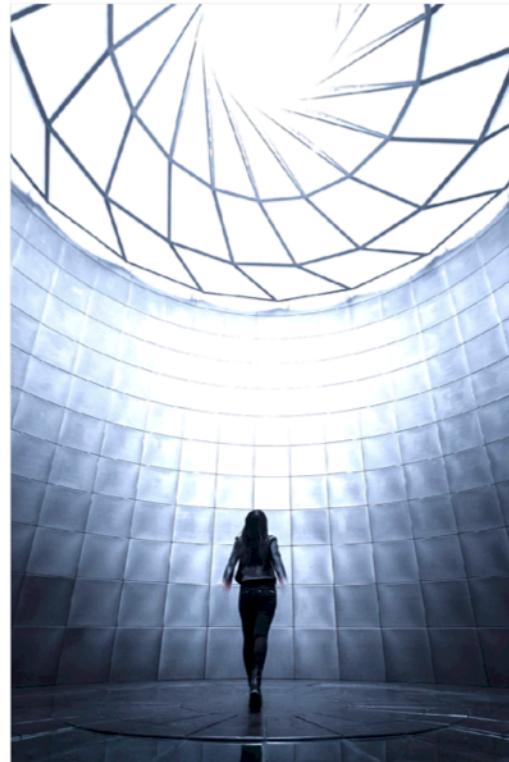
## WHAT'S THE SYSTEM?



Access up to 10k, scored  
new business contacts  
monthly + MQL's



Decipher who you want *vs*  
who wants you



Target based on the  
prospect's channel  
preference



Ruthless execution and  
constant feedback loop



SALESDRIVVN



**3%** ⚡⚡⚡⚡⚡⚡⚡⚡

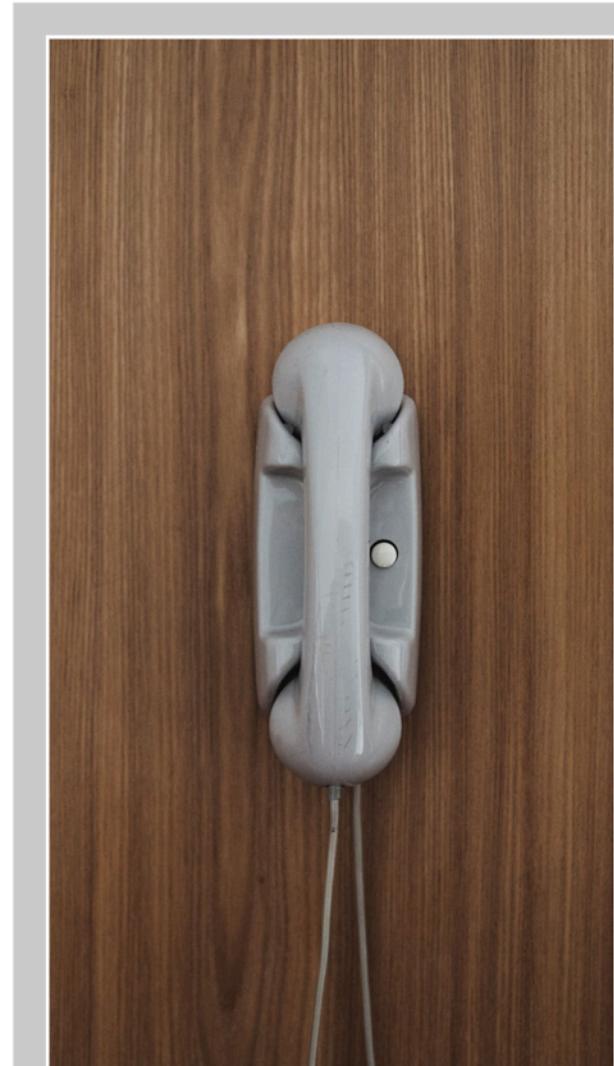
250 are VERY likely to want talk to you and have a chance of buying - SD will directly reach out to these contacts

**7%** ⬇⬇⬇⬇⬇⬇⬇

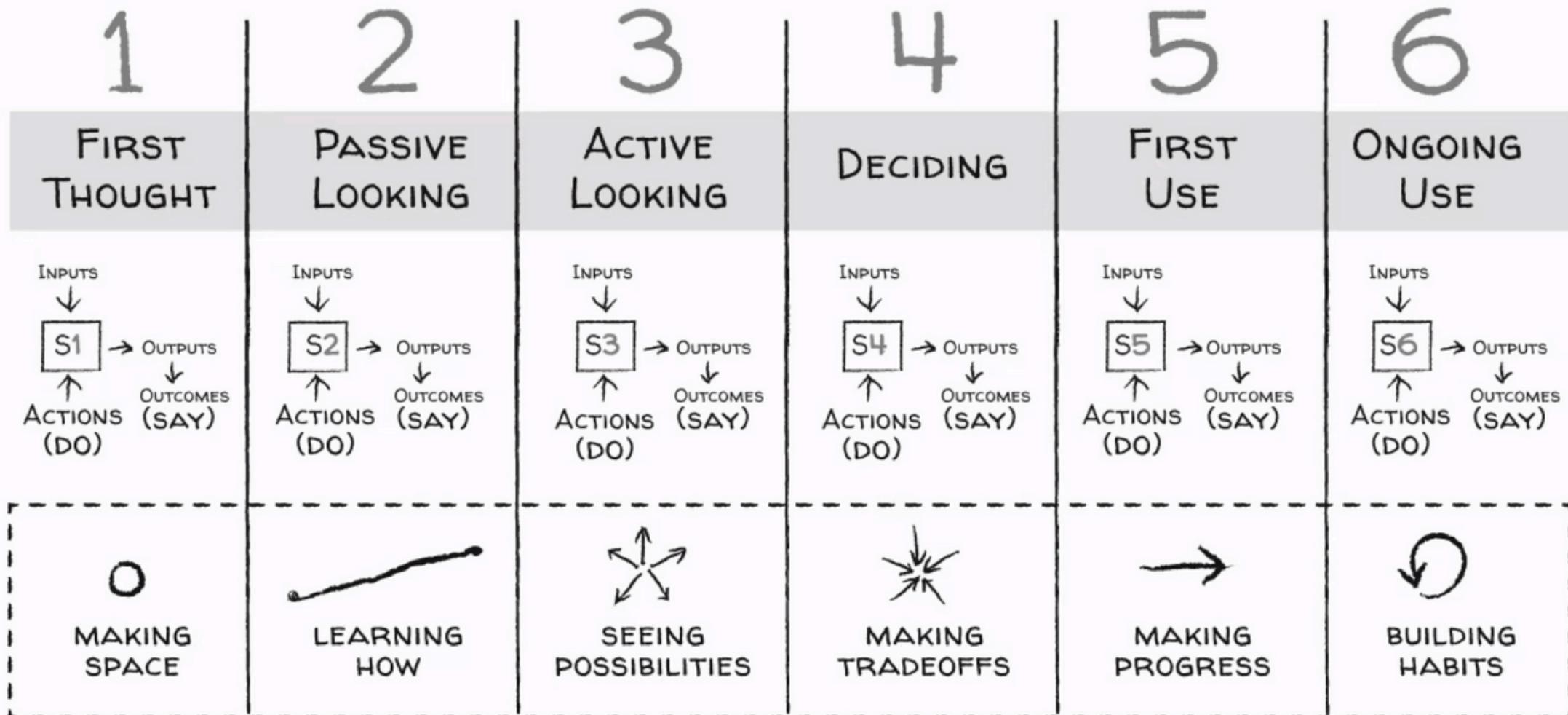
750 are somewhat likely to want to talk to you. it may be worth your time, it may not

**90%** ↗↗↗↗↗↗↗

9000 prospects are 99.9% likely to NEVER talk to you. An undue solicitation



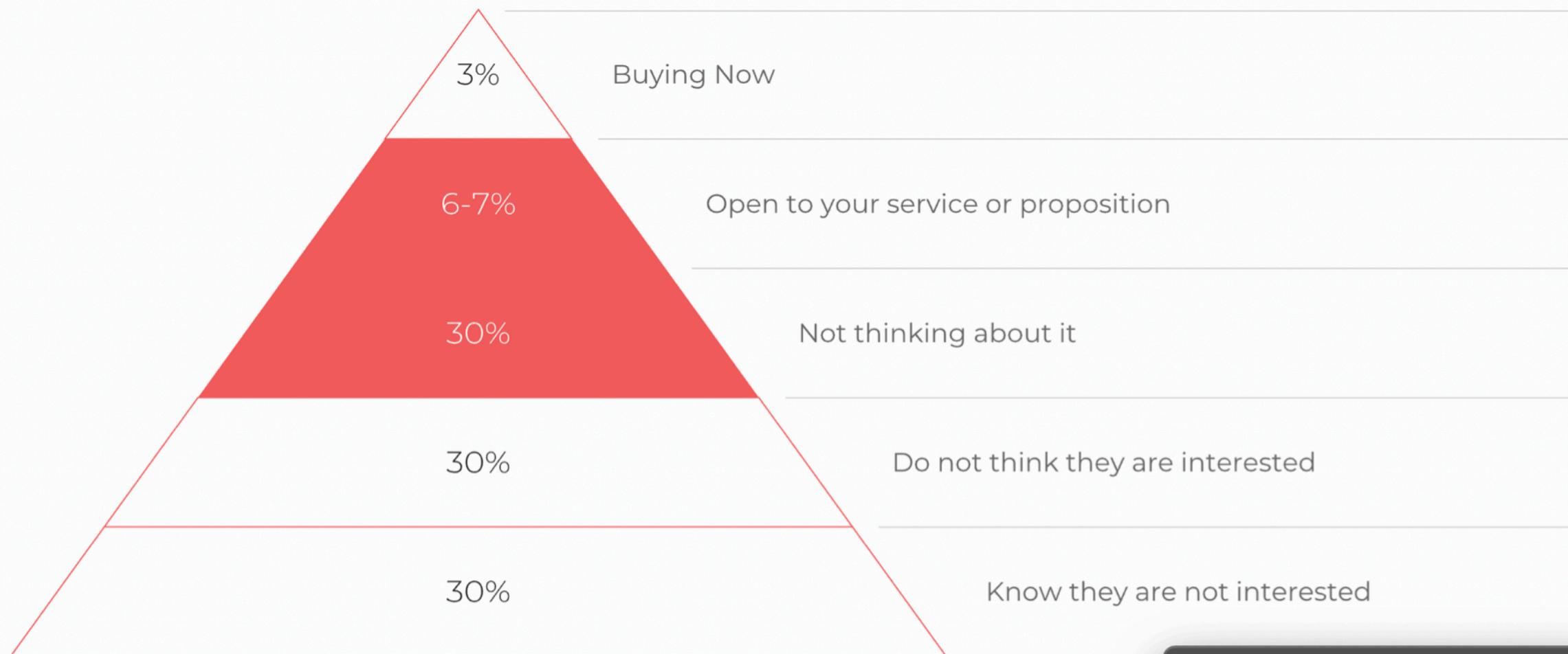
# CUSTOMER SYSTEMS DEMAND-SIDE





## B2B AND TECHNOLOGY MARKET DYNAMICS: CHET HOLMES

Buying now? assuming 3 year displacement cycles for SaaS products



## CHECKLIST

# LAUNCH TIMELINE

Proven execution model ensuring glitchy pipeline execution is eliminated.

## OUTCOME

Phase one

*Increase in predictable, sales conversions*

Identify Ideal Customers for sales

Identify Ideal Customers for Marketing

Phase two

Design, Build & Deliver enriched, intent data & information

Weaponize Flowforma & SalesDRIIVN with high velocity outbound performance prospecting capabilities

Phase three

Review lead pools, re-target workable leads and drive conversations to an absolute yes or no every month/quarter

Quarterly Review & Re-Target

Reporting, measurement and analytics for continual feedback





SALESDRIVN



SECTION 2

# MEASURE PERFORMANCE

A NEW STANDARD IN ACCOUNTABILITY AND PRODUCTIVITY

## REPORTS

Conversation History Select 3/1/2021 4/2/2021 No Teams All Users 3 selected

Session Type Call Type Call Review Dispositions

All Both Both 1 selected Run Report Export Share Recordings

Select All Recording	Date	List Name	User	Team Name	First Name	Last Name	Title	Company	Disposition	Status	Talk Time	Origin List Name	Cumulative Conversation Count	Listened
<input type="checkbox"/>	3/12/2021 6:57:39 AM	DRIIVN - Associates - Eastern - March 2021							Meeting Scheduled	Contacted - Qualifying	1m 37s		1	<input checked="" type="checkbox"/>
<input type="checkbox"/>	3/12/2021 6:48:29 AM	DRIIVN - Associates - Eastern - March 2021							Meeting Scheduled	Contacted - Qualifying	2m 29s		1	<input checked="" type="checkbox"/>
<input type="checkbox"/>	3/12/2021 6:36:52 AM	DRIIVN - Associates - Eastern - March 2021							Meeting Scheduled	Contacted - Qualifying	5m 26s		1	<input checked="" type="checkbox"/>
<input type="checkbox"/>	3/8/2021 7:21:13 AM	DRIIVN - Associates - Central - March 2021							Meeting Scheduled	Contacted - Qualifying	1m 47s	Associates - Central - March 2021	1	<input checked="" type="checkbox"/>

Total Conversations: 56

56 MEETINGS SCHEDULED

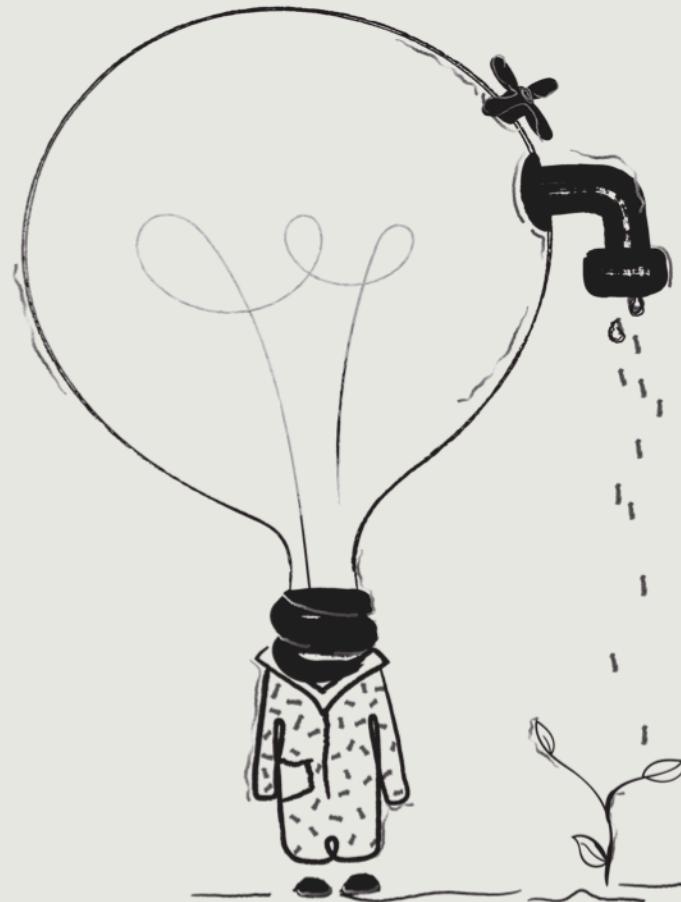


SALES DRIIVN



# SALES DRIIVN GUARANTEE

SALES DRIIVN

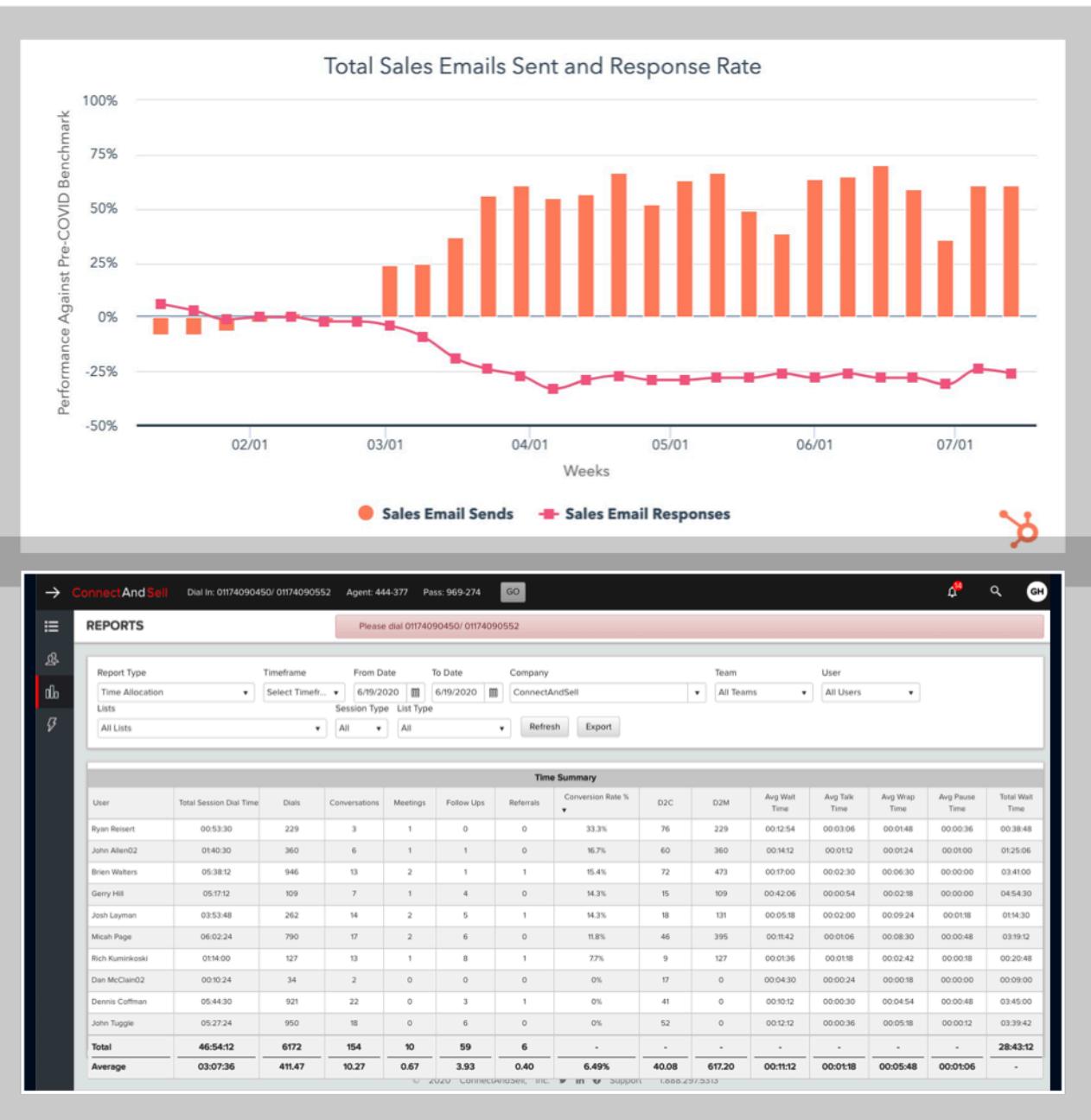


We have a charter which will de-risk, and optimise any investments which Flowforma makes into the SalesDRIIVN, market dominance system:

- More conversations
- More Follow Ups
- More Meetings
- More Converted SAO's

# REPORTING & ANALYTICS

Setting a high bar for productivity and accountability





## 1. Pipeline opportunities

Our clients experience massive growth in outbound prospecting activity that will increase your pipeline of new business opportunities

## 2. Booked vs Accepted

Increased meetings booked vs accepted opportunities that progress to stage 2 in your sales process.

## Annual Plans

**"BETTER  
THAN FREE"**

Your guide to better than free  
pricing - minimum rate of  
return is 8.2%

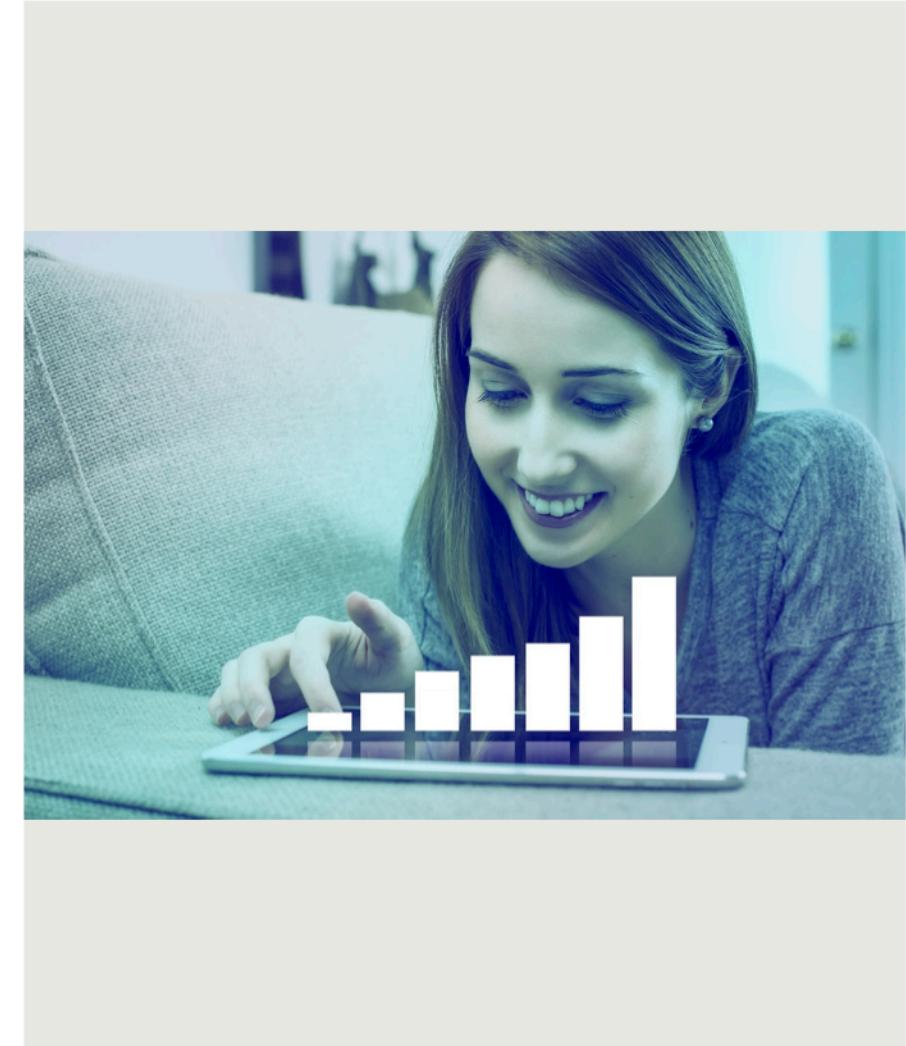
	BASIC	★	DRIIVN Elite
Dials	✗	✓	✓
Data	✓	✓	✓
Mapping	✓	✓	✓
List strategy design	✗	✓	✓
Messaging	✗	✗	✓
Email orchestration and sequencing	✓	✓	✓
Training & Development	✗	✗	✓
Chasing Program	✗	✓	✓
Monthly Investment	12,577	£15,677	19,977.00
	per month	per month	per month





# DETAILED BREAKDOWN OF DELIVERABLES

- 2000 power dials monthly  
2000 leads emailed parallel to the dialed leads - combo prospecting/multi-threaded approach
- 10,000 data credits - Mapped contacts & GDPR approved
- Test Sales ICP - 250 contacts
- Test Marketing ICP - 250 contacts
- Score 10,000, new ICP sales credits/month
- Design & build mobile focused, intent DRIIVN calling lists
- 1x A/B automated 9 step sequence monthly
- Fully disposition 3000 leads contacted by SalesDRIIVN
- Chase leads that have gone cold after a demo - (1 recovery per lead)
- Full nurturing program for contacted leads to absolute "Yes" or "No"
- Monthly & quarterly reviews
- Full reporting & analytics on all sales & marketing activity by SD
- Guaranteed service





# ELITE PACKAGE EXTRAS

Upgrade to Elite to Unlock these capabilities

## Training & Coaching

Start Profiling where revenue is won and lost in every interaction. Identify the most valuable conversations and key moments to review, coach, and share. Learn the DNA of your conversations that leads to successful outcomes.

## Messaging & Copywriting

Create new relevant, timely messaging each month for sales prospecting support  
Email messaging, LinkedIn messaging, sales scripted messaging.

## Personal Playbook

Full Sales Cycle Playbook on how to pitch with no pressure, qualify effectively, negotiate and close deals.

Sample available upon request

## User Experience

Full use of the SalesDRIIVN Tech Stack.  
Empower your users to do more.  
Power dialer  
Email sequences





SALES DRIIVN

66

THE BEST  
DECISION  
WE EVER  
MADE WAS  
PARTNERING  
WITH SALES  
DRIIVN BECAUSE  
THEY HELPED US  
RESTRUCTURE  
THE WAY WE  
GO TO MARKET

OUR  
DREAM  
OUTCOME

