

"The Age of Conversation"



MARKET DOMINANCE MODEL

THE PITCH



SalesDRIIVN is a premier sales enablement platform that delivers breakthrough results for customers who aspire to dominate the market. The platform offers cutting-edge A.I technology with speed, performance and quality so that business leaders can drive real change through sales behavior management.

Originally founded in 2020 following COVID-19, SalesDRIIVN rapidly adopted their ethical mantra of “Be your own mastermind” and achieved triple digit growth in year 1.

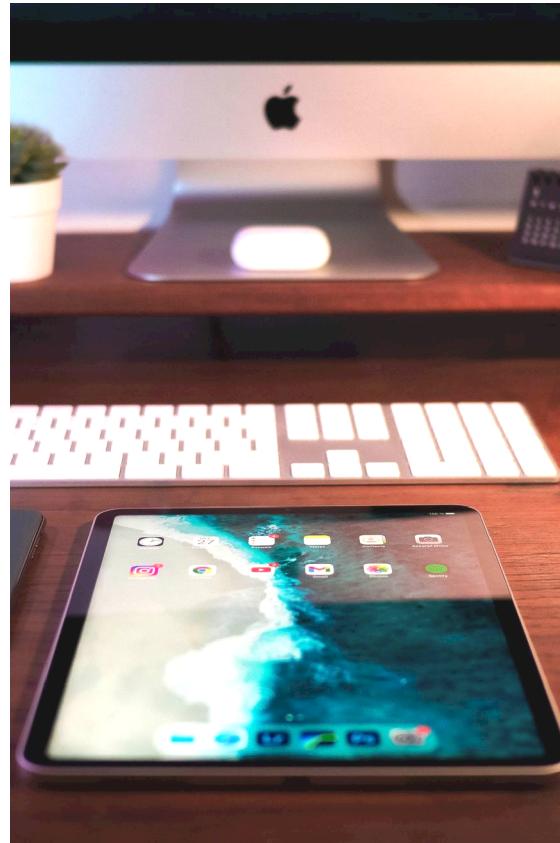
WHAT'S THE SYSTEM?



We access data across 125 industry providers to have real time data



Using leading AI to focus on leads that want to do business with your brand

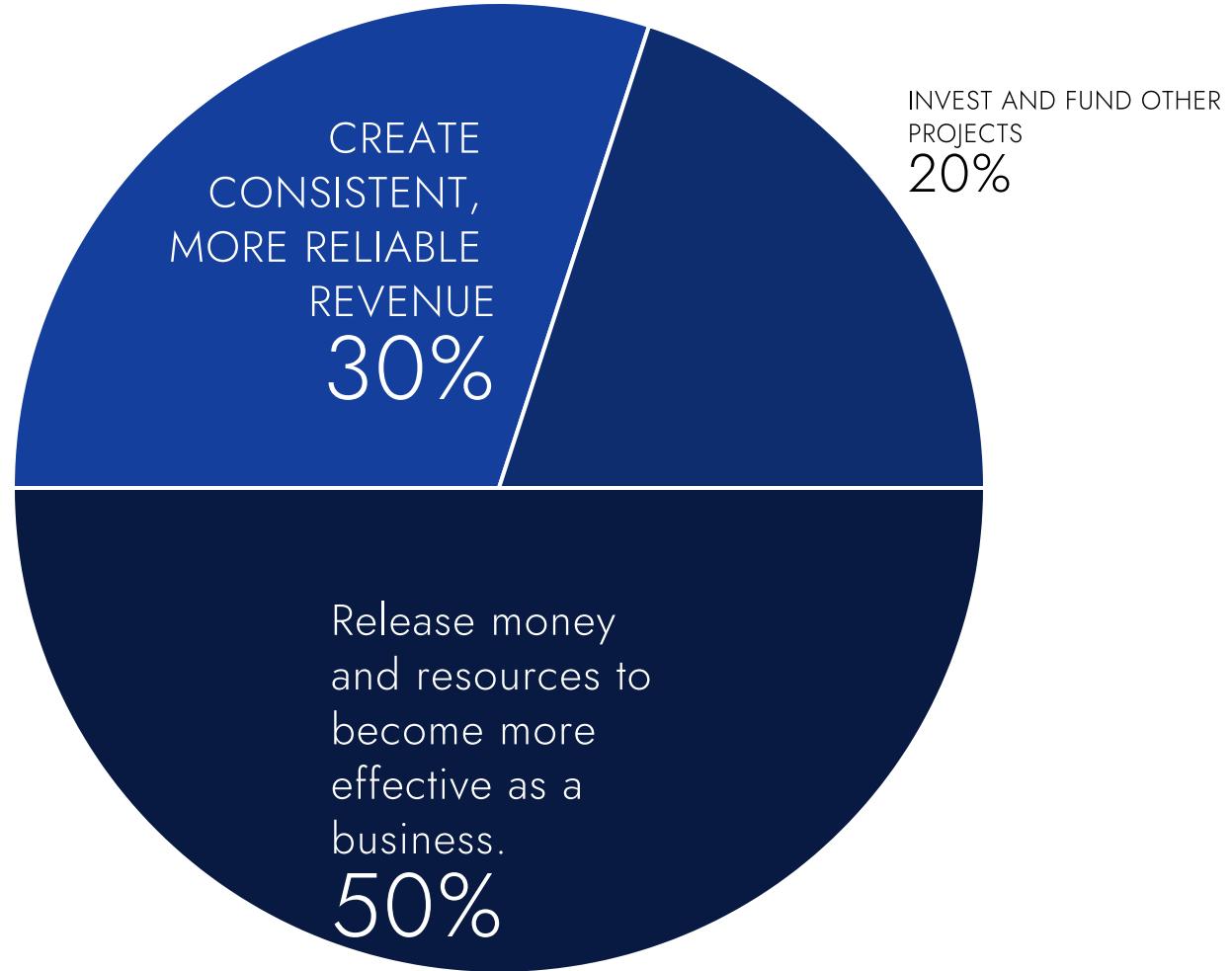


Profile the target based on the prospect's channel preference



Ruthless execution of behaviours to drive conversations into results

CEO PRIORITIES IN 2021



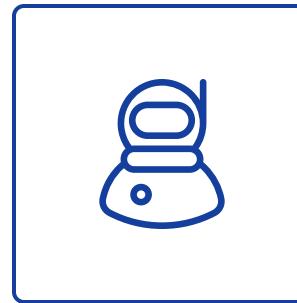
WHY EVEN BOTHER?

COMPANY GOALS

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



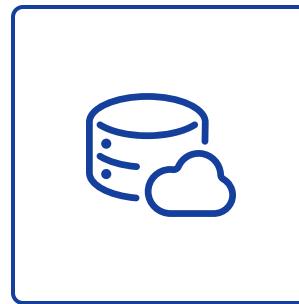
Pipeline growth



Identify ideal customers for marketing



Identify ideal customers for sales



Access expanded data sets for targeting



List effectiveness with intent information

3% ⚡ ⚡ ⚡ ⚡ ⚡ ⚡ ⚡ ⚡

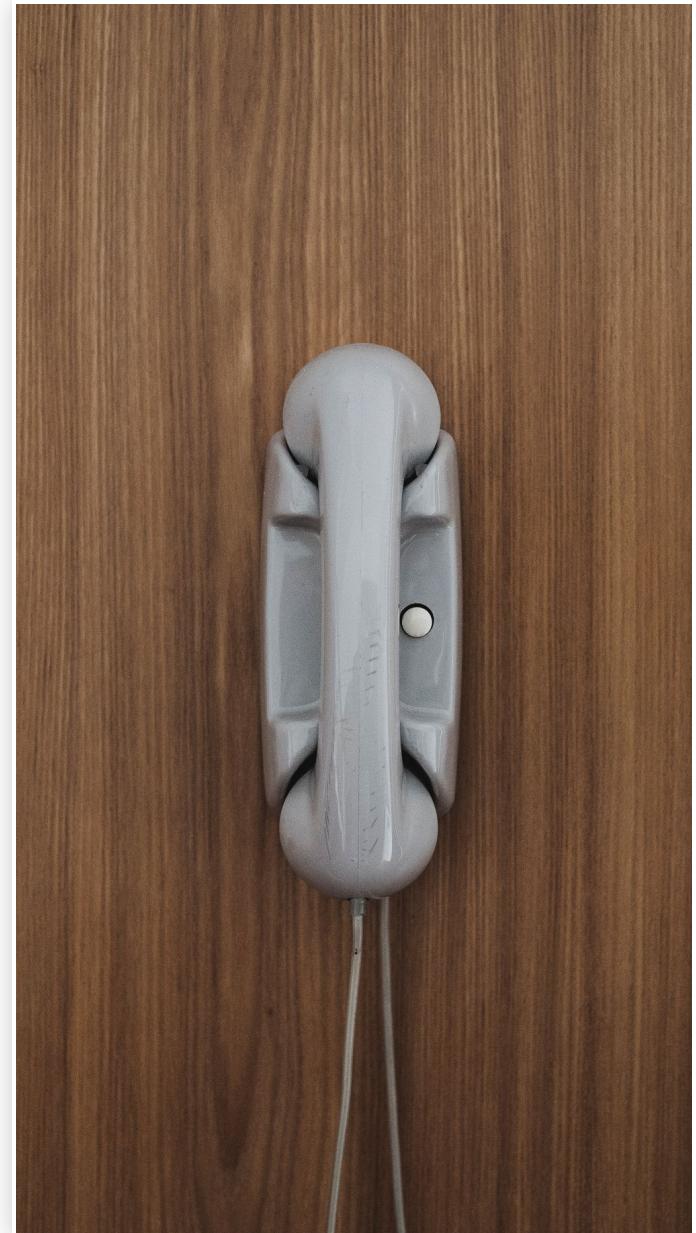
250 are VERY likely to want talk to you and have a chance of buying - SD will directly reach out to these contacts

7% ⬤ ⬤ ⬤ ⬤ ⬤ ⬤ ⬤

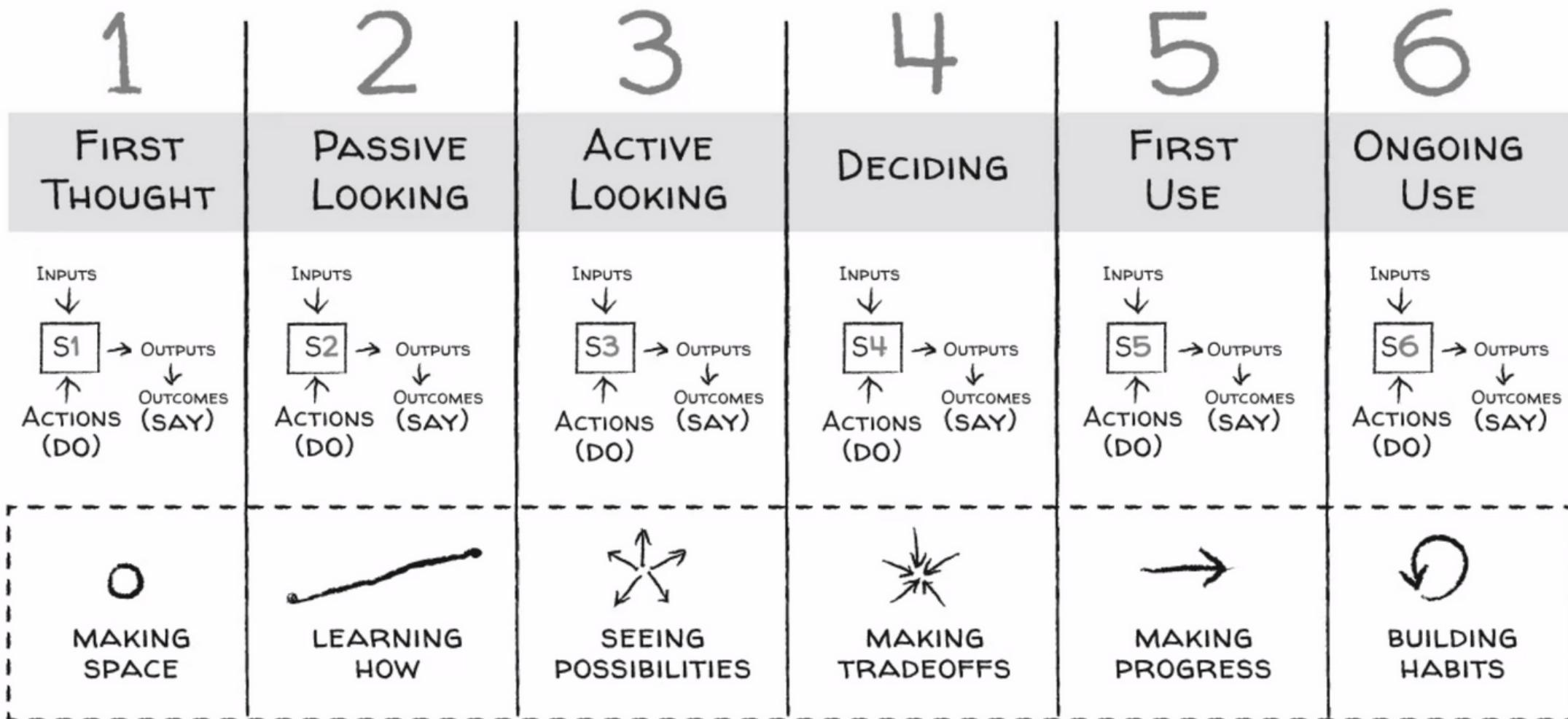
750 are somewhat likely to want to talk to you. it may be worth your time, it may not

90% ↗ ↗ ↗ ↗ ↗ ↗

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

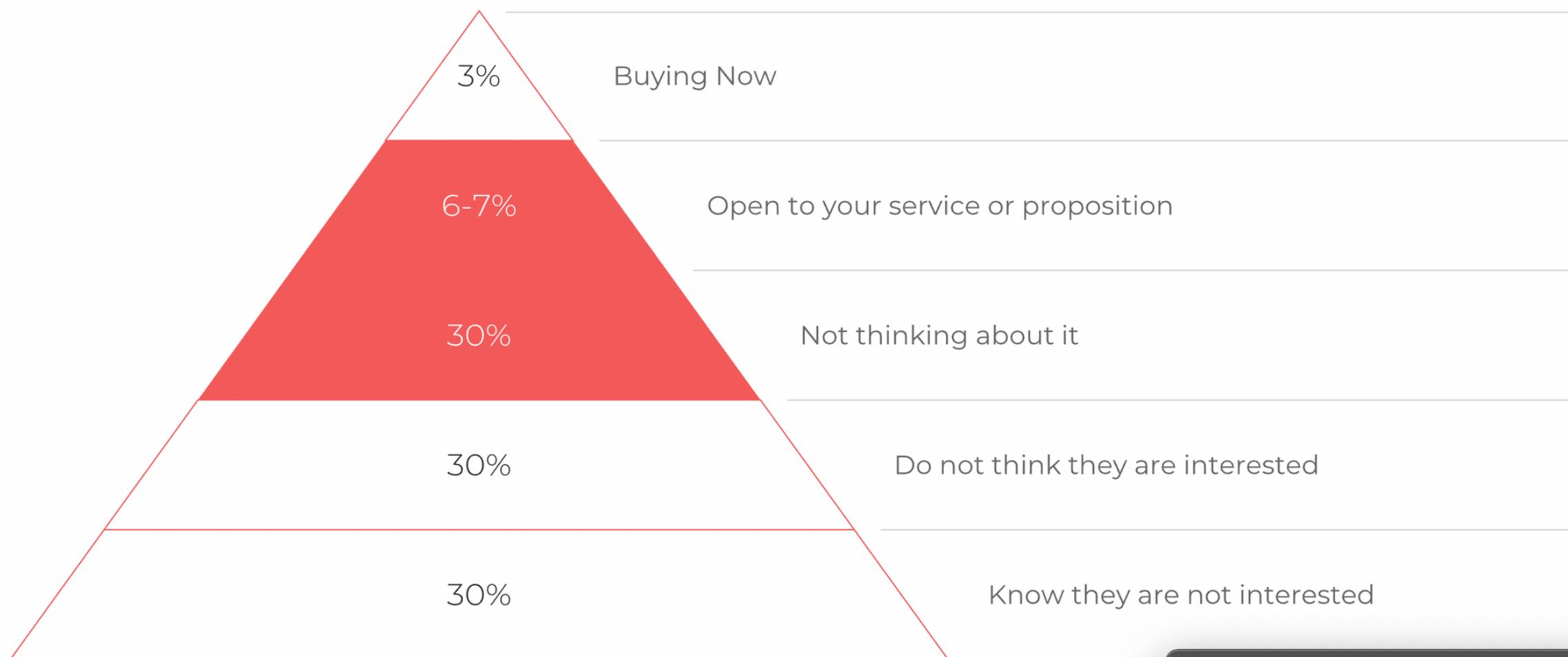


CUSTOMER SYSTEMS DEMAND-SIDE



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

High velocity outbound prospecting begin's

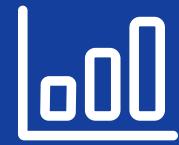
Phase three

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





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 type="checkbox"/>	3/12/2021 6:48:29 AM	DRIIVN - Associates - Eastern - March 2021							Meeting Scheduled	Contacted - Qualifying	2m 29s		1	✓
<input type="checkbox"/>	3/12/2021 6:36:52 AM	DRIIVN - Associates - Eastern - March 2021							Meeting Scheduled	Contacted - Qualifying	5m 26s		1	✓
<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	✓

Total Conversations: 56

56 MEETINGS SCHEDULED

SALESDRIVN GUARANTEE

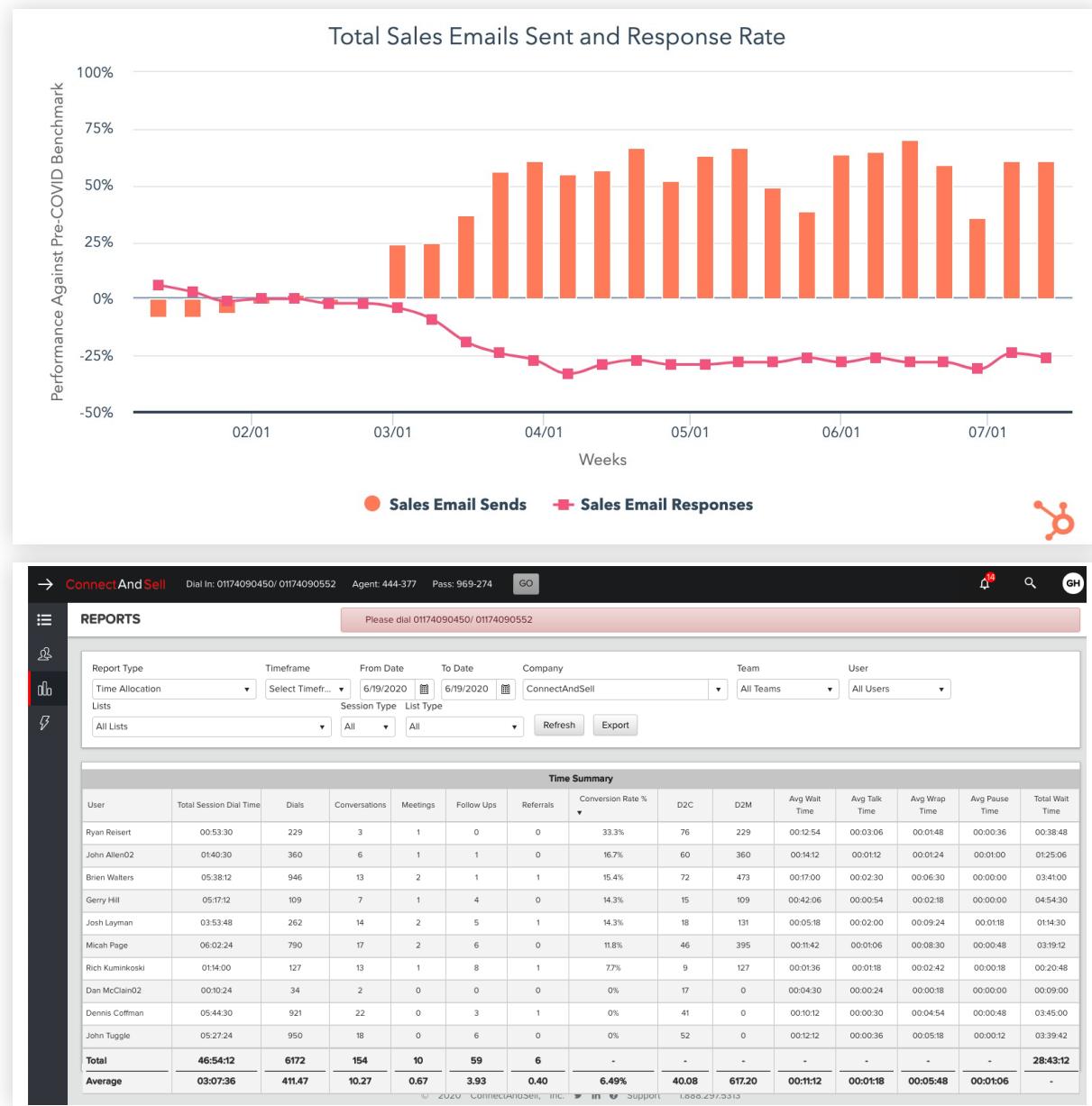


We have a charter which will de-risk, and optimise any investments made into the SalesDRIIVN, market dominance system:

- Compounded conversations
- Tracked Follow Ups
- Quality Meetings
- 9X increase in pipeline over a year

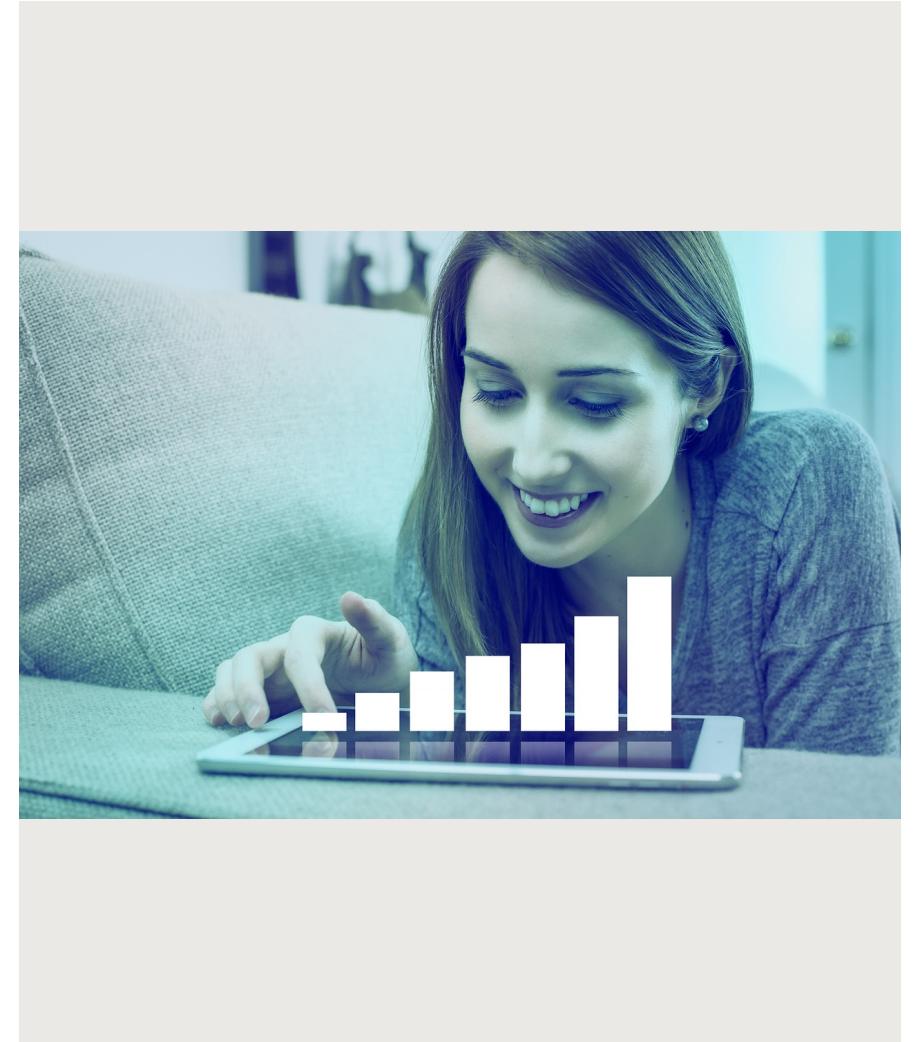
REPORTING & ANALYTICS

Setting a high bar for productivity and accountability



DETAILED BREAKDOWN OF DELIVERABLES

- Up to 10,000 DRIIVN credits
- Design & build all mobile focused, intent DRIIVN lead pools
- A/B automated sequences monthly
- Full nurturing program
- Monthly & quarterly reviews
- Full reporting & analytics on all sales & marketing activity
- 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

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

