

0:00 | Austin
hey, John.

0:01 | John
Hey, what's going on Austin?

0:03 | Austin
Nothing much. Happy Friday, dear?

0:06 | John
Happy Friday to you as well.

0:08 | Austin
You got any big plans for the weekend?

0:12 | John
Yeah, but nothing exciting family man, stuff, cleaning the garage, making sure the house gets in order, spending time with the kids and the wife, you know, all that good stuff. So.

0:26 | Austin
That's that's good stuff for sure. How many, how many kids do you have? Okay? So, very busy, sure week. I.

0:35 | John
yeah, that's right. That's exactly right.

0:40 | Austin
Pretty young or how?

0:42 | John
No, actually, I'm all over the place. The spread is pretty crazy. I got a 18 year old son. I got a 14 year old daughter and I got a six year old daughter as well. Okay?

0:52 | Austin
Okay. So the double in increments?

0:55 | John
Yeah, exactly. It's an exponential curve as I like to say.

1:00 | Austin
Nice, different phases.

1:03 | John
That's right?

1:05 | Austin

I'm just learning about all this stuff. I, my friends are just starting to have kids. So, I'm like learning about like, the mindset and just things parents have to do and think about. So I definitely, I can sympathize but not empathize with patient, to your family, but that's great. I think it's good to have weekends where you can knock out some household items. I'm the same. We haven't been back, you know, a couple of weeks. So now I got to do the weeds and,

1:44 | John

yeah, I can.

1:44 | Austin

Handle some household stuff. So I'm definitely in alignment there.

1:49 | John

Yeah, weeds. I mean, it's weird now, like I see a weed and it's just so satisfying for me to just grab it and rip it up by its roots. I'm like, yes, I.

1:57 | Austin

yeah, I.

1:58 | John

I know, you know, so.

2:01 | Austin

I want to like put weed blocker down, but that's just like a whole process like you got to scrap the rock and then put the weed block on because like I spend so many hours a year, just like pulling weeds. I live in scottsdale, so like it rains for a portion that's when they like pop up, but during the summer, it doesn't rain, as frequently. So you get a little bit of a break, but it's just such a pain to spend hours just like pulling a bunch of weeds.

2:31 | John

Because.

2:32 | Austin

I don't use round up just because I don't know if, you know, but it's like, very,

2:36 | John

yeah.

2:37 | Austin

I.

2:38 | John

exactly. Yeah. I know that's good that you to use that stuff.

2:42 | Austin

Yeah, for sure. I think a lot of people that's their like weed strategy... but mine's a lot more manual. So I need to, I need to do the weed blocker. I feel like that's the only solution other a, because it's like the healthy ones like just are an effective. The classic situation of anything doesn't taste good or isn't as effective, but that's a.

3:08 | John

It was beautiful though. Is your like an, do you have mostly rocks or is it like you actually have a lawn out there?

3:16 | Austin

So we have rocks in the front turf in the back, but the.

3:18 | John

they.

3:19 | Austin

they just... launched a policy or a law that any new build I can't have grass. So it has an are, but most people like if you drive around in scottsdale, most front yards are rock because it just requires so much upkeep to make.

3:40 | John

Yeah.

3:40 | Austin

That's nice.

3:42 | John

Because.

3:43 | Austin

it's like 115, 10 days in a row of 15 days in a row over summer that's really hard to like make sure that the grass is green. And then if it's yellow, then it looks bad. And then it's like, all right, why do I have this? So most people have rock with like some scattered plants in, their front. But yeah, the Term nice in the back because obviously low maintenance.

4:08 | John

Scott still is beautiful. I've heard a lot of good things about, their golf and you golf out there. Yeah.

4:14 | Austin

Yeah, that's actually one of the big other than the market. So I come from the bay area. So I'm sure you as well in Texas, you've seen a lot of bay area folks move in your way. Yeah, it's just, scottsdale is just a lot more affordable, but also, I, I'm a huge golfer. I'm obsessed with golf. What about yourself?

4:39 | John

I'm actually, you know, I grew up in new York city actually. So the other coast and I worked on wall street for a while and, you know, I was like, yeah, this is a crazy industry. I want to get out of it. So, and so I think about 10 years ago, I decided to switch over to... moved to Texas actually and I took like a year off. And then a friend of a friend knew somebody at this data analytics company called axiometrics or SaaS company. And I, you know, for most of my entire career on wall street, my specialty was investing in SaaS and technology. And so I was like, yeah, it'd be interesting to, rather to look at, try to build something from the indus and, you know, I got introduced as guy Keith Walters who is the coo and it was just such an amazing experience, professional experience because he brought such an emphasis on culture and performance at the same time, you know, a lot of companies it's either or they was like, they think, they think they're like culture is something really like, you know, artful or no. It was very like clearcut, honest, sincere. And yet there was still a good emphasis on performance. And, I, it was such a great experience. So, you know, then they got acquired and I just kind of fell in love with the whole sas thing. So here I,

5:59 | Austin

yeah, especially it's all perspective, right? I've only been in SaaS. So I haven't had to deal with like what probably you had to deal with on wall street? Were you working like 70 80 hours and just getting be?

6:14 | John

Either getting yelled at or yelling at somebody. Yes, that was what it was like and, you know, again the culture there is, you think that's what it is. And then you step out of plato's cave, I'll call it, you know, and then you're like, wow, there's a totally different world, you know, and it was kinda cool. So I kind of, it was a good transition for me. But so here I'm a combo curve and I've been here. I just passed my one year anniversary. Yeah. Thank you. And man, you know, I'll be frank with you. What a mess. All right. So, but what a great product, you know, so really great product and, you know, we've been searching for, you know, a little bit maturity on the commercial side in terms of building pipeline, building quality pipeline and a bunch of other stuff. But I think that's, the primary. I think the reason why I think you and I are talking is like, hey, how can you help us build quality pipeline? That is the, that is the name of the game and my focus. Right now, we put in some pretty good controls, some methods and processes. We're predictable. Now, we wanna, you know, again increase the amount of productivity and the value of our pipeline to see what we can do.

7:34 | Austin

For sure. And so how is that pipeline like tracking this year? Like, I know you talked to Connor previously, so I didn't see any like notes of like what's going on this year of, hey, pipelines

tracking? Or are there some gaps like walk me through like the challenges you have building quality pipeline?

7:59 | John

So, I don't remember my conversation with Connor. I know it's a while ago. I'm not sure what I told him but I'm sure there's probably some similar problems, right? So, pipeline growth, you know, has been lacking and I think, you know, I've been involved in redoing our website. We launched a new website, change the language more like an above the line type of messaging, executive level messaging, you know, because the quintessential problem in the sales process once somebody does come into our sales process is that our software is so bad as like an engineer or petroleum engineer that wants to use it. Like this is freaking amazing. I love it. Now. I gotta go pitch it to my boss, right? And so they struggle with creating a business case, right? And so we're really good at talking to the end user, not so good at talking to the executives about that. So we kind of change the messaging to talk about, hey, what are the actual business outcomes that we can provide? So, I do, you know, again, what we want to do now is bring that targeting to folks that are above the line decision makers. And, you know, I want to see how 6sense and I remember talking with 6sense again. I just don't remember a lot and say, hey, maybe it's time to see now that we're a little bit more mature. We'll have some better processes if you can help us capture like some intent data from people that come to our website because quite frankly our inbound leads have been like nonexistent and those are obviously the best. And what a, what can you do to help with maybe some Demand generation now, full transparency. Obviously, we do have VP of marketing, so we should probably bring her in later on. But I'm kind of like the first... I just know 6sense from other folks, and I know you had a conversation with John Earls about it, so.

9:49 | Austin

Yeah. And that's part, right?

9:52 | John

Okay.

9:53 | Austin

Yeah, absolutely. I think with so just a little background on me, I've only been with 6sense a month, but I actually have been using 6sense since 2018. So, my first company is called elearning company and we use it so that's when I like fell in love, with 6sense because it really helped me like generate pipeline and like work up the ranks as you know. And in SaaS, it's so important to like especially when you're starting out, just book really good meetings for these and then they talk well about you. And then you can move into an AE role and then it help me as well book quality pipeline. So, and then also a little background on me. I recently came from data which I know is not like a direct at. I have you heard of?

10:50 | John

No, but I'm happy, you showed me how to pronounce Udemy, because I used to pronounce it, you demi the whole time.

10:57 | Austin

Everybody does. Yeah, it's like you academy because you're taking our elearning courses. But data, I competes mainly with like alter databricks, like putting machine learning models into production. So.

11:13 | John

Data haiku, like the poem.

11:15 | Austin

Hi, too. Yeah, and data, but very similar to what you're describing we're inbound volumes like super low. There's just a lot of players, a lot of point solutions. So, what sort of, what sort of things that are you thinking about to like grow pipeline with intent data? Like are you trying to just get a sense of like who's researching your category? Because they're so busy and has so many players that you, I do, you think that a combo curve just gets missed in evaluations?

11:55 | John

Well, I don't know about that, but we have a fairly narrow market, right? Like there is not 100,000 companies that would be a good fit for us. We probably have 2000 companies that would be a really solid fit for us. So, you know, my thinking is that could be an advantage, right? That could be an advantage for us. And... my thought was to do something like, you know, I want to get rid of the phrase ABM because that can mean so many different things to so many different people. But if we get a lot it, those 2000 companies get contact for all of these folks, can we start getting some Targeted ads content to them, start tracking them, seeing what they're doing and just pop up all the time, drive them to our website somehow some way and then see if we can generate some inbound leads, get them to hit, submit a demo, right? That's that's what I'm hoping to do or at least have a broad plan. I'm not in marketing and I've never been in marketing, but that's kind of like what, I think might be effective here.

12:59 | Austin

Yeah. And then also like the outbound. So, I saw that you have currently correct me if I'm wrong. I looked at LinkedIn, you have two inbound two inbound SDRs and one outbound BDR, and.

13:14 | John

they are both. So BDRs, I know typically in the industry, they are a different Term. I didn't naked BDRs or the equivalent of an ae... BDRs are actually aes. And so we have two SDRs and they're outbound and inbound. So we have two SDRs and... six aes call it or BDRs. Okay?

13:39 | Austin

Okay. And those six as are attacking those 2000 accounts. So, what is that like 300?

13:49 | John

Yeah, something like that, or?

13:52 | Austin

Okay. And... got it. So then... just one SDR, three three as.

14:06 | John

Correct. And.

14:08 | Austin

The, the outbounding going, you tied?

14:11 | John

That's that's been the only source of, our pipeline really for the last couple of months, we've had some inbound leads, not a lot, but really that's been the primary source of our, let me see. Take a look at my dashboard here. Yeah. But that's been like the primary source is going outbound.

14:33 | Austin

Yeah, for sure. Yeah. So icp is like oil and gas companies.

14:43 | John

Yeah, correct. So, oil and gas, Upstream operators, non operators, mineral and royalty companies. And we also, you know, do like on the finance side, private equity companies that invest in oil and gas investment banks, you know, people like, you know, mortgages and customer working on a deal with city group and golden sacks, those types of folks as well. Yeah. But that's primarily our target.

15:11 | Austin

Got it. So... that makes sense. So like just, to repeat and make sure I'm like understanding everything. So you have 2000 accounts that you are targeting and is your total addressable market, you want to use something like 6sense to make sure you have relevant contacts for, in all of those 2000 companies, and then be able to get intent data on those companies. So then it can dictate your outbound motion, but also your marketing strategy. So you can drive more people to the website and then generate more inbound leads. So then a good indicator of high quality pipeline it's sounding like is the inbound leads because your products so good, once you get inbound interest, you're able to close them at a high flat.

16:02 | John

That's correct?

16:03 | Austin

Okay. Let me share. Would it be helpful to do like a little refresher on 6sense, give?

16:11 | John

Yeah, that would be as I can.

16:13 | Austin

Okay.

16:19 | Austin

Yeah. Okay. So what 6sense is at its core and it aligns with what you're describing it was designed and built to answer the question of wooden sales and marketing, be a lot easier if you knew who is interested in your product. So it sounds right, like right now you have 2000 accounts, but you don't know which ones are in market versus not. So, how are you dictating which people who gets what accounts for like each year? He gets 350, like how are you determining equitability?

17:04 | John

So, what we're doing is, you know, it's really based on how the company will buy. If it's a smaller company, we're dishing it to the mid market reps. And if it's like a large enterprise, separate deal, we're dishing it to the enterprise reps, okay?

17:19 | Austin

Okay. So you're segmenting it out? Okay? So 6sense and the challenge that every company faces is buyers are becoming more and more anonymous. You mentioned that you've been doing some things to your website like changing the messaging, but, I don't know if you're aware, but only three percent of website visitors fill out forms. I mean, it's very uncommon for them to like fill out a request unless they're like really interested. So, so that means 97 percent of people researching combo curve, maybe they're falling on your website, but they don't show up in your known funnel, which is like the demo requests, e-mail opens things like that. And when they do show up in your known fun, they've gone through 70 percent of the decision process. So, I know that it's less about that because like when companies come in Bound, what's, your whim rate typically?

18:23 | John

It's pretty high when people come inbound. So to your point, a lot of it is already, the, you know, due diligence has already been done. So we're just trying to we're at this point, showing them a demo, answering some final questions and ensuring that we have the right people in the room. So somewhere 40 percent for inbound leads.

18:44 | Austin

Wow, that's extremely high. And then for outbound, what's, the wind rate?

18:52 | John

It's about half that it's about 19 percent.

18:55 | Austin

Okay. So this increased quality pipeline, I'm sure it's more tied to like win rates.

19:06 | John

Well, I mean, yeah, overall wind rights. Yeah, we definitely would much prefer to have inbound leads because of what you said about the conversion, right? So that's gonna be more effective. But at the same time we can't sit around waiting for marketing. I shouldn't say that we can't sit around waiting for inbound leads, right? We have to kind of we still have quotas to hit. We still have a plan to hit, so.

19:27 | Austin

For sure. So it's more about driving... to inbound. So you can convert at 40 percent. So the way, that 6sense would work for this situation is 6sense can de, anonymize the people researching combo curves category. So that means you can get them when they're in their 70 percent due diligence process that they've been doing anonymously. So right now, it seems like they don't come to combo curve until they're like ready to buy. And that's what I'm hearing. If they're closing at 40 percent, they have a pretty good idea of what they want. And combo curve is it 40 percent of the time? So the way that 6sense would align would all these 2000 accounts that maybe are researching your category, but they raised their hand knowing about what they're interested in, what they're doing. So then you can change your marketing strategy based on that segment of accounts. So if you have people looking at your product page, you can conserve them different ads than if they do a different behavior. So you can be super Targeted in what you do. But also from an outbound perspective. And I can show you really quick in the platform. So you can visualize from a sales perspective, you can see what they're interested in. And then also you mentioned engaging above the line, you can see who's in the buying committee, if you're engaged or not. So you as a VP of sales can come in to like any high priority account and see the engagement on both sides. So let me just show you.

21:17 | John

So if I can kind of summarize here, just I wanna make sure I understand everybody, every company that comes to the website, I can see who it is specifically meaning the persona and the person themselves, and what pages they're visiting and what they have happen to like kind of gravitate towards. And then I can use that data to give them Targeted ads, more relevant ads. So that way we're accelerating them through the pipeline hopefully. Is that right?

21:47 | Austin

Yeah. So that would be like our like marketing solution that will get carry involved or her involved. So we can show how our sales solution and marketing solution works together to do that. So that would be more on the marketing side serving Targeted ads based on behaviors. But basically with the marketing platform, you can create like almost like, you know, Salesforce filters based on behavior, you can do with the marketing platform. So you can set up keywords, so like maybe alter or big query or snowflake, if they're like researching these things, they're gonna get served these specific ads... but you can also do brands like if they're researching combo curve, you can serve them, a Targeted ad. So.

22:48 | John

Yeah, no, this makes sense. Is this the sales platform, what you're showing me right now?

22:52 | Austin

Exactly. So this is just to show you how like from the sales side, you can like match those or use those like marketing strategies along with... the sales approach. So your outbound reps, your eighties have in their book of 350 accounts. They're gonna see which accounts are hot. Those are the accounts that are in market that maybe I haven't requested anything, but they're researching your category. So then, you know, you can strike while the iron is hot and get into deals before your competitors... and increase your win rate from 19 percent because you're meeting competitors to deals. You can sell on value instead of price. I know a lot of companies when they are relying on their win rates for outbound. It's often because they get in late or there's a competitor in place and it's just you're scrambling to just get your foot in the door. So this can help you build a relationship ahead of your competitors and potentially land deals at a higher percentage but also a higher ACV. So from a prioritization standpoint, your ads will know exactly what accounts are the hottest. So they can prioritize their day more effectively. But also when they click on an account, it has that intent data that I was talking about. And one of your questions was like, do you know who it is, whether they visited your website or they're just researching the, their category. Are you using like sales navigator at all LinkedIn?

24:43 | John

Not LinkedIn navigator, but we have like Apollo... and we have very little LinkedIn. We're not using sales navigator we were, but it just wasn't helpful.

24:52 | Austin

Okay. So you're using Apollo for?

24:56 | John

Information and stuff like that. Yeah.

24:59 | Austin

Are you looking to, when does your Apollo contract end?

25:04 | John

I don't even know.

25:05 | Austin

Okay. Because 6sense also has like contact data. Yeah. So you could, there's another different angles we could play, but this a sales intelligence platform can come with contact data or not. It's up to what makes the most sense. But that could be a future play or a concurrent play that we go. But you can click on any of these activities and then see where they're located. And then with 6sense, you can find people in this location.

25:40 | John

How did you get Jon Andrews or Jon Andrews? How did you know that?

25:45 | Austin

This is like, they opted in to like cookies, but if they didn't you're gonna see an anonymous user, but you're still gonna get the location and then we can find people in that location based on like the personas, we sell into. We can make a deductive guess on who that person is.

26:09 | John

So just curious Zoom out a little bit. This is really effective if we have a bunch of people already coming to the website and doing some type of research, right? Do you have any?

26:21 | Austin

Early. So, so you would set up when you implement 6sense, you would set up like, what you wanted to capture. So there are like keywords that you would set up both branded and custom that you would be able to capture information from. So like let's say what would be, what's like a common thing people search for when they're researching combo curves category, like for in.

26:54 | John

forecasting declined curve analysis?

26:57 | Austin

Exactly. So you could set up, hey, we want to capture all of the accounts anonymously researching forecasting.

27:05 | John

And the, and we're so we're gonna capture all the accounts that are researching and through google. Is that what you're saying?

27:11 | Austin

So we have a network of B to B publishers. So when they're reading articles on those sites, you would be able to see. So this account in 90 is researching AI e-mail B to B selling account, data, marketing, AI. So then I'm going to like one, you can create Targeted marketing ads based on those interests and the keywords they're researching. But also as an ae, I have an understanding or a point of view of what they're possibly interested in and can target my messaging off of that. So.

27:50 | John

Yeah.

27:50 | Austin

Does that answer your question? So you can as wide of a, as you want. So you can have as many generic keywords as you want, but you also can have branded keywords. So it's common for companies to set this up with your combo curve, but also your biggest competitors, like who would you say that your biggest competitors are?

28:12 | John

Aris, aries. Okay?

28:17 | Austin

Okay. So with aries, you could set a branded keyword as areas and then you would be able to see which accounts are researching areas. So then your ares can really prioritize that account because that means they're potentially evaluating ares or renewing areas and you're gonna be able to... get in while you can. And when that deal, another piece is we provide technographic data so you can set that up with the competitors. So then you can do competitive campaigns on the marketing side of a rip and replace campaign, but also on the ae side, you can get insight into they're using ares, I'm gonna send them an e-mail based on our competitive differentiators.

29:09 | John

Gotcha. Okay. Cool. I just like Cara, let me see if she's able to like hop on real quick so she can kind of see this, but.

29:18 | Austin

With, the marketing side, we can like set up a... like live marketing demo, we have a solution consultant or solution engineer, whatever you call it over at combo curve to lead that demo. And then we can discuss how you can use it from an ABM. I know very generic but an ABM approach, but also a sales approach. When are you looking to like... implement something like this? Given high quality pipelines? A big focus for you this year?

29:56 | John

Pipeline is the initiative. So pipeline we're working on increasing that. We've you know, I think we've doubled our marketing spend and we're whipping, the whip so to speak, getting everybody to go out on for lack of a better Term. But as far as like a tool to help with this, we don't really have a timeline for that. If the tool can help us accelerate it, then that's I think where we're going to consider it, you know. So what is it? And I know maybe we're early in the sales process, but I'm curious what does this cost?

30:30 | Austin

It really ranges like, so you can buy the sales intelligence platform. If you're looking to like increase your outbound win rate and get into deals more frequently and often and early against your competitors. Like are. So the sales only platform, I believe it like ranges like 35 K. Something like that depends on if you use contact data and not... you can replace apollo. So that's another factor. I know it's more of a low cost solution, but then the marketing platforms and additional costs. So it just really depends on like what angle you take. But a big use case for 6sense is reducing go to market waste. So you mentioned doubling your ad spend. Sometimes companies that are spending a ton on marketing, they're serving ads to companies that aren't in market. So it's almost like a wait.

31:30 | John

You mean by In Market?

31:32 | Austin

Researching your category. So there's a,

31:37 | John

you're trying to reduce the chance that we spend money on people that are not even interested in looking at anything or?

31:43 | Austin

That's the impetus of 6sense is to make sure that sales and marketing is focusing on accounts that are showing behavior that they're researching or In Market. So, I know it's a little bit easier, to go after 2000 accounts as opposed to like 100,000 like you said. But the goal would be to focus marketing spend on accounts that would convert and open an opportunity. So then your sales team can work them and close them or also use the marketing and sales dollars to get them through your inbound channel, which has been very successful or get them to your website because they're in market. But if I'm not in market for a solution, I'm not even going to respond to those ads because it's just not relevant. So that would be the goal is, to focus spend on In Market accounts and equip you with the insights that hey of these 2000 here are the In Market accounts that you should focus your sales and marketing efforts on. I know that was, but does that?

32:47 | John

I know that's helpful to do that because, you know, we want to be affected with our spend that's the most important thing, right? So.

32:55 | Austin

For sure, there's like a company called highland, they reduce their spend by like six figures by us. They were doing like a spray and pray approach because they had no insight into which accounts were in market using 6sense, they were able to reduce their spend by focusing on In Market accounts that were portraying the right behaviors as a propensity to buy.

33:19 | John

Got you. Okay. Well, this, thank you so much. So I was gonna say next steps, talk about next steps. Go ahead.

33:27 | Austin

Yeah, absolutely. So next steps would be a live product demonstration with one of our solutions consultants. So it'd be great, to connect with you like a day before, to make sure we're serving you the most relevant demo. And then maybe if you could get with Cara and like hear what she would want to see and like what she's like super focused on. I took some notes but that would be like the next step that I would recommend and we can do next week or depending on your timeline, whatever makes sense.

34:07 | John

Yeah, I think next week would be good. So you wanna do, I guess call it a quick discovery call. And then the day after we'll do a demo.

34:17 | Austin

More of like let's schedule the demo, and then you and I can grab 15 minutes if you want to just do it on our cell phones, we can do that. It doesn't have to be like anything official. Just more of like, hey, met with the solutions consultant. They're planning on covering XY and Z. Do you think that will land or not?

34:36 | John

Yeah. Are you free next week? Call it on Monday?

34:45 | Austin

I can, Monday, I don't know if I can get a solution consult because I have to brief them and give them time to like prep.

34:54 | John

But when can you do it?

34:57 | Austin

We could maybe Wednesday or Thursday depending. Yeah.

35:01 | John

Can we do Wednesday, three PM central?

35:04 | Austin

Three PM central, and then Thursday, what's your availability?

35:14 | John

I don't have any, I have availability, but Kara does, no. I wanted you to invite Kara to a Friday... at call it 11 am central.

35:28 | Austin

Okay. 11 am central. Yeah, I'll see... I'm still getting acquainted with all, the process around like requesting a solutions consultant and.

35:43 | John

Makes sense. But definitely.

35:45 | Austin

On their toes this early, you know?

35:47 | John

Yeah, exactly. Wait a minute.

35:49 | Austin

Get a reputation of, hey, I need this by this day. Thank you for your, right? I know you probably go through the same thing with, the solutions engineering team because I'm sure you have to like give these like really robust complex demos. I know that was the case at data. So.

36:12 | John

Yeah, it's very similar. We have like petroleum engineers that are primarily doing that. So... that's good. Well, I appreciate your time. Thank you so much, for kind of educating me on this. Just send me an invite for, I forget, the dates that we mentioned whenever is good for you and I'll kind of brief her on it and see if I can get her and then you can give me a buzz the day before or, and then we can.

36:36 | Austin

What, what would you prefer? A cell phone or?

36:40 | John

Yeah, you can just call me on my cell or... one second. Yeah, it's nine seven, which?

36:48 | Austin

Yeah.

36:49 | John

Sorry, nine, yeah, nine, one, seven, eight, five, nine, six, seven, six, three nine.

36:58 | Austin

Perfect. And then what's your availability on Tuesday for a quick call?

37:05 | John

But Tuesday after four? Okay.

37:09 | Austin

Perfect. Cool. I'll send you like a calendar invite, but in the notes say, hey, I'm gonna call you at this number?

37:20 | John

And.

37:21 | Austin

my.

37:21 | John

all right, man. Good. Talking with you.

37:23 | Austin

Two five, I'll send you, the number. So you don't think it's span?

37:29 | John

Yeah, yeah, please.

37:31 | Austin

Thanks, John. Is it was nice meeting you pumped out, to show you, the marketing platform. Sounds like there's alignment on the marketing but also sales side. So, looking forward to connecting next week.

37:45 | John

Yep. Sounds good. Have a good weekend.

37:47 | Austin

Having is.