

xyz + abc Sales Demo

Nathan Sagett with abc

Recorded on May 14, 2024 via Zoom, 36m

## Participants

xyz

Nathan Sagett, Senior Commercial Account Executive

abc

Matt Hodges, VP of Marketing

Brian Donahue, Sr Director of Sales

## Transcript

0:00 | Matt

hey.

0:01 | Nathan

Matt. How are you?

0:03 | Matt

I'm good. Brian didn't accept this, it looks like, but we see.

0:14 | Matt

Seeing if he's double booked a.

0:17 | Nathan

All good. Let me know.

0:21 | Matt

Should be good. I just give him a minute, see if he's gonna join. Sounds good?

0:26 | Nathan

How are you been?

0:28 | Matt

Good. Pretty good.

0:32 | Nathan

No.

0:32 | Matt

Yeah.

0:34 | Nathan

Up to anything fun recently?

0:36 | Matt

No man. I've been like trying to get over so something for two weeks and had to get a Phoenix in the middle of it... sound like in my third weekend is still just kind of hanging around.

0:48 | Nathan

Like one?

0:50 | Matt

Yeah, some sort of like upper restaurant nonsense.

0:54 | Nathan

It should, I feel like I was in that same boat like a couple of weeks back where I was just like three weeks of just like lingering. Yeah, I've gotten over the hump but I feel for you.

1:09 | Matt

Yeah, I'm just running down at this point, but it is what it is. It's not the wise COVID. It wasn't bad. So I went out.

1:18 | Nathan

Yeah, I, you know, like I said, say, working from home makes it a little bit more tolerable... not needing to go into the office every day, forget what it's like to just like be like minorly sick and having, to go in every day really took it out of you.

1:37 | Matt

Well, yeah. And then the funny thing, is like now, everybody like, why did you come into the office?

1:41 | Nathan

It.

1:42 | Matt

when I was back in today, it was like your badge like I'm working through it. Yeah.

1:49 | Nathan

It looks like Brian is joining right now.

1:56 | Matt

A, Brian. Awesome. Hey, Brian... we can't hear you. Yeah... I had the same problem, with Zoom where like it was picking up, my, on my headphones, but then trying to play through my monitor and like I had to go into system settings and adjust it.

2:22 | Nathan

Give another 30 seconds here.

2:27 | Matt

Better to do an hour, right? Instead of getting on a call with a customer. Yeah.

2:30 | Nathan

Yeah, exactly.

2:35 | Brian

Can you hear me now?

2:37 | Matt

Yeah.

2:38 | Nathan

Much better.

2:39 | Matt

Yeah.

2:39 | Brian

Same same exact thing. It a, it was on my Mac books Mike, but the audio was on my airpods. Weird.

2:49 | Matt

Yeah, but the Mike, the, I, yeah, it's just the Mike on your desktop, want picking up or something? Yeah, I don't know what happened like I rebooted my computer and everything has just been kind of walky. So.

2:58 | Brian

Yeah, I just updated Zoom, so, it might have been tied to that.

3:03 | Nathan

Bizarre, but Brian, great to meet you.

3:07 | Matt

So just as a precursor, Brian is on here because, he has expressed interest at least from the sales team, on making sure we've got access to contact info. We do have definitive health but he sees value in... something like Zoominfo. And I happen to be having conversations with you about ABM strategy and we discussed the parallel between your solutions in Zoom. So I just wanted to get him on so that he can kind of evaluate that component, as we look at this. So.

3:47 | Nathan

That's great. Thanks, Matt. Honestly, like I was, first question I was gonna ask was around what you're looking to get out of today's? Call. And, and with that, like what I was thinking just by the way, I know we got a 30 minutes. You both have a hard stop at the 30 minute mark.

4:02 | Brian

I have an internal call, I can move if needed, but I don't know what you have.

4:06 | Matt

Yeah, I've got some more room. So.

4:08 | Nathan

Okay, cool. I should be able to run like a couple of minutes after just in case we need to. I just wanted to make sure that, yeah, I appreciate it, Matt, Brian, just by way of a quick introduction, you know, at six, sons have been here for about a year, and been working with Matt just a couple of conversations as far as how we can power is, you know, marketing team with, some valuable data points as far as like the intent that we're able to provide, you know, as it pertains to today's, call, what I was thinking would be a good agenda was really giving you some insight to how xyz a, what sounds like help your sales team more effectively prioritize like who they should be targeting when they're prospecting, and in turn like get into more deals faster. But Brian, I'd be curious to hear from you. Like what exactly are you hoping to get out of today's? Call?

4:53 | Brian

Yeah. So I have a few questions that I can walk through. You know, I think just Matt mentioned it. I just initially had requested Zoom info. So talking through maybe just some of the differentiators there, understanding why, you know, I saw the deck why folks have slipped over... and then a couple of just maybe talking through a couple of the features that were on that like on the bottom of the slide two there. Just so just understanding what to what those do and if they are kind of unique to xyz or if they're you know, pretty standard in the market. It's quick rundown of what I'm looking for there.

5:41 | Nathan

Yeah. That's great. And, and you just started like a month or?

5:45 | Brian

I did. I'm about a month and a half in. I got initiated at ata and Phoenix last week. So Matt and

I shared a nice sakta pie and it's a good time.

5:59 | Matt

Yeah. We do a little bit of water boarding and an amazing.

6:04 | Nathan

Wow. Well, I'm glad you survived in a minute to the other side, but congrats blade. Congrats on the new role. Have you used Zoom info in the past?

6:13 | Brian

I didn't so I came from amwell, I think there are Zoom info customer and we had a team, that would use it. I probably used it through integration in Salesforce, but I didn't actually use, the ui on it at all.

6:29 | Nathan

Okay, cool. Sounds good. Helpful. Are you looking at this as like a, you know, mentioned Matt as a replacement to definitive health care or a compliment?

6:40 | Matt

Compliment. I think it's, the best way to look at it. I do, I haven't found anybody that is as expansive, in healthcare is definitive, but definitive is kind of short on contact info. So.

6:52 | Nathan

Well, good. Yeah, that's helpful to know.

6:54 | Matt

It's so expansive in the sense of entire org structure, but especially at the leadership levels then being able to get down into the providers. So it gives you a lot of info I think on the org and then dives into some of the claims based data that's really helpful in the sales process. But I, it's just the contact info side of it's quite tranquilly shallow. So.

7:17 | Brian

Yeah, I totally agree. I think the clinical in claims data is what I gain most out of definitive there.

7:26 | Nathan

Cool. That's helpful context. Yeah. Well, I guess just to just kind of start off, you know, Matt and I like I said, we've had a few conversations, you know, kind of building out your go to market strategy, seeing ABM playing a crucial role in that. And what I understand, obviously you target a pretty specific addressable market, you know, longer deal cycles and healthcare, bigger buying committees, and just like a lack of visibility like within that addressable market of like who's actually shopping for a solution like abc but kind of like, the larger initiative here is that like pipeline is what's going to like matter most is, you know, if nothing changes, like how are we going to make sure that like your team is in a position to like hit aggressive future revenue targets? So everything that we've talked to you up to this date is like supporting that initiative,

Brian, would you say that this is kind of in that same vein of like how, what we're looking to accomplish here?

8:18 | Brian

Yeah. And I think that was to, the bottom three, you know, bullets on that slide, those bottom three graphics. So understanding, you know, outside of contact info, which I also had a question about those numbers, you know, what can we, what's going to help us sell, right? Like is there any anything in there that, you know, whether it's what people are, you know, keywords or all that? I'd like to understand. I've never really used anything like that. So understanding what that does would be great.

8:48 | Nathan

Cool. Well, in which case, I'll go through two really quick steps like what the ui looks like, and like how we actually action the data that we're gonna provide. So just to give you some insight and I know like how xyz helps, I know Matt bear with me because I know I've covered these two with you but I think it does good to do a good job of kind of like giving insight into like how xyz differentiates, as a solution. So if you don't mind, I'm actually gonna just go ahead and share my screen with you. Are you able to see that Brian?

9:16 | Brian

Yeah.

9:17 | Nathan

Yeah. So like why companies like decide to move forward with xyz is because they only really know and have been able to really capture what's in their known funnel. So like someone submits a request for information, a demo requests, they fill out a form, they attend a webinar, it's like a very small portion of your buyer's journey. It's like about like 30 percent. What we do is like we uncover the rest of the buyer journey that takes place like before they actually raise their hand. And we do that more accurately than anyone else in the space. And so these are companies that are browsing your website, browsing your competitors, websites, review sites like they're going on your demo page. Like people that are just like in act of buying cycles, we're going to buy something whether it's you or not. So, what xyz does is how do we actually uncover this data for you? First things first, we'll capture your web activities that's your first party data. So essentially, we place a tag on your site and we track every account that has visited your site. Like once we place that tag, we take your third party data. So all.

10:21 | Brian

Matt, are we doing that today?

10:22 | Matt

No, that's part of the reason why I've been looking at a couple of different solutions, to do this. So, yeah, no, today, but why I've been talking to them?

10:35 | Nathan

Yep... we take your third party data. So all of the buying activity that happens off of your website. So essentially, we are able to upload an unlimited and customizable amount of keywords. So anything specific to your business, think like healthcare enablement, think specific competitors that you see in deal cycles, we plug that into our system and are able to see who's doing research on those keywords across a network of roughly one point 7,000,000 like B to B publishers.

11:06 | Brian

It on that, do you guys scale pricing based on a number of topics?

11:11 | Nathan

No. So you have an unlimited amount of keywords, it's a little bit different which is important, to note versus topics, with. Zoominfo. Topics are limited to the amount of topics, that they provide you. They have like a hand select of what they're able to offer you what xyz of the value. And like our keywords is that because they're customizable, you can track anything that's gonna be very relevant to your business. So anything specific that you're thinking like even competitors name solutions that you have, we're able to do that differently than Zoominfo. And what that unlocks is essentially more revenue opportunities because you're able to track more indication of buying behavior. Good example of this is let's say your rep is in a deal. You just heard of a competitor that's in a deal that you've never heard of before. Matt can place the keyword into our system and in 24 to 48 hours track over the last 30 days like which accounts in your icp are actively researching that competitor. So our ability to tell you who's actively shopping for abc is really the differentiator with xyz versus the likes of like a Zoom info or even the likes of like a Demand base who I understand that amwell had used as well. So we actually are able, to track back in 10 at a 30 to 40 percent higher clip when we actually put this data to the test.

12:33 | Brian

And do you have so with a like, do you have recommended keywords based on kind of the success of leveraging those in the past? Or how does the errors at all? Just we plug in whatever we want customized, how?

12:50 | Nathan

Both, you can obviously start with whatever you'd like as far as the keywords that you want. We could also provide some kind of recommendations based on what other customers that like abc are using. That's part of what, our adoption consultant like CSM team would help you with it's. It's a fairly simple process as far as like where we take that data and help the folks like Matt is like on the marketing side of the platform which we're not going to cover today, help Matt identify like where these accounts are in their buyer journey. So he can use the appropriate messaging in the channel to like effectively advertise against them and then have that marketing source pipeline be another element of how you use an account based strategy. So more effectively like drive pipeline, for your sales team. So lastly, on the right side, we help tea this up for your sales team in a way that is easily actionable. So we started as a marketing platform roughly a decade

ago and that's gonna be as far as like the sales use case which will cover today. We launch this just over a year ago. And since then there's roughly been 160 customers that have moved off of Zoominfo to xyz in like honestly a contact data right now is it's kind of a commodity? Like a lot of vendors offer the same level, of contact data. And the accuracy and a small percentage point. What they don't offer is our level of intent. Our ability to tell you who's shopping at that higher clip is going to allow your reps to know and be able to get into more deals faster because they know who like when people are hitting your site, when people are doing research off of your site. So again, this is going to allow your team to more effectively know who they should be going after because the right message at the wrong time is like still the wrong message. Zoominfo has been a vendor that's done incredibly well over the last decade because they were kind of the first in the space. But candidly, a lot of people have caught up as far as the contact data accuracy, it's this intent part that we're really going to be able to help show you and help your reps actually get into more deals. So before I actually get into like the, how we do this for your team. Any, any questions on this?

15:11 | Brian

Yeah. I had a couple of questions on the contact info. So I primarily leverage e-mail it seemed like Zoom info head based on the status that you showed had significantly more emails. Is that, do you guys put a focus on phone numbers or can you walk me through that?

15:29 | Nathan

Yeah. Let me reference what I was pulling up for you in the most recent numbers because they are often changing. We actually just published some new documentation on our contact data that I can send as a follow up as far as like how we prioritize emails and phone numbers. I don't think like we have like an active like, hey, we're only going to focus on phone numbers verse emails. It's a kind of rowing number that we have, but let me follow up with some additional details and like where we, where our investments are going if you will.

16:10 | Brian

Yeah. That mean, I don't necessarily need that. It's more kind of the numbers. And do you break that down by market, right? So like what matters to us is health system contact info as I mean, that's and, you know, some others, but that's really a priority, for me at least.

16:29 | Nathan

Yeah. I believe we're able to do that. As far as our coverage, in the space. Let me use that as a follow up as well. It's just like the total amount of health care companies like.

16:37 | Matt

Were you, were you just flashing, the count different or are you looking somewhere else? Sorry, I missed it on the slides you were showing.

16:46 | Nathan

No, I think he's referencing, the e-mail that I had sent you at last week. Okay... cool. In which



case, I think the use a good use of time would be to show you like how we'd accomplish this for the healthcare. Obviously, you understand, like only emails and phone numbers should people in the healthcare space are gonna be relevant for you? We work with a ton of health care companies, to more effectively like understand who's shopping, and get that e-mail and contact data. So let me share what it looks like for one of your like reps to be logging into.

17:27 | Brian

And on that, you know, you just reference, you work with a lot of health system or health care companies. I'm wondering if there are any of those that have, you know, made this switch over to you guys that we could potentially chat with. I don't know if that's something that you guys offer. But it might be helpful to understand their experience.

17:47 | Nathan

Yeah, off the bat, I don't, I have to go see which of those accounts fall in the space that you do. And I'm more than happy, to connect you with a reference. I just have to make sure that... we're probably connecting with connecting you with someone that kind of looks like abc same site, you know, similar size, making sure that it's gonna be relevant reference. So let me do some digging on my end to make sure that we can connect you with the right people.

18:18 | Brian

Cool.

18:19 | Nathan

Sweet. One thing I'll mention here is I guess to preface like what we're seeing here is on this sales side of the platform, your team is going to walk away with a few things. It's it's what to prioritize, who should I be going after? What should I say to them? And then when you needed their contact information. So what's important to know? Matt, also, I know that we went through a marketing demo is that all of what I'm showing here is working off of the same data set that the marketing platform is built off of. So that same level of intent we're offering up the sales team just packaged in a different way that's going to fit your sellers workflow. That's essentially why we created this is like we, you know, heard what our customers were telling us is like, hey, like this intent data that you're providing our marketing team is great. Like we're pushing out those daily alerts to sales, but we want to way actionable for our sales team. So what you're seeing here, I, as a rep, this is like my dashboard. I have 126 accounts in my name. What xyz is going to do is take the guesswork out and say of those 126 accounts based on the intent or lack of intent that they're showing, allow me to prioritize which accounts that I should be targeting on a daily basis because candidly like even like 19 accounts on a daily basis is still too much for me to balance amongst these types of calls that you're having, you know, with your prospects, your customers and so forth. So what xyz is telling me is that in my patch, I have 12 hot accounts based on the recency of intent and like the frequency, and then the six hot new accounts. So that's where I'm going to spend my time are on those accounts?

20:01 | Brian

In those accounts that we go ahead and manually upload, or is it something that you guys do?

20:08 | Matt

Yeah, we would work together sales and marketing to identify those. I mean, we could, for stupidity sake, we could say we're gonna go after all 2000 ids or whatever, you know, 100. Yeah. So I.

20:22 | Nathan

I guess a good question is, do you have like a name to countless like your sales reps or is it kind of the wild west?

20:28 | Matt

We're still structuring. I mean, Brian has been on for, you know, a month. The, the whole sales team is really young. So it's wild west right now for sure. Okay. Cool.

20:38 | Nathan

Cool. Helpful to know because of like, we can also use a different view that essentially just shows you like, okay, even of all of the accounts, you can upload an account list. You know, obviously, we integrate directly within your CRM. So we could work directly through an I frame, but let's say to your point, Matt, if you have two, 2000 accounts that you want to plug in, what we can do is show you sorry sec in this discovery that in the company, we could actually say like, hey, of a list of... 2000 companies, we can upload a company list, and then you can filter by intent website engagement and so forth. So we can see, hey, like of six senses urls are like visited, let's see website visits in the last seven days, more than five. This is going to show a ton of accounts because this is like the universe of six sense accounts doing these research. But we can get pretty specific to say, hey, of the accounts that are doing five visits, we want ones that are in the specific industry of like for me. Let's say healthcare.

21:57 | Nathan

And filter and so on and so forth in a way that's going to allow your sales reps to know all right, which of the accounts should I be focusing on immediately and prioritising them as such. So this can be just like a quick way website visits. We could also do like intent keyword and layering on these types of different signals is going to let them be more accurate. And what we can do is also save some of these filters. So like, hey, like let's say like I don't want to continue to like build this out where it's like, all right, you know, I want to see accounts that are researching and coming to our site but not filling out a form. I want to see who those accounts are, but I don't want to build that every time we could save that filter and allow your reps to, accordingly. So ton of different workflows, that we can go. But what I do want to show you is like what an account view looks like of like once I find an account that's like showing some intent, what does that look like? So let's say data axle is an account that I've been targeting. And I really want to go after this is what it's going to show you as far as like what data axle is actually shopping for. I mean, what they're researching. So there's gonna be some good like information on the company on

the top... few tabs here. They're gonna be relevant for you, the timeline tab. So this is going to tell you a.

23:18 | Matt

Nate. Sorry?

23:18 | Brian

Would you, would you be able to show like, a health system?

23:24 | Matt

Yeah.

23:25 | Nathan

I mean, I just have to figure out like which one makes sense. It's gonna be the same level of intent. It just matter like the view is going to be the same.

23:35 | Matt

Well, I mean giving one, right? Brian I to.

23:38 | Brian

Yeah. So one I'm talking to WU, medicine would be a good one. Like we're actively talking with them right now. It would be good to understand, you know, what can I see that, you know, are they actually looking at what we're pitching them to?

23:53 | Matt

He's not gonna be able to, he's not gonna be tell us because we don't have any tracking, on our site, but he could maybe dive into a help.

24:00 | Nathan

Now?

24:00 | Matt

And what consume?

24:02 | Nathan

That's a good point like we're not tracking keywords, in your website that are gonna be relevant, for abc. What we're tracking is, you know, our website engagement and the keywords that we've plugged in that are gonna be relevant for xyz. That's why just for the sake of an example like this is like what the workflow and like the view would look like. We're more than happy to like test our intent for abc, should that be something you want to explore? But like for the purpose of an example like this, should like essentially tell you as much as it would for that account. So just to give you some insight into like what these different tabs offer a timeline view. So this is gonna tell your reps on a daily basis what your company's that you're prioritizing and researching. You'll see Bombora here. We actually have a partnership with Bombora, where as a part of your

xyz subscription, you're actually offer 12 free topics with Bombora. So they're actually the second leading intent provider as far as coverage. So essentially, with your six on subscription, we would offer you that as well. But we're able to see which urls they're visiting and where they're visiting from... again on this daily basis, palm beach gardens, Florida, you know, someone's looking up Demand based in westerville, Ohio. So that's a timeline view. We're also able to see those keywords and from a third party in 10, what they're researching. So here we're able to see the different generic keywords that's how we split it up. Matt, if you remember like generic keywords are gonna be more top of the funnel keywords that are gonna be like health care enablement, and the branded keywords are gonna be like your product, name, your competitors name. So we're seeing that they've looked up Zoominfo five times. That's gonna be relevant information for me, to know that they're in market not only for xyz but Zoominfo as well.

26:02 | Brian

And so is that these you said topics are different than keywords, what's a topic?

26:09 | Nathan

So topics are how Zoominfo leverages third party in to keywords, is the differentiation of how six?

26:18 | Brian

Got it. Okay. Cool.

26:20 | Nathan

Yeah. So that's how we're gonna be able to track what's happening off of your site and then web activities here. We're able to see all of the people who have visited, what are the top pages that they're visiting? And those visitor locations of where they're coming from? We've got an account that's based in Dallas, Texas, but we're seeing a ton of intent coming from Illinois, westerville, Ohio, schauburg, new York. This is where we're going to match the level of, you know, emails phone numbers that the rest of the market is showing is where, okay, now that I know who's actively shopping. Now, let's find the right contact information for those people. So what I'll click here is when I go view all people, what I can get as specific to see. Hey, I knew that intent was coming out of westerville. Let's start with... the location of where they're coming from.

27:24 | Nathan

And say, of data axle which is a 1,000 plus person company who's based in Ohio. And then from there, I can, you know, accurately get their e-mail their phone number, Beth, senior director of marketing. It's a persona that we would typically target... versus Larry who's an account executive. We're typically not our buyer. I'll click into beth's profile here. And then what I can grab is her e-mail address and mobile phone number here. So, I know that was very quick, but that would be like a workflow that your sales team would use to kind of wrap that up. Like I mentioned before, what's going to really move the needle in terms of making sure that you're reaching the right people at the right time? Is that we're able to track back more accounts and de anonymize more accounts. And we're able to do that, at a much higher clip than the rest of

likely who you're looking at. So a pause as far as like what we're saying, is kind of like fit the description of like what you were hoping to see. Keep me honest? Like, what else would you want to be seeing here?

28:42 | Brian

Sorry, say that one more time.

28:44 | Nathan

Yeah. As.

28:45 | Matt

Far as work. Is there something?

28:46 | Nathan

Anything else that you, you'd like to see as far as like what we're able, to help with?

28:51 | Brian

Hey, Matt, this is probably you're probably managing this conversation, but from a user standpoint, are we limited or capped on the number of users that are leveraging the platform?

29:02 | Nathan

No, we price for our sales side of the platform based on users and credits. So we would just need to know like how many users do you anticipate leveraging here? And in credits, it's essentially like unlocking contact information. So a credit unlocks.

29:18 | Matt

E-mail phone?

29:19 | Nathan

Number. And if like the work phone number is included as well, that's still included in that same credit. So that's how we would price out based on, would you probably use a similar amount of users that definitive just definitive healthcare price in the same way by the way?

29:37 | Matt

And, and there's just kind of funky because they have different databases. And then there's a user component, but the majority of the cost structure is in the databases you access.

29:47 | Nathan

Okay.

29:48 | Matt

Because they have a clinic database, they have a health system database, they have a provider database. They have claims data and like it's all into that bucket. So... yeah. So it's

different in that sense. Okay?

30:06 | Nathan

Okay. Do you know that you'd likely move forward with?

30:12 | Matt

It would... probably be fewer, well, I don't know. Maybe, I mean, if you consider account management, they probably would want something like this now.

30:25 | Brian

Well, yeah, I mean, I guess I could for kind of at risk accounts and whatnot. So, yeah, it's a good point. I hadn't thought about it. I'm selfishly thinking about it from the sales side. So I hadn't thought about that, but I'm guessing, they might.

30:40 | Nathan

And we can start is.

30:41 | Matt

Probably like six, six or so right now is probably our right number, but, yeah.

30:47 | Nathan

Okay. One of the things that we'll also often see Brian and an Matt, for your contacts as well is that you likely won't need as many credits with xyz then you will with Zoominfo because we're able again like because you know, how a, which accounts you should be going after? It's less of a spray and pray approach... versus like, the alternative and the way that they allot their credits is a little bit differently as well. They'll give you a monthly allotment of credits that each rep has to use. And there's no like pushing to other reps where it's like, you know, let's say, for example, you know, both of your sales reps and both of you have 3,000 credits like Matt, if you don't use your 3,000 credits in that month, those don't roll over... xyz. We offer credits on a yearly basis that you can allot however you see fit. So, Matt, if you want.

31:43 | Matt

It's a pull across the six basically.

31:45 | Nathan

Yeah. So if you want a license... and you don't plan to prospect, but you do want the initial intent assuming that you were to start with like the sales side and not the marketing as well upfront. And you still want that intent, we can give you that license. But don't necessarily need to give you those credits. So.

32:08 | Matt

We, we would, if we were doing this and we'd probably go up to both sides, it just makes sense the marketing is helping... and being aligned with, that ABM strategy. So, I.

32:20 | Nathan  
cool.

32:21 | Matt  
Abm has been a passion project of mind for the last year or so. So.

32:26 | Brian  
You told me what it means and I forget. Again, so.

32:29 | Matt  
A cow based marketing. So it's really being surgical versus just like spread and praying with marketing. So.

32:40 | Nathan  
Well, I know we're a few minutes over here. So I think it would be helpful, maybe mad if you want to reconnect, maybe like later this week just to like talk through what else you might need to see on the sales side as far as like giving you all the information you need to make an educated decision. It sounds like is the sales side something that you plan on moving on quicker than the marketing side? Or, or Matt, are you saying both would be likely a?

33:10 | Matt  
It would probably be a combined thing. And so, you know, me, Brian, and corona get together and discuss it, and make a pitch for how we're going to do it and probably use some of your metrics and data as to how you can help fast track the pipe and all of those things to help make the business case. So.

33:27 | Nathan  
Yeah, I.

33:28 | Matt  
ROI, it meets sales requirements. So.

33:32 | Nathan  
Yeah, yeah, of course. Cool. Well, I'm happy to meet with the both of you. Matt, I can meet with you separately if you want to like just figure out for like maybe 15 minutes on Thursday or Friday. It's like, hey, where do we wanna take this from here?

33:44 | Matt  
Yeah, I think the key to it is understanding the cost structure on the sales side. I think we've already discussed in the marketing. So, getting a kind of soup to nut costs on both pieces. I will be important.

33:57 | Nathan

Cool. So maybe we can at the next call talk through like a six user sales side. And then like the marketing side, like, what that would look like and then can go through some pricing there. Cool.

34:12 | Matt

So, hey, I have a, I have a question. Has xyz been in the news lately?

34:19 | Nathan

Not that, I know of too much.

34:23 | Matt

Yeah.

34:23 | Nathan

What, what are you reference?

34:28 | Matt

One of your competitors reached out to Brian and was like, hey, did you see the news of RB, two BB and xyz a?

34:37 | Brian

We're.

34:38 | Matt

like, yeah, blue or mines?

34:41 | Nathan

Honestly, there's so much going on out there that like, I don't keep track of all of it. I feel like, I try to keep some horse blinders on of like, you know, I've got my own quote ahead. I don't know.

34:53 | Brian

Do you know what rbtwobb, is, have you ever heard of that?

34:58 | Nathan

I've heard of them. Are they pretty small player in the space?

35:02 | Brian

I don't know we couldn't find the way.

35:04 | Matt

We don't know what they are. Yeah, we don't know. So, yeah.

35:10 | Nathan



It, it.

35:11 | Matt

It sounds like one of your competitors trying to send, a really weird message to get a response though. We've just been messing with you.

35:21 | Nathan

Okay. Let me know if they're saying anything interesting there.

35:26 | Brian

He actually mentioned by name, so.

35:28 | Nathan

He mentioned Nate got account executive based in Florida.

35:32 | Brian

Yeah, no.

35:35 | Nathan

That's too funny. All right. Well, maybe I'll take a look, but, Matt, you wanna, I got to run to hop on another call. Matt, you wanna grab time on?

35:46 | Matt

Yeah, that's fine. Thursday is preferred over Friday, so.

35:53 | Nathan

What's the afternoon? Look in the?

35:54 | Matt

Bryan, if you need the bounce, it's fine and we can.

35:55 | Brian

Yeah, I'm gonna help. All right. So you go.

35:59 | Nathan

Brian, thanks you. How is three o'clock or 12 o'clock on Friday? I'm Thursday, sorry?

36:08 | Matt

I can do to three.

36:10 | Nathan

Cool. Let's meet on Thursday. I'll come prepared with some pricing and then we can talk to you like what some of those next steps look like, appreciate the time I got a hop. Thanks sounds.

36:20 | Matt  
Good.