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?
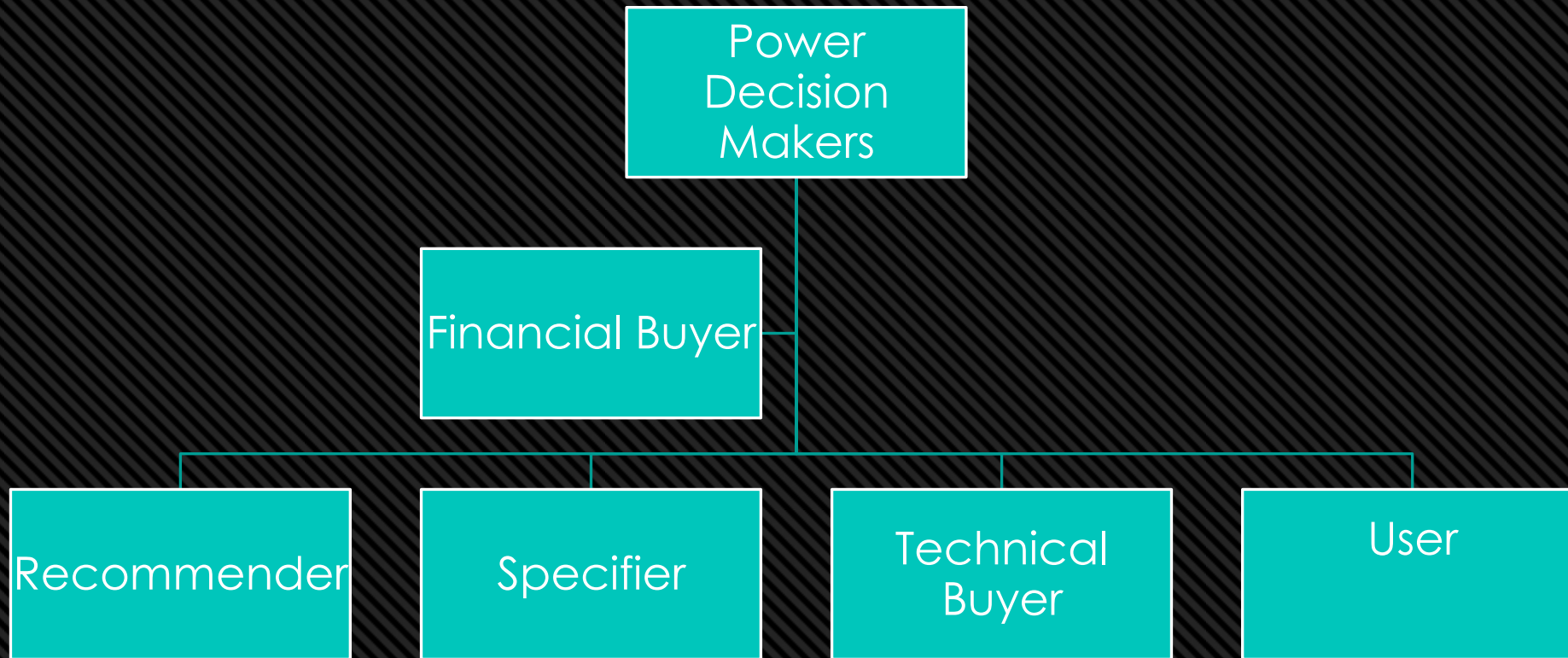
SELLING VALUE AT EVERY LEVEL – "RELATIONSHIP LADDER"

CEO	CEO
Executive VP	Executive VP
Senior/Global/Regional VP	Senior/Global/Regional VP
VP	VP
Business Development	Business Development
Senior Manager	Senior manage
Manager	Manager
IT Engineer	IT Engineer
Engineer	
Operations	
Procurement	
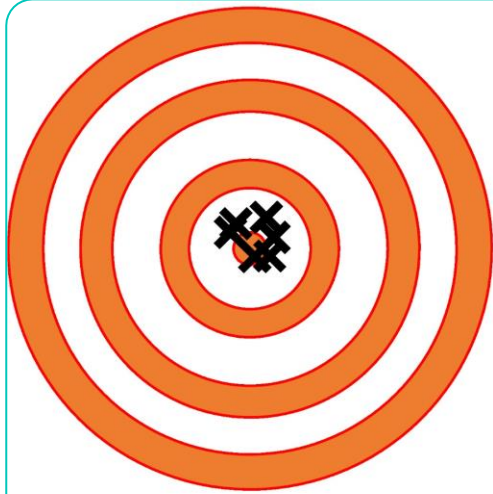
High accuracy
High precision

Low accuracy
High precision
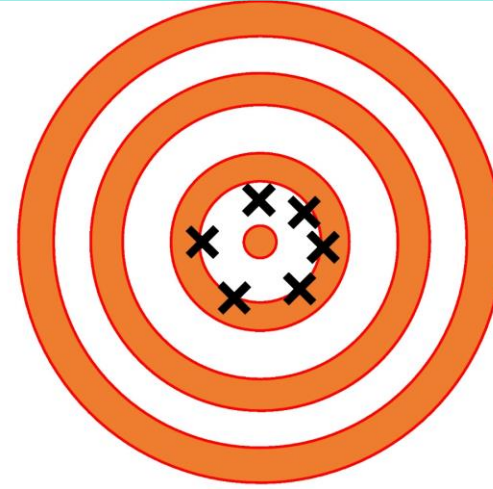
High accuracy
Low precision

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 Stack

Sales Navigator

Cognism

White Rabbit Ai

Predictive 10x dialing software
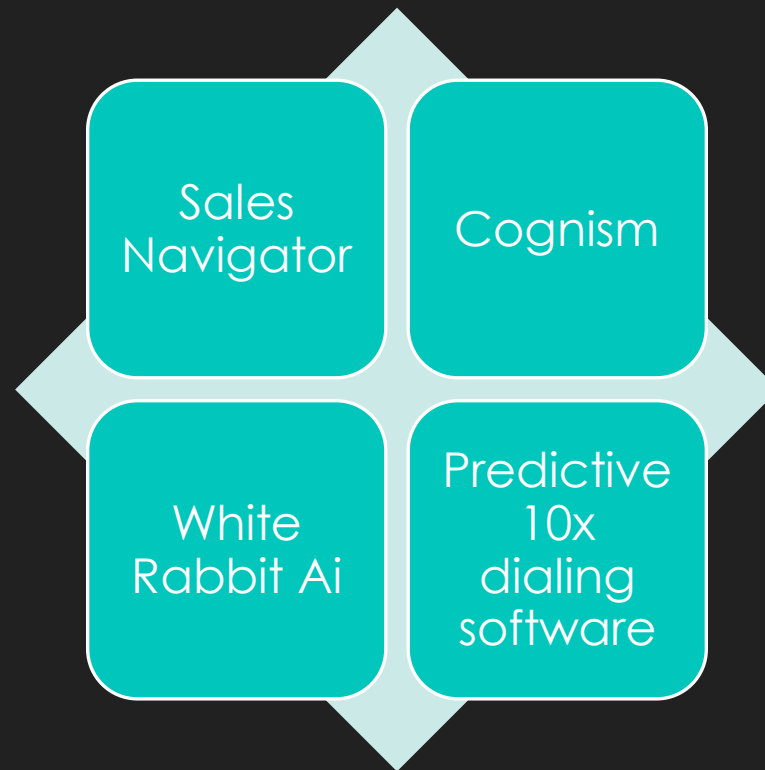
ONE DAY OF CALLING ACTIVITY WITH SALESDRIIVN

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 Aquisition

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.
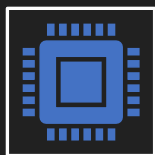- Turn assumptive sales into a science.

SALESDRIIVN TECH STACK COMBINES

DATA DIALS & EMAILS Outreach → **Revenue Intelligence** → **Sales Engagement Platforms** Automated outbound emails → **Paralllel Assisted Dialler – Automate 10x calls** → **SALES NAV** Social Signals/Triggers

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

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.

Sarah Partin Martinez / January 29, 2020

Qualification Process

Improve your Time Management

Normal Sales Manager
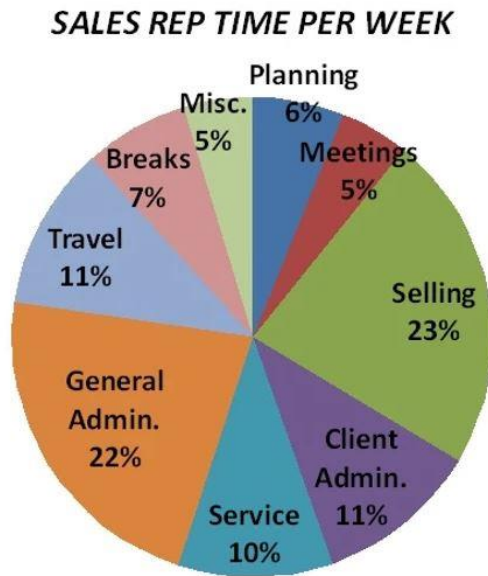
Sales Teams Working with SalesDriivn
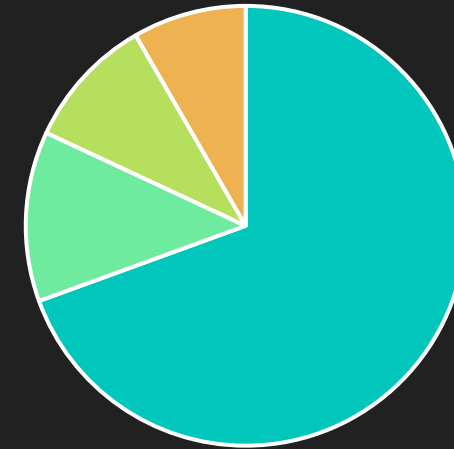
Value Delivered

- 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