

Matt + Nate Sync

Nathan Sagett with abc

Recorded on May 16, 2024 via Zoom, 26m

Participants

xyz

Nathan Sagett, Senior Commercial Account Executive

abc

Matt Hodges

Transcript

0:00 | Matt

how's it going? Hey?

0:01 | Nathan

What's going, Matt? How are you?

0:03 | Matt

I'm in the dream. No, yeah. Got it. Better. I don't know what I'd do... a.

0:13 | Nathan

Anything you're looking forward?

0:14 | Matt

To this weekend? No, I mean, I would like to do nothing that would be my goal but just gonna be... probably mowing grass and doing fine. Should, so.

0:28 | Nathan

Yeah, that's on my agenda the former nothing.

0:33 | Matt

Yeah. Well, one day I'll get that opportunity again, so.

0:41 | Nathan

It'll come, it'll come. We're almost there, but I man, I was gonna say I appreciate, you hopping

on quick here after a call from one day, it seems like it resonated pretty well with Brian.

0:55 | Matt

Yeah, yeah. I mean, I think, you know, ultimately... I think the gut feel and it is probably our better ABM and zoom's better data, and that's it doesn't really probably change our discussion that we were having, but it probably, you know, diminishes the cross sell opportunity... you know, to get the sales side of the house in the fold.

1:28 | Nathan

Mind, just like if I had pack that a little bit like is for me? Is he... I guess based on what he, like he saw is he like definitive that he thinks like Zoom info is like contact data? Is that what he thinks, is better? Yeah.

1:44 | Matt

Yeah. That's that's where he's at and, I, us, I got on a call with them earlier today and they were kind of diving into the marketing side of things... just because I told him, you know, I would entertain it and it's... yeah, it's one of those fun things that it's great to, well, they rely on Bombora, and it's only social media and I'm like it's not 100 percent true but, okay. Yeah.

2:14 | Nathan

Yeah.

2:16 | Matt

So, you know, I mean, it's I... you just got, you got to get to the bottom, of the BS train on them, which is fun. So, yeah, yeah.

2:27 | Nathan

Yeah... you know, based on what I understand about like, you know, abc as far as like what the team is looking to accomplish. I mean, I think like contact data is it must have obviously and then you guys are all on the same page that, you must have contact data. Like I mentioned on the last call candidly, there's roughly like 10 to 15 vendors who offer contact data at a pretty close percentage point of accuracy. And like I'm more than happy to like test our contact data against suminfos.

2:58 | Matt

Yeah. And, I think that's where we've got to be. I mean, the challenges that, I mean, your published stats puts you at a disadvantage in comparison to what Zoom offers on that front... and... you know, it's and so like, you know, I'm dealing with, I'm trying to find because you've sent me a couple of texts.

3:31 | Nathan

Yeah. And the one thing that I'll obviously let you carry on. Yeah, the one thing that I'll say is that... you've noticed in the published stats. So like our contact coverage, is only getting stronger as far as that's like, the universe of contexts that we have. Obviously, it's gonna be a

little bit different when you start to think about health care. And like honestly, I don't know how, the contact data test is going to run versus info. I'm obviously willing to try like where sales teams find more value is pairing the contact data with intent. Is that something, that Brian is taking into consideration in his value, the intent data part of it?

4:17 | Matt

Yeah. Why isn't his primary focus? It's marketing's primary focus on, you know, like he's thinking like the way salespeople used to be in that. I'm gonna go get my people. I'm gonna go target and I need to get all the contacts I can get there. And I'm gonna go, and penetrate and I'm like, well, we can do it smarter, you know, like I think you should do that, but I might be able to prioritize like a handful of people you should be reaching out to each day that are like higher in and more likely to respond to, you know... no. I mean, I think he's like that's cool. It's just,

4:54 | Matt

you know, he still wants that expand some data set of contacts, so.

5:00 | Nathan

Yeah, I.

5:01 | Matt

see.

5:01 | Nathan

Pretty pretty similar if we can potentially like if you'd be open to like another conversation with Brian at least like coordinating one unless he's completely already made up his mind and.

5:13 | Matt

I don't think he's made of his mind. I think he wants to get to a decision quickly. So it's like you, you've got and I'm going to start with backend. I need to like we need to nail down like what we're talking about from a pricing perspective too because then that is a component of a decision too, but got it.

5:28 | Nathan

Yeah, absolutely. I mean, obviously, you know, the other things I take into consideration like if you're gonna think about using Zoominfo for, you know, your sales outreach your contact data, you have xyz that is going to handle the marketing side like leveraging one tool for both helps with the consolidation that I'm sure like the, your CFO is gonna care about your CEO is.

5:51 | Matt

No, I mean, I agree with that, but I mean, if one's better in one case and one's better in the other than it is what it is, they technically will fall under different budgets. So, yeah.

6:03 | Nathan

Like I said, we could talk through that as far as marketing. Like we like price side, you know, it's just us to here. Like are you confident that like enough for your like supportive of six on like the marketing side?

6:18 | Matt

I mean, I like it. I do, I mean... it's kinda funny. Like... I don't feel like I've gotten my hands dirty enough to have like, you know, infinite comfort and I don't know what the pricing is. So, I like, you know, it's hard for me, to say on that front.

6:45 | Matt

Yeah, that's where my heads at.

6:47 | Nathan

Okay. Like I said, like price side, like how do we get you from liking it, to loving it?

6:54 | Matt

Yeah. I mean, I think... diving in and saying like, what am I gonna do on? What is my team gonna do on a daily or weekly basis with it? And, and start... you know, realizing how, it changes the way we work because, you know, we're not coming at it from a perspective. We've been doing it in a very intelligent way and so that's there's an operational flow of things that, you know, we just need, to internalize and make sure we understand. So, yeah, I mean, like I've gone down the path with a, and this was like six months ago when, you know, I'm just doing exploration and how we could expand upon what we were improving, you know, on a small test to be successful, you know, when we're able to upload our, you know, a list of contacts and they were able to spit back out, you know, information on... you know, which ones of those are actually actively pursuing. And based on, our topics and things like that, we probably need to get into, that bucket, of thinking that deeply about it to see what you've got what we can do with it, and then how we operationalize that and get smarter and be more effective. So.

8:17 | Nathan

Yeah. And so seeing what we have is that in relation to like the data that we're able to capture, for abc like running that data tests that we were talking about?

8:27 | Matt

Yeah, yeah.

8:28 | Nathan

Okay. Cool. Assuming that goes well and I can resend the instructions of like how, we set that up as far as like a data test... what you were looking to see is like what the data looks like? Is there valuable intent data both from like a first and third party perspective? And then are you still looking, to get a better understanding of like how you action that data?

8:53 | Matt

Yeah. Me.

8:54 | Nathan

Okay. I know that when we talked like first, you were like, you know, there was so much rebranding like website finishing up that, you know, you kind of pause on running ads like Display ads, social like what do you like? What kind of like ads do you plan on running and like generating?

9:10 | Matt

We do.

9:10 | Nathan

We do little bit of.

9:11 | Matt

On LinkedIn today, we do a little bit, on google for search and we do some Retargeting today. And that's a pretty small budget assigned to it right now. So.

9:25 | Nathan

Cool. So data test one, how you would leverage that data too after that? Like what else do you think you would need to see in order to feel comfortable... price obviously. But aside from that?

9:42 | Matt

Price, is a component of it?

9:48 | Matt

And then I guess like... you're purely looking at it from an ABM ad perspective, right? From a marketing side. So we're, the de, anonymizing data, the dark funnel, your approach to doing that. If I don't have the sales component, I'm not getting into contact info. Is, a, is that fair or?

10:16 | Nathan

Like emails and phone numbers? I mean, it's not part of this package. Now, what would be looking to do, is it like more so like who you like head up via e-mail campaigns? Like nurture campaigns, stuff like that?

10:31 | Matt

Yeah, yeah.

10:32 | Nathan

Cool. Yeah. I mean, you can purchase new contacts, like with what we call is. Orchestrations. Is honestly every customer of mine that like buys marketing, buys Orchestrations. It's the automation part of, our solution. It's... buying contacts, you know, enriching accounts. It's

pushing segments out to your marketing automation, your CRM. So like that's all accomplished within the marketing side. Should you like need that, and need to do that? Cool. I mean seems to be pretty straightforward. I know Brian is looking to move pretty quickly. Like how quick are you looking to move on this initiative?

11:18 | Matt

I mean, he's got an Immediate need and I'm in the middle, of taking is into being more proactive and, you know, we're doing some things that are light lift for us. And I want to get more laser focused. The light lift is more broad spectrum, and I would like to be more Targeted. So what we're discussing, is really me pushing... to build out the remainder of the year, how we're gonna go about it. And then, what we're doing next year?

11:50 | Nathan

Okay. Does that mean that you'd want something like up and running before? Like the halfway point of the year of like June?

11:59 | Matt

They, they have way point end of June, maybe end of June? Maybe maybe real? Yeah.

12:06 | Nathan

Yeah. I was gonna say like what I, do you operate on a standard calendar fiscal or like a?

12:11 | Matt

Feel like an operator on a standard calendar?

12:13 | Nathan

No, like, you know what I mean?

12:16 | Matt

These are the ground re, shapes underneath my feet, on a daily basis. So, yeah.

12:20 | Nathan

Year start in february is what it or january?

12:23 | Matt

Well, yeah, no, I mean, I pretty much operated on the calendar here instead of this year, but it's just, yeah, I mean, it's like, the challenge I've got is that I've got a team of four and we're pulling a lot of directions. So I'm still doing a lot of reactive stuff and I'm trying to plan the proactive side of things. So we're gonna do something with ABM whether or not I get it done by the end of June or it happens in the end of July or whatever. I'm indifferent to that, because again, I know I was just told I need to build a strategy for the payer market and I'm like focused on the ship that we've got in, right?

13:04 | Nathan

Yeah. So.

13:06 | Matt

Yeah. So, I literally, this is where I am. I know I'll get my gripe done. I went up to New York. We had an alignment meeting with a leadership team and we focused on our three areas of priorities and payers were like, we're not gonna do that. Now. I'm a month out from that and payers are becoming a priority for me. So, yeah, I.

13:31 | Nathan

where's the disconnect?

13:33 | Matt

I mean, it's just, we are, we're running a mock five, like it just is what it is.

13:40 | Nathan

Yeah. Interesting. You had that meeting like when you justify this, like your CEO, CFO, like knowing that this is more of a proactive, like has there been a conversation that like technology at least for like the marketing ABM site is needed?

13:57 | Matt

We've had discussions about, you know, how we were leveraging it. And like I told you, I did a small test focusing on targeting positions. They were physician leaders, and we proved that we could be really effective at getting them in. The, the downside of the data set I had... was that... I called a lot of small physician leaders in it... and which was fine from what I was testing. But that datasets just gonna work for enterprise health care, but, I approved it. It was low cost and so we've got complete justification for it. But what I'm in the middle of trying to do is we like get some stuff off my plate. I've got a few big projects that I'm just trying to get wrapped and I want to come out and say this is my plan. This is how marketing is gonna work. This isn't gonna be our approach to doing it. And this is how it's going to help the funnel faster. And here's where we're going to spend our money which is going to include the cross section of all sorts of stuff from events and down to, you know, CRO approaches to ABM. So.

15:01 | Nathan

Yeah. I remember the first thing, you mentioned earlier first call was like you want to increase your MQL like decrease the cost of an MQL and like reduce like the customer acquisition cost. You said like just start from the MQL is like where are you trying to get to you? Like from what to what when you're like increasing MQL like a quantitative number.

15:21 | Matt

I mean, we're doing fine on it. I mean, I'm exceeding expectations, on that. I think what we're not doing is really staying. We're not keeping that group warm. And part of that is because the syndication campaigns are like look warm. I mean, they did download our content but they

downloaded it off another site backers or he's media sites. And so we've got to do something, to engage them more and again, that's where an ABM strategy comes into play and we start being more proactive on that front. So I would... a, I think getting those mqls deeper into the funnel faster, is probably, the key to it and then lowering the cost of the acquisition.

16:15 | Nathan

Yeah, it sounds like you're able to get the mqls, it's the conversion on them that we're looking to improve on.

16:23 | Matt

I didn't do a great job reaching out to them either. I mean, they were switching CRMS and we have like two people on the sales team and I had this flood of mqls that came in overnight and they were like, what the fuck? Yeah, yeah.

16:36 | Nathan

And that's something that I would like bring up to Brian is like, you know, all leads aren't created equal, right? Like, you know, if someone downloads something they could be, you know, doing some research at a university that, they might not be a real buyer. What, what brian's team? I'm sure they're gonna care about and like what motivates any sales rep because like sales reps, like part of my french bucking at prospecting is like motivating them to know like who is actually shopping for what you're selling? And if you can, then everyone can give you their e-mail and phone number. Like there's 10 tools that do that. That's like the argument that I would make with Brian is like, hey, like we're you know, happy to test our data. But like, you know, when you think about what you're looking to accomplish here, it's like, do you want to like get more like just, you know, spray and pray or is it like you need to get some like active opportunities so we can generate, some revenue and convert on those. So that's the direction, that I mean, I try to take with Brian. Yeah.

17:38 | Matt

No, I mean, I'm with you and, I think it did in a day like I got to get down to the cost structure on too. Like what am I looking at? You know?

17:44 | Nathan

It, so for the marketing side only just like bare bones like, no, none of like the sales part of it annually. You'd be looking at roughly like 50 K per year for marketing, operate on like standard two year terms. That would just be like everything that we've talked about from like the ABM side as well as like the automation that's the 50 K there. If you were to start to include sales. I think the number that Brian shots me, it was like roughly like six users depending on like the credit allotment and credits is like how you unlock emails phone numbers. And like each credit unlocks like one contact worth looking at roughly like 25 to 30 K annually. On the sales side, you can obviously like move forward on a car, both of them together. But that's pretty straightforward of what you'd be looking at in terms of like our list price of our two offerings.

18:45 | Matt

Yeah. So.

18:52 | Matt

They've got, and I'm just giving you what Zoom gave him. They're like a 23 K for 10 users. We don't have 10 users in the user right now, but... that is 10,000 bulk data credits.

19:09 | Nathan

Yeah. Can we're not gonna be the cheapest solution? I know it, we're offering, a totally different set of data in addition to.

19:19 | Matt

The same level of data?

19:20 | Nathan

With like the contact data, like their intent doesn't nearly stack up to where we.

19:24 | Matt

Yeah, this is not intent based. This is their data side of it. So.

19:27 | Nathan

Right. And a, ours includes their data, and intent a similar price point there. And if you remember like the credit allotment, I'm not sure what they quoted as far as like the total amount of credits, but ours are a pool of credits that you can allow to reps as needed.

19:50 | Matt

10,000 bulk credits, and how many credits are you talking about?

19:55 | Nathan

So, if you're looking at like six users, five, like 50,000 credits like across all of the users like that would roughly be in the 25 K range.

20:09 | Matt

Yeah. Okay. Yeah. So we've got 10, 10 bulk data credits, whatever that means plus a 1,000 monthly recurring credits per user... that's what it is.

20:28 | Matt

So, 12,000 credits per user plus 10,000 bulk credits for, I guess, I don't know. So.

20:35 | Nathan

Yeah. I mean, it's just, they're allotted in a different way the way he, yeah, absolute.

20:42 | Matt

Yeah. So yours was for six users and 50,000 credits, right?

20:51 | Nathan

Yeah. I mean, that's just like what like list prices, obviously, like we work with Brian to make sure that we can get into like a commercially like comfortable spot where he's competent, that xyz is a better fit. And then from there, we could obviously like sharpen the pencil. Like that's our list price, you know, and I'm sure connect with Zoom info, like they probably discuss some discounting and like that hasn't been included at all... areas that we care about are like, I'm sure, you know, like sales, it's timing of signature, right? Like if Brian is committed to like executing something in may, like we can reward them in the form of a discount there. There's areas that we can sharpen the pencil forum. We just kinda need a seat at the table to talk to Brian again.

21:36 | Matt

Yeah, I mean, I'm not shielding you from it. I told him, I was chatting with you and, you know, we're both, I think aligned on what would be advantageous for us. So... I will get back to him. I just need, I would love to like have a proposal, that I can like, yeah, I just gonna give, I can give you a.

22:02 | Nathan

I can send it over like just pulling a proposal isn't the easiest thing, but like this is the number, like I can give you like, the dollar amount for those users.

22:12 | Matt

When I get and what I get with each side of it, so you got the 50 K for the marketing side. What do I get with, you know?

22:18 | Nathan

Yeah, the features to.

22:19 | Matt

Yeah.

22:21 | Nathan

For sure. Cool. Well.

22:23 | Matt

Because I don't feel like I've got anything tangible. I'm gonna put my hands on front of me. I've got some general overviews but I just, I can't see my teeth into anything yet. So.

22:31 | Nathan

Yeah, I'll break it out of what you can get and that's like part of like what we're the next few steps that we've outlined is like let's get your data and like let's get you access to like, you know, when we get on a demo, I'll bring, my solutions consultant, Andy, and we'll walk through like the data, we'll walk through, how you action it, all of those things that you care about to like more

effectively, like build that pipeline more effectively, like, you know, improve those conversion rates, like we'll walk through that? It's just a matter of like setting up time, to review your data. So... what I'll do is I'll send over the instructions... as far as seeing the platform. I know we went through a high level demo a few weeks ago. Do you wanna run through one of like looking at xyz data or do you wanna just like wait till yours, is fully populated? Because we can show you the workflows again.

23:28 | Matt

Yeah. I mean, I don't want to do it right now because, I think.

23:34 | Nathan

Trevor.

23:35 | Matt

on my team, yeah. Yeah. I think Trevor on my team used to get engaged to.

23:45 | Nathan

So, how about this? Yeah... let me pull up my calendar.

23:54 | Nathan

How soon do you think you can get like the web tag up on the site?

23:58 | Matt

I'm at google tag manager today.

24:01 | Nathan

Okay, cool. I'll send that right over.

24:09 | Nathan

Let's stay in touch. Do you think... after memorial day, so that we have a significant amount of website data that we can pull for you?

24:24 | Matt

So, you're looking at, the 20 seventh?

24:27 | Nathan

Yeah, that's not a.

24:30 | Matt

Yeah. I think that's fair.

24:37 | Matt

I think that's fair. Yeah.

24:39 | Nathan

Cool. And then, I mean, at that point, do you think calendars open the 28, 20 ninth, we can describe like an hour to review it?

24:47 | Matt

Yeah. Let me pull that week up.

24:54 | Matt

20 ninth... three 30 to five. I'm open 28 kind of sucks.

25:06 | Nathan

A three 30 to five. I got to four to five already on the 29. Do you have an all?

25:13 | Matt

One.

25:13 | Nathan

Two zero one. Sorry about that. Okay?

25:19 | Matt

I can't do the morning because I want to E, I want to get Trevor on it and he's specific.

25:31 | Matt

I could bump my one 30 zoo 30... or we could do, we could do. What, what? What about two to three? I'll just shorten this?

25:42 | Nathan

Let's do it. Yeah, perfect. I'll send that over between us to. Do, you know how soon Brian is looking to make a decision like within the next?

25:53 | Matt

Yeah. I mean, he wanted to make a decision yesterday on stock. So, okay.

25:58 | Nathan

So, do you recommend that I reach out to him directly?

26:05 | Matt

I mean, I think he's waiting on the cost structure of it just as much as I am. So, and if you give me that to, and then I can sit down and talk with him and be like, you know, the bonus of doing it from ABM side, is that you get the intent and you get the contact information on the people hitting your site. You do it separate, you just get the contact info and you have to go surface that shit. So.

26:30 | Nathan

I'll get that all.

26:32 | Matt

Yeah... sweet.

26:37 | Nathan

Excited to get the data test running. I think it should be really impactful. Yeah, it's all I got a,

26:46 | Matt

okay. Yeah. So, yeah. So that over to me. And now I'll throw in google tag manager today, so.

26:53 | Nathan

Perfect. Awesome. Well, I'll get working on that. Appreciate it map.

26:57 | Matt

Cool. Thanks. Bye bye.