

STRV

Question 1: Outbound Sales Strategy

While we do have the luxury of quite exciting prospects reaching out to STRV (Andy Dunn is one example), we firmly believe that we need to be proactive in approaching prospects ourselves to bring home the projects our team would be excited to work on. Choose one prospective client from any industry or market and describe your approach to getting a meeting + closing a deal.

Gold's Gym

[Linkedin](#), [IOS app](#), [Google app](#), [website](#)

- **Based on what criteria did you choose this client?**
 - STRV is leaning into fitness, and Gold's would be the perfect case study because of its perennial standing in the fitness industry.
 - STRV launched [The Pump](#) - [Arnold is a luminary in the Gold's Gym community](#).
 - STRV launched Barry's [\(ios app - 5-star rating with over 26k reviews\)](#).
 - Gold's Gym's current apps have lackluster ratings.
 - IOS - 1.8 with only ~200 reviews.
 - Google - 2 stars with only ~1.8K reviews.
 - 2022 ARR of ~\$500M meaning they will most likely have the ability to carve out budget (now or in the future) if a good enough case is made by our team.
 - Their app may be stagnant because previous technology leaders ([Matt Holder](#), [Gail Alvarez](#), [Michael Cobb](#), & others) who launched the app back in 2012/2013 are no longer with the company.
 - Found a Credera (agency) [case study](#) on the development of Gold's website, but there's no mention of engagement around their app. Maybe they don't have an agency partner supporting their app.
 - Global opportunity: 740 locations, 38 states, and 26 countries.
- **How would you identify prospects to contact?**
 - [Linkedin](#), [Apollo](#), [Google](#), [generative AI](#)
 - [Ryan Dewitt - VP Technology](#)
 - rdewitt@goldsgym.com

- +1 214-574-4653 HQ
 - [Melodie Kizziar - Director of Franchise Marketing](#)
 - mkizziar@goldsgym.com
 - [Kendra Jirasek - National Dir of Regional Marketing](#)
 - kjirasek@goldsgym.com
 - [Lauren Roy - Marketing Specialists](#)
 - lroy@goldsgym.com
- **What activities would you do to get this client in the pipeline?**
 - Referrals (client and/or general network).
 - LinkedIn outreach (direct outreach and prospect post engagement).
 - Email outreach.
 - Office visits
 - Snail mail.
 - Cold calls.
 - Identify conferences they're attending and attempt to connect in person.
 - Dinners, events, and more.
- **What's your process & best practices for cold outreach?**
 - Human-to-human sales. We are selling to individuals, striving to make their lives easier by providing ways to improve their relationships with their customers through a better app experience. Approach these human prospects with empathy and understanding while always seeking to provide value immediately.
 - Utilize my network, as well as STRV's network. If I see that any members of our team have a mutual LinkedIn connection with the target prospect, I'll prioritize that route to connect by incentivizing that individual with \$500/dinner/uber gift card/amazon gift card, etc. in exchange for an introduction.
 - Whether it's the decision maker or not, once you get one connection in any company, work with them/their engagement to further reach into that organization.
 - Personalized outreach > generic messaging.
 - Considering I have no shared connections with any of the above Gold's Gym contacts, here is an example of a cold outreach campaign (16 touches) starting Mon Oct 2nd.
 - **Mon Oct 2nd**
 - [LinkedIn](#) (casual) connection referencing impending email.

- Email (more formal) referencing LinkedIn, introducing self, company, and reason for outreach.
 - Cold call (friendly and assertive) with VM referencing outreach,
- **Wed Oct 4th**
 - Cold call no VM.
- **Fri Oct 6th**
 - Cold call no VM.
- **Tue Oct 10th**
 - If the LinkedIn invite is accepted, double down on the message. If it's not accepted, send an inmail with LinkedIn sales navigator.
 - Email follow-up providing tips on how they can improve their app while sharing The Pump case study.
 - Cold call with VM referencing app audit.
- **Thu 12th**
 - Cold call no VM.
- **Fri 13th**
 - Cold call no VM.
- **Wed 18th**
 - Email follow-up providing additional tips on app improvement while sharing Barry's case study. Offer engagement with Lubo, Nahal, or another member of the leadership team.
 - Cold call no VM.
- **Fri 20th**
 - Cold call no VM.
- **Mon 23rd**
 - Cold call VM: closing the folder.
 - Closing folder = wrong time, will check back in the future.
 - Email: closing the folder.
 - LinkedIn message: closing the folder.
- **How would you establish relationships with the target account?**
 - MEDDIC sales methodology and process to progress and close the deal.
 - Prioritize our networks for introductions.
 - Providing value from the get-go.
 - Offering a free app audit.

- Mention I'll be in their city on X dates with a proposal to meet in person.
- Dinners, happy hours, sports games, events, etc.
- **How can Marketing help you? How can other departments help you?**
 - Marketing
 - Invest in a SXSW event. Their leadership, Ryan, Melody, and Kendra, all live between Austin and Dallas so it would be easy for them to attend. Arnold (or someone from his camp) can promote the Pump App and possibly a partnership with Gold's (see below account management) but either way, it would be a great excuse for us to invite them to engage in person.
 - Target the above contacts with nurturing email campaigns and run LinkedIn ads against the company's employees when relevant - it might not make sense for Gold's since they don't have a strong LinkedIn presence.
 - Have Lubo interview Arnold's team about the app on his new podcast.
 - Account management
 - How is Ligia', Lubo's, etc. relationship with Arnold's team? Is there anyone in Arnold's camp who is close to Gold's and is willing to make an introduction?
 - SXSW Event: Thoughts on proposing a Gold's Gym <> The Pump partnership or co-promotion of apps? It would give us a reason to reach out to their team, and the partnership could be a solid idea for the SXSW involvement, and again a reason for us to locally engage with the Gold's team.
 - Product/solutions
 - work internally to identify all ways in which the app could be improved, giving me additional ways to provide value in my outreach.

Question 2: Pitch Challenge

We've landed a long-awaited meeting with Delta Airlines, specifically their Director of Technology & Innovation and their team. The meeting is set for 30 minutes with key decision makers and we have to make the most of this opportunity by showcasing who we are and why we're meeting with them. They've requested no decks. Detail your approach to the meeting and provide a breakdown of your pitch.

Current App Ratings:

[IOS App](#): 4.8

[Google Play](#): 2.7

Potential Delta Audience

- [Matt Cinera](#): SVP of Software Engineering
- [Melanee Haywood](#): Managing Director, CORE Technology
- [Kathryn Galvin](#): Manager, Fly Delta Mobile App
- [Ben Fisher](#): Manager, Software Engineering - Fly Delta Mobile App
- [Katelyn Snow](#): Manager | Fly Delta App
- [April Diallo](#): Digital Product Manager | Fly Delta

Potential STRV participants

- [Luba Smid](#): CEO
- [Martin Stava](#): CTO
- [Filipe Simões](#): CPO
- [Nahal Nazer](#): CRO
- [Ligia Gonzales](#): Dir Client Services
- [Brad Johnston](#): Dir of Partnerships

The goal of this meeting is to showcase who STRV is, clarify why we're meeting with Delta, and understand their pain points and business goals while convincing them we can solve a problem(s) they have and/or help them achieve their goal(s). In addition to immediately providing value, we'd focus on establishing rapport and building a relationship with their decision-makers. Ultimately, the first meeting's goal is to land a second meeting where we'll get further into the details of their problem(s) and goal(s), in order to create a personalized solution that we'll monetarily quantify later in the sales process.

Introductions (3 minutes)

- Introductions to the team and company. Briefly explain our mission and vision, and highlight your team's expertise.
- STRV's mission is to design, build, and scale industry-shaping digital products, and our vision is to do top-shelf work. Operating since 2004, STRV has ~200 experts working with enterprises to bring their ideas to life. We are known for our high-quality work and our commitment to delivering projects on time and within budget. We are passionate about creating products that are both beautiful and functional. We believe that the best products are created when people with different skills and perspectives work together. Finally, we want to create products that make a real difference in the world.

Setting The Stage (4 minutes)

- Explain why we're meeting with Delta.

- Provide insight into what specific problems and/or opportunities we've identified and why they should matter to Delta.
- Understand if our assumptions resonate with the Delta team.
- Learn of any additional pains they have with the Fly App.
- Understanding what's held them back from making changes.
- Seek confirmation that they are invested in improving the status quo.

Capabilities & Solutions (7 minutes)

- Provide an overview of our capabilities and our proposed solutions while backing it with data and successful client case studies like Barrys, Barnes & Noble, and more.
- Capabilities: Product management, data science, product design, mobile development, web development, backend & DevOps, QA testing.
- Proposed solutions: Improving overall user experience by enhancing the in-app search and booking process. Making it easier to manage trips. Adding more features and functionality to the overall app experience. Keep in mind these proposed solutions may change based on what we uncover from their team during "setting the stage."
- Client success stories: TBD based on how the conversation develops.

Q&A (13 minutes)

- Be prepared to answer questions. The decision-makers at Delta will likely have requests for us to drill into our capabilities and proposed solutions. We must ensure we are internally aligned on how to answer these anticipated questions, and who will take the lead on answering them.

Next Steps (3 minutes)

- Close the meeting by asking for next steps. Defining what they would like to see happen next. Clarify the timeline and schedule the next meeting whether virtual or in person.

Tips for a successful pitch

- Be clear and concise. Avoid using STRV jargon or technical language that the decision-makers at Delta Airlines may not understand.
- Be enthusiastic and personable. Show that we're excited about the potential to support the vision they have for the Delta Fly App.
- Be credible. Back up your claims with data and testimonials.
- Be prepared to answer questions. Think about questions the decision-makers are most likely to ask, and prepare our answers in advance.
- Be respectful of the decision-maker's time by keeping the pitch to 30 minutes.
- Be human.