



SALESDRIVEN

Delivering Business Outcomes that Increase Sales & Minimize Risk

Getting to Know you

- Sales Process
- Average Sales Cycle
- What usually stops a company from going ahead with your service
- Do you know who your best customers are based on your existing data
- How much does it cost to work with you? What is the value of a qualified meeting
- Outcomes: Speed V. Quality or Cost V. Quality
- Business Outcomes V Benefits of Outcomes
- Where do you see the biggest need for improvement
- If the situation didn't improve, or even got worse, how concerned do you imagine you or the business would be?

THE MODERN SALES ENVIRONMENT IS BECOMING INCREASINGLY COMPLEX



MARKET SEGMENTS



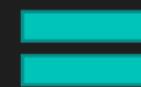
ORG FUNCTIONS



ORG LEVELS



GEOS



COMPLEXITY



Key sales challenges in 2021



Managing

Managing
administrative sales
tasks



Gaining

Gaining
appointments



Filling

Filling pipelines



Expanding

Expanding
relationships



Sales

Prospecting

THE BUYER CONUNDRUM

B2B buying doesn't play out in any kind of predictable, linear order.

The typical buying group for a complex B2B solution involves **6 to 10** decision makers

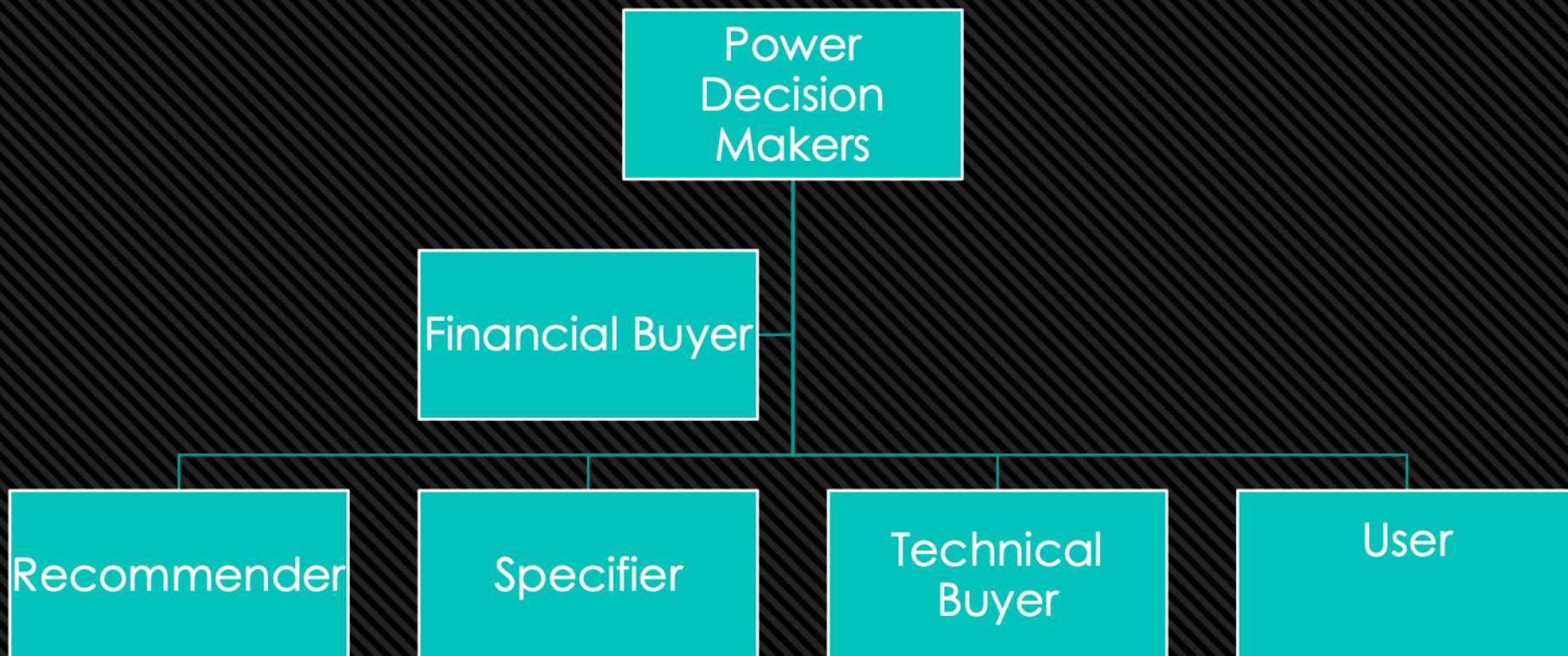
Each stakeholder has roughly **4 or 5** pieces of information independently researched

Running parallel to this, the ever-increasing pool of new technologies, products, suppliers and services add more complexity to their options.

"77% of B2B buyers state that their last purchase was either complex or very difficult"

(Gartner Inc 2019)

Who's involved in the Buying Committee?

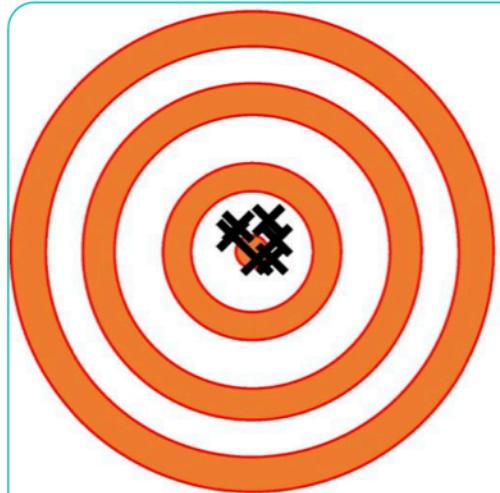


SELLING VALUE AT EVERY LEVEL – “RELATIONSHIP LADDER”

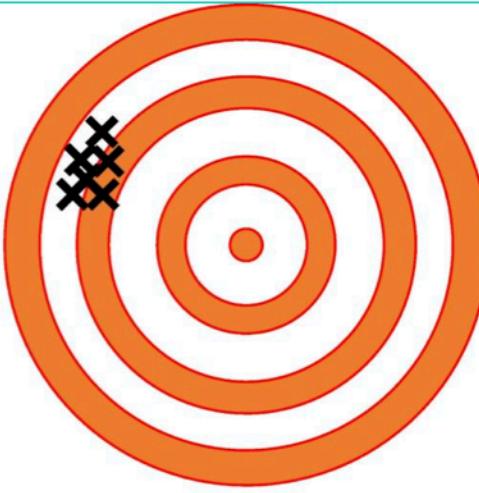
CEO
Executive VP
Senior/Global/Regional VP
VP
Business Development
Senior Manager
Manager
IT Engineer
Engineer
Operations
Procurement

CEO
Executive VP
Senior/Global/Regional VP
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Business Development
Senior manage
Manager
IT Engineer

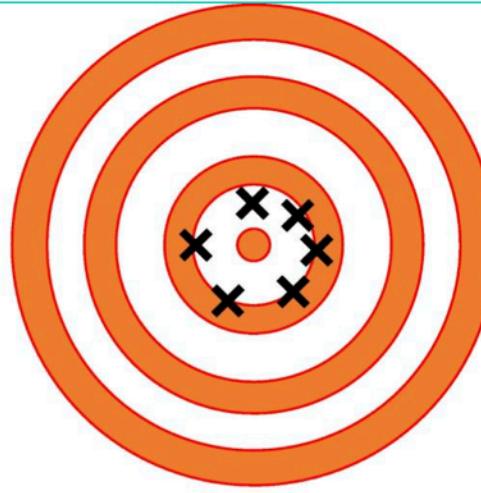




High accuracy
High precision



Low accuracy
High precision



High accuracy
Low precision



Low accuracy
Low precision

OUR GOAL

To deliver campaigns built with high accuracy and high precision to drive more of your challenging engagements into beneficial meetings.

MARKET RESEARCH



What triggers are we looking for to approach a company with?



What's a strong point?



What technologies are your customers using now



What is the cost of change to them?



What competitors have they spoken to about change

Sales Journey



WHO HAS
HIGH/MEDIUM/LOW
INFLUENCE?



WHO(INTERNALY)
WILL SEE YOU AS A
THREAT?



WHAT'S THE ORDER
IN WHICH THINGS
NEED TO HAPPEN?

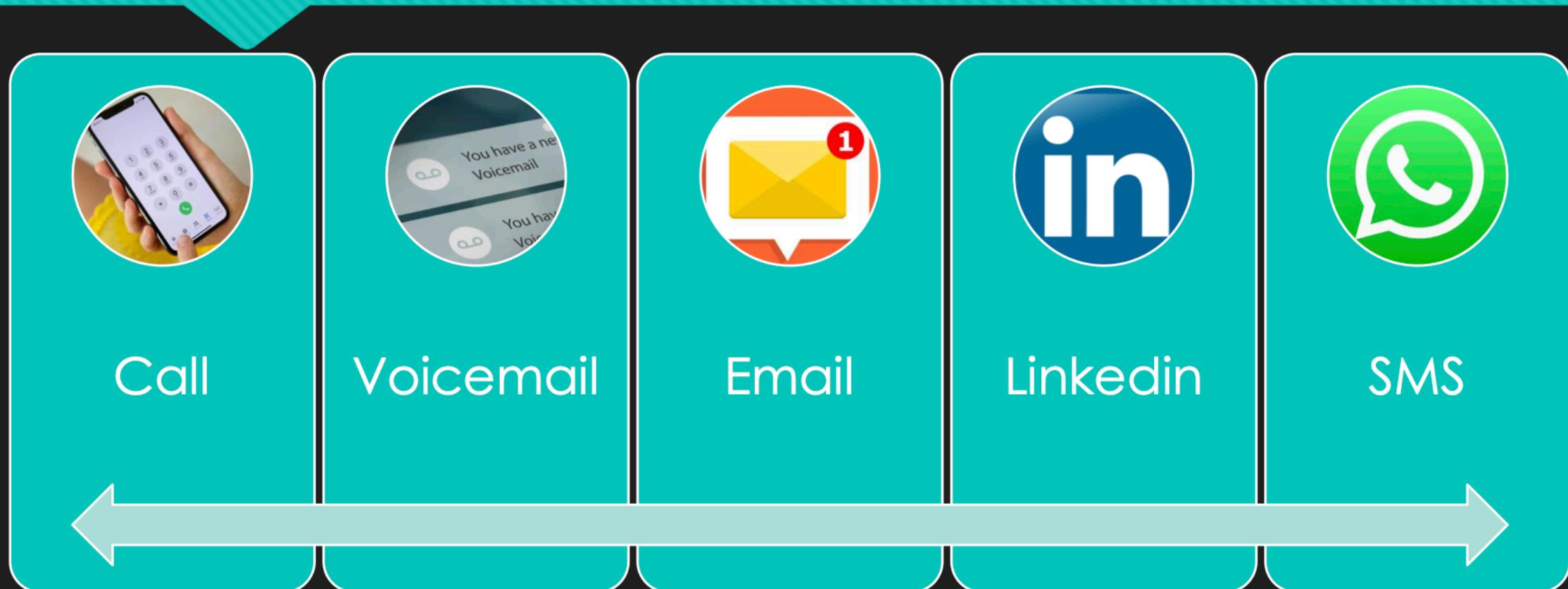


BETTER QUALITY
LEADS CONVERT
MORE

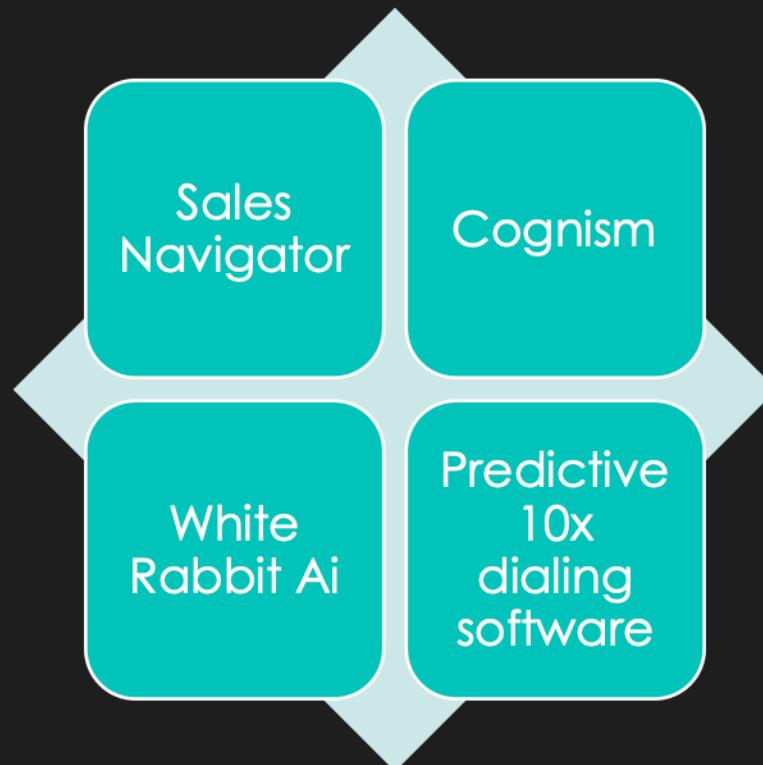


EXPECTATIONS

DRIIVN PROSPECTING APPROACH



Sales Stack



Cognism 

Search Prospects | Person

People **Company**

Job Title & Seniority

Job Titles ...

Exclude Job Titles ...

Seniority keywords ...

AI Seniority Insights Executive Level Top-Tier Leadership

Departments ...

Contact Location ...

Contact Details ...

Push to Campaign

1,764,402 Prospects Found

1 - 20 of 1,764,402 1 ▾ ▶

My Persona Clear results

Prospect	Company	Actions
Roberto Rodriguez  	Chief Operating Officer - Contact Center at Comdata Group El Salvador  Italy, Lombardy, Corsico www.comdatagroup.com \$1 Bn - \$10 Bn	 
Miri Soffer Danai  	CEO at Cockpit Innovation Israel  Israel CockpitInnovation.com \$10 M - \$100 M	 
Sebastian Jost  	Chief Commercial Officer at SumUp Germany, Greater Munich Metropolitan  United Kingdom, England, London sumup.co.uk \$1 Bn - \$10 Bn	 
Eloy Martinez Olivares  	CMO at Reactev Spain, Madrid  Spain, Murcia, Murcia www.reactev.com \$100 M - \$500 M	 
Yohey Miyazono  	CEO at Catalyst Inc. Japan, Greater Tokyo  United States, Rhode Island, Providence catalystB2B.com \$5 M - \$10 M	 

ONE DAY OF CALLING ACTIVITY WITH SALESDRIVN

→ ConnectAndSell Dial In: +1(872)710-5388 Agent: 5-264-361 Pass: 752-681 GO

Please dial +1(872)710-5388/ +1 (630) 656-9906

LEADERBOARD

Sales Drivn ▾ All Teams ▾ Refresh

Dials	Conversations	Meetings	Conversion Rate%	Dial: Conversation	Dial: Meeting	Follow Ups
807	70	7	10.00%	11.53	115.29	35

Time Summary

User	Team Name	Total Session Dial Time	Dials	Conversations	Meetings	Follow Ups	Referrals	Conversion Rate %	D2C	D2M	Avg Wait Time	Avg Talk Time	Avg Wrap Time	Avg Pause Time	Total Wait Time	Total Talk Time	Total Wrap Time
Dan Wisniewski		03:34:12	380	25	1	11	0	4%	15	380	00:03:18	00:02:36	00:02:42	00:00:24	01:21:36	01:05:48	01:06:48
Shane Mahi		03:22:06	235	23	2	7	0	8.7%	10	117	00:03:12	00:04:36	00:01:00	00:00:12	01:14:24	01:45:18	00:22:24
Antoine Marsden		03:14:12	192	22	4	17	0	18.2%	8	48	00:01:06	00:06:00	00:01:48	00:00:30	00:23:18	02:11:00	00:39:54
Total	Total	10:10:30	807	70	7	35	0	-	-	-	-	-	-	-	02:59:18	05:02:06	02:09:06
Average	Average	03:23:30	269.00	23.33	2.33	11.67	0.00	10.00%	11.53	115.29	00:02:36	00:04:18	00:01:54	00:00:24	-	-	-

White Rabbit Artificial Intelligence

The Reality Behind a List of 10,000 Prospects



90%

9,000 are **99.9%** likely to NEVER talk to you.
An undue solicitation.

7.5%

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

2.5%

250 are **VERY likely** to want to talk to you and
have a high chance of buying.

We can tell you which are which.

No Comparison Time & Cost

Time White Rabbit AI Traditional Cost White Rabbit AI Traditional

Market Research



New Customer Acquisition



White Rabbit for Sales & Marketing Teams



Marketing

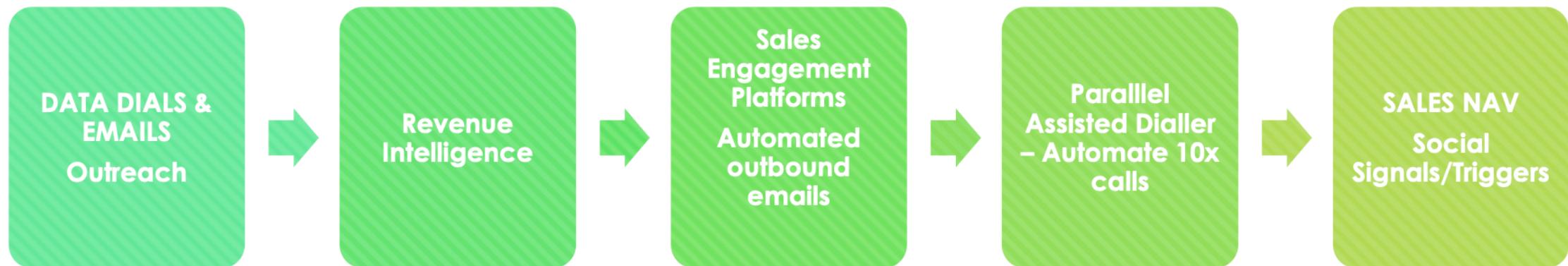
- Increase inbound opportunities.
- Hit different marketing segments.
- Find out which marketing channels are the most profitable.
- Improve campaign outreach.
- Instant target market profiling.
- Automate market research processes.
- Have a 360° view of your market.
- Increase engagement success.
- Understand your best target demographics at a personal level.



Sales

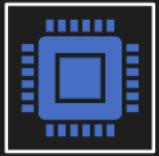
- Match salespeople to decision-makers by their unique selling styles & traits:
 - Personality
 - Interests
 - Morals & Values
 - Geography
 - Background
 - Propensity
- Score leads & deals (% probability of success).
- Know when to reach out to a prospect.
- Automatic prospecting prioritization.
- Turn assumptive sales into a science.

SALESDRIVN TECH STACK COMBINES





Cold calling results 1-3% success rate for getting an initial appointment



For some, over 70% of prospecting time is wasted.



SalesDriivn reclaims lost time
Improve success rates.

Sales call reality check: You're wasting up to 72.38% of prospecting time

Qualification Process

Sandler Pain Funnel®



• DETAILS

- Tell me more about that.
- Can you be more specific?
- Give me an example.

• ELAPSED TIME

- How long has that been a problem?

• ACTIONS

- What have you tried to do about that?
- And did that work?

• COSTS

- How much do you think that has cost you?

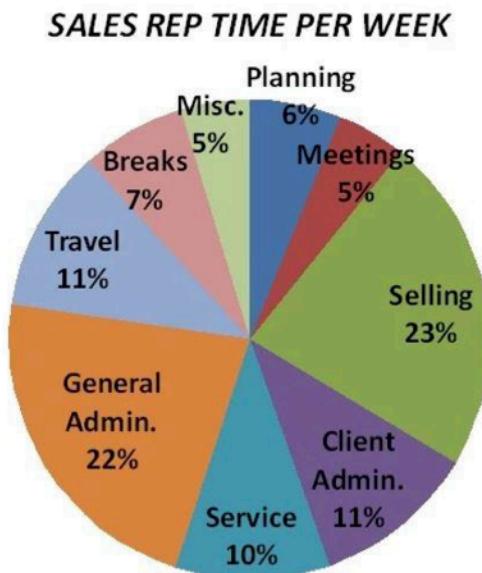
• FEELINGS

- How do you feel about that?
- Have you given up trying to deal with the problem?

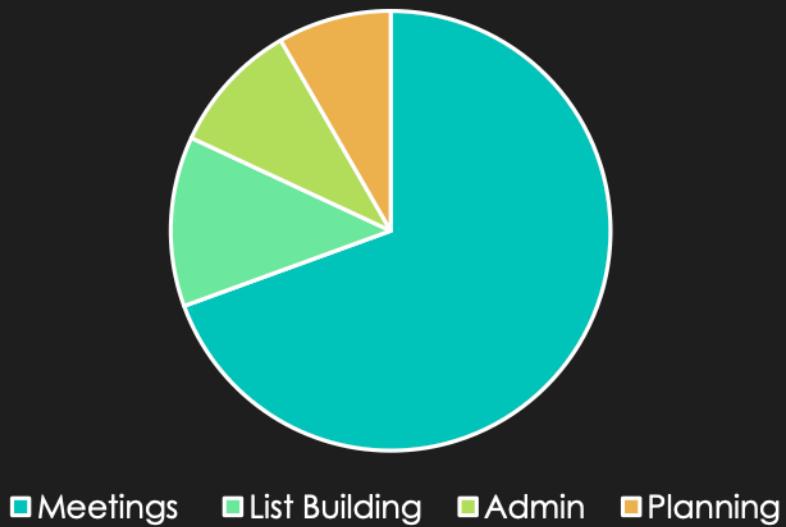
Improve your Time Management

Normal Sales Manager

The pie chart below shows how these break down. A discussion of each category follows.



Sales Teams Working with SalesDriivn



Value Delivered

- FULL contact details of each meeting participant: **Name, company, job title, direct & mobile, email address, Linked profile & company profile + education**
- Detailed Analysis of Companies & Contacts reached –what software are they using? Who are they using? Why won't they change?
- Most common objections – “not looking at this now”, “we've already transformed digitally”
- Top recommendations for job titles with decision making power - “you need to speak to our MD”
- Most common in house/existing tools/softwares/services - Microsoft, nintex, etc
- Tracking & Progress updated in real time every day
- 2 CS meetings for goal setting & goals met
- A/B Testing for SD content v Client content
- 1 video campaign – CEO company intro w/ tracking
- ALL CONTACT DETAILS OF all contacted parties with responses