



Nate + Karin Connect

Nathan Sagett with IntelPeer
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Participants

6SENSE

Nathan Sagett

Senior Commercial Account Executive

INTELEPEER

Karin Holmgren

Director of Marketing, Campaign Execution

Topics

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Transcript

"This English transcript was generated using Gong's speech-to-text technology"

--- Call Setup ---

KARIN

0:00 Hey, how are you?

NATHAN

0:01 Hey, Karen. I'm doing well. Good morning.

KARIN

0:03 Good morning.

NATHAN

0:05 How is the week gone so far?

KARIN

0:09 It's been kind of brutal actually, but Brian is out today. He's driving to pick up his kid from college, so he will leave me alone most of the day so that's good. I can actually get some of the work done that he wants me to do.

NATHAN

0:24 Yeah. Has he been bugging yet?

KARIN

0:29 He just, I think we talked about this. He's got a little adhd. So he'll just call and like, I like what about this? What about this Colombia, North Carolina hymns, Orlando and I'm like I can't even write it down fast enough. I have, I don't even know what you're talking about. Like I write down these notes, right? And I'm like, what does this mean? I don't know... you'll have to go back to him and be like, what did you mean when you said India? We don't do anything with India? Who did I write a demo?

NATHAN

1:03 That's so funny. I feel like so many people in like either executive roles that I know like operate the same way, and they just have so many ideas and just like holding on to them and being able to articulate them in a way that like someone should understand on the receiving end is always a little difficult. My cousin is like he founded a company that face in New York, not to say but like it's the same exact way talking to him all the ideas that he has. It's funny. But on being on the receiving end, it's like, can I just like record you talk so that I can reference this?

KARIN

1:43 Don't even bring that up so we can't do that. Do you want to know why it's illegal? It's illegal to record someone without their permission.

NATHAN

1:53 Yeah, I mean, of course, but like, if you were to be like, hey, like it might be helpful loss press record that's so funny. I.

KARIN

2:03 You give me the notes, right?

NATHAN

2:05 Yeah, seriously. Well, cool. I mean, today's conversation, it was just meant to be the two of us. I know that we schedule time on Tuesday, to look with Brian.

KARIN

2:15 Got to Brian. Yeah.

NATHAN

2:17 Cool. Well, I was gonna say I appreciate you carbon nuts of time carbon some time fairly quickly after like I think like purpose of like what I wanted to talk about today.

--- Call Setup ends ---

NATHAN

2:27 I just like make sure that we're aligned on the like executive priorities that like, you know, intel per cares about that we do meet with Brian next week. Like with the 30 minutes that we do have, we can show you exactly how 6sense is going to be unique differentiated from like Demand based some info to help you get there... before we do that. Would love to quickly debrief Tuesday's call like what you think like what are some of the challenges areas of opportunity that like you were most drawn to in the last meeting?

KARIN

3:09 Let's see. So the keywords the, some of the seo and keyword stuff. So I actually brought that up because... we made the switch and I'm not sure that we clearly told you this.

--- Pricing ---

KARIN

3:22 So in August of last year, we used to be like a voice company. And then August first we're like we are AI period. So like we, because of that, we had to change our website from dot com to dot AI. So we lost all of those seo pages like that had to do with voice. Like, so, our standing of sites like in search engines seriously dropped because some of those pages were really old. And now, we don't have anything. So I went back and asked for the updated keywords and they didn't have anything that I didn't already have, which was kind of disappointing. But so that was something that I, in action I took afterwards.

NATHAN

4:01 MM. HMM.

KARIN

4:02 And then the pricing, I also wrote down but I don't I didn't talk to Janet but Janet manages ZoomInfo. And so she would manage the pricing and the contract. So I don't even know if she's gonna tell me how about it for Zoom info. So, I mean, I guess I could look it up, can't I look it up? No, it's only like the budget is like tools. It doesn't say like it's not sure.

NATHAN

4:27 Yeah. I know. I went back to kind of where I understood like your workflows are as far as like the credit usage so that I can come with a more accurate like idea of pricing and it's likely more around that like 40 42,000 range.

KARIN

4:40 Yeah.

NATHAN

4:41 And that's just for like the Zoom info compete.

KARIN

4:44 Okay.

NATHAN

4:44 So that would be also like scoping like likely less credits than what you need. Again. Like you could tell us how many thing you need, and we can scope according to that. But like based on what we see companies do and we a, and we can revisit the pricing conversation is, you know, it potentially goes down the road. But as far as just like the value of, you know, 6sense, like do you feel like you're able to differentiate at least from like where 6sense adds value versus like what you're doing Zoom in one?

KARIN

5:16 Yes, I could see that it's the setup of it is a little bit different, right? Going into the tool and looking for things that's a little bit different. And the lookalikes thing that we talked about, I'm not sure how important that is longterm. We ran some lookalike campaigns this year. Like, so we have some, la fitness is one of our accounts. So they're very successful for us. They're a big revenue for us. So what other accounts are like la fitness? So, you know, like a time, I don't know it's out there. So then...

NATHAN

5:48 A...

KARIN

5:49 Campaign for 20 accounts that look like la fitness. So they're gyms of the same size with the same number of same amount of revenue and stuff like that. So.

--- Pricing ends ---

NATHAN

6:01 Yeah.

KARIN

6:02 Yeah. That kind of stuff. I don't know if those are a, if that long Term of strategy for us is just something we tried this year and it was easy for me because I could just press, show me similar accounts or generate lookalikes in ZoomInfo.

NATHAN

6:18 Yeah, totally. And now, you know, I actually went back to my team with some questions on like where we've been able to add like value that isn't necessarily lookalikes because we have the capability first and foremost to like use the filters that we started to go through on the left side and use that to get really narrow on your icp. You know, we can create multiple of them based on the territory, the industry very specific, you know, technologies that they might be using. And we can save those filters so that any time a new company?

KARIN

6:56 I am yeah.

NATHAN

6:57 Meets the criteria of that filter, like your sales rep will be notified. Similarly, our kind of the way that we think about it is like what is the value of knowing what companies look like this? If they're not actually actively shopping for? So that's where we can start to layer in our buyer intent.

KARIN

7:21 The...

NATHAN

7:21 Companies that look like that. So that is kind of the workflow of saved filters in your team getting notified because I mean, you mentioned like some of the reps that you have like you're not the most savvy with technology.

KARIN

7:34 They're terrible. They're all, yeah, they're all to... do that mean?

NATHAN

7:41 It does, no, it's totally, I sell to so many different types of companies that are across the gamut of their, you know, tech prowess. So it's more of a, we can meet them where they are. Like all of what we showed, last call, it can be embedded within Salesforce. So it's like they don't need to like essentially learn a new tool. It's just like a couple of clicks that they have to do. So. Okay. And are you like the full owner of ZoomInfo's kind of your relationship with them? Is that you and Janet, is that you, Janet and Peter?

KARIN

8:19 I would say I'm the only marketing user. So I represent just marketing Ops and Janet is sales Ops. We're actually the same. We're both senior directors. So we're even in terms of responsibility for it, but she pays for it. It comes out of her budget item.

NATHAN

8:37 Okay. Got it. She's got a little bit more skin in the game.

KARIN

8:41 She does and she uses it differently than I do. So I'm generating lists for sales people or for campaigns. She is using it as a plugin to Salesforce.

NATHAN

8:54 He's.

KARIN

8:54 More of a Salesforce admin than I am. So she has generated the little panel and Zoom in Salesforce that says update lead. We really like that and she can update accounts and mass. So that's really good for her. A selling point for Janet and for me. But we haven't talked about this in a long time is the ability to clean up Salesforce. So I think we've had Salesforce since like 2015.

NATHAN

9:19 MM. HMM. Yeah.

KARIN

9:20 I don't think it's ever been cleaned like there's some dope blockers stuff in there, but nothing really significant, you know, so, that might be a project that we would be interested in paying for.

NATHAN

9:34 Yeah, we can support a lot of that. And I think like where we're gonna help with that is the Salesforce records of the accounts that your team is gonna be going after. We can enrich that with the accounts.

KARIN

9:47 The...

NATHAN

9:47 Contacts to all of that. Yeah, because like a full audit of Salesforce might not make entire sense. Yeah, but it's the accounts that you might be wanting to go after. We can absolutely help.

KARIN

9:59 Yeah.

NATHAN

10:01 In which case, we can work kind of while we're at this call up. We can talk about how we want to involve Janet to get her eyes on it. Assuming that like she's got skin in the game. Obviously, you do too, but like if this comes out of her budget, like she's gonna want to see like some of these workflows?

KARIN

10:16 Absolutely. Yeah.

NATHAN

10:18 Okay. So it sounds like a few other areas of like clarification. So like how we can help with enriching your data in sales, perhaps just going to be one of them. That like that sounds like one area that we wanna get a little bit more comfortable with... how we help support the lookalike workflow, although it's not necessarily going to be like your longterm solution. But as far as like Immediate value that we can help there, we can clarify anything as far as like your Marketo integration that you're looking to do there. On the next call, I plan on bringing a technical resource.

KARIN

10:55 Okay.

NATHAN

10:56 On our end?

KARIN

10:57 You definitely need Janet, yeah, for that, Janet would be the technical person.

NATHAN

11:03 Yeah. And then we can talk through like why that matters for your team? As far as like what like the connection is going to be important? Like what the integration is? And we can kind of nerd out on that call. And like a...

KARIN

11:19 He is not on that call. If we start to new it out, Brian will be like, I got to go by, okay?

NATHAN

11:24 He...

KARIN

11:24 He's not interested. He's glad that we do it, but he interested.

NATHAN

11:28 I don't want...

KARIN

11:29 To talk about it, right? I thought of another thing in the search on the filters. Is there a way to exclude certain words or titles or something like that? I'll tell you why we were going after like hospitality like casinos and I kept getting in universities and

I kept getting like looking for director titles, but getting like director of catering or director of food service, which I don't want. So, is there a way to exclude in ZoomInfo? You can't exclude it?

NATHAN

12:03 Just to give you like I can even pull it up really quick.

KARIN

12:05 Not like I can just pull them out later, but I have to pay for those with the credits. You know what I mean?

NATHAN

12:11 Yeah. So like let's a...

KARIN

12:12 I have separated is spelled wrong. Did you see that, in your prompt there before you started typing? Separated is spelled wrong? It's separate.

NATHAN

12:23 Cool. Thank you. Karen. Appreciate that.

KARIN

12:28 The child tell me about the?

NATHAN

12:31 Wow. What else is spelled wrong? I'm not searching here. You have my whole thing. My head is like in a blender now after you call that out. All right. So, long story short, we can like any job title that you wanna like disclude, you would say exclude not.

KARIN

12:50 Okay. Got it.

NATHAN

12:51 That, that's Ho, we would do that pretty such.

KARIN

12:53 A great. That's what be, because they don't have that in ZoomInfo or at least I haven't figured out how to do it.

NATHAN

13:00 Great. So, assuming that we can show all of that before we get into like anything I'd like the marketing side, like.

KARIN

13:06 Do...

NATHAN

13:06 You think that like if we can show you all of like our ability to help you with those use cases to with like the end goal of like being like this is to drive more pipeline and help our sales team drive more pipeline is like the number one exact priority. Do you think that would warrant like a legitimate Evaluation as like a replacement for ZoomInfo in the next few months?

KARIN

13:26 Yeah.

NATHAN

13:28 Okay... great. I know we can talk about, I mean, like it sounds like Janet in needs to be there as well as yours as well as Peters. I'm sure. Maybe some of like the sales leadership team might need to be involved in that one. Is that or?

KARIN

13:45 I wouldn't think so. They.

KARIN

13:54 Let me think about the only person who would even have the capacity to think about it is Mike rap and he does install base accounts and he wouldn't care.

NATHAN

14:02 I...

KARIN

14:03 Don't think mark loaney is our VP for... new logo. And so, it's his team that uses Zoom info the most, but I don't think he would care. Don't take that. Absolutely. I, he's just not... this is like an Ops thing.

NATHAN

14:24 I think the one area that sales leaders do care is more like the outcomes than the actual like nitty gritty of like the technical details that are like.

KARIN

14:35 Yeah. Mark is good. And can you find me new contacts at this account? Can I, can you show me the intent that show me that they're interested in how they're interested, that's what he been seeing?

NATHAN

14:49 Right.

KARIN

14:50 Demandbase though, that man loves Demand base. So...

NATHAN

14:54 Yeah. Let's let's get into that. In just a second. I feel like as far as the Zoom info stuff like after this and after a call with Brian, let's like schedule a call with Janet to walk through the areas that we need to get the buy in from her so that we can create a business case on why it makes sense, to move forward with 6sense.

KARIN

15:12 Before.

NATHAN

15:12 The contract ends, in November and we can like assuming that you do see value, we can talk through like ways that we're able to help your team like get the most value before your contract ends for Demand based. You know, we've got this call scheduled on Tuesday. Thanks again for like working with me to, you know, bring in Brian. I think like what I, you know, before we get into like what you love, will you hate like any of that type of stuff like it would be helpful to know is like increasing your pipeline as far as like your new logo? Is that like number one priority across the entire, I guess revenue facing executive team?

KARIN

15:54 And...

NATHAN

15:55 Is that what you, that's what's brought, Brian is gonna care about on Tuesday?

KARIN

16:01 A, that's like our motto for all of February and March. So Demand a, so Brian is, I find the tool very complicated. It's a, I normally can pick up tools really quickly but that one is taking me forever like years and I'm like where is this? It's over in this weird section. Like I... and I really rely heavily on my CSM team with them. I love them. They help me so much. I'll be like this is a dumb question, but where is this?

And I'll be like, and it's like super complicated like five menus down. I'm like I never would have looked there. So they're really great about that, but it's a very complicated tool that said, we initially bought it for the advertising element of it because we wanted to reduce our Google ad spend and be very specific and Targeted with our dollars. So we have been successful there. We can read engagement, we can use it, you know, connected to Salesforce. So the new logo reps account lists are in there. That part is easy... but the engagement is hard to read. Like we can like it's. Chevron, I'll use chevron an example, large company. They have like 75 people clicking on our ads, but they're not necessarily the right icp and like when we call them, we're confused. Like... am I talking to the right person at chevron? Like it's hard to, there's so many of them like, and it blows up the engagement score but they may not be the right? You know, it's not necessarily for the right reason. We have like 18,000 minutes with nationwide which is in our icp and we would totally go for them. But now they won't, call us back. Six people filled out a web form and none of them will call us back. Isn't that weird?

NATHAN

17:54 For the good by second, we'll...

KARIN

17:57 Get, so, we actually thought like a weird anomaly. So like a, so to go back to what you were saying, what mark and Brian and Janet are most concerned about is, okay, great. It looks like they're engaging, but they're no, we're not creating any opportunities or deals with them because they won't, call us back. So, is it true, right? Is it true? Is it really showing interest or not?

NATHAN

18:24 Are you using outside of ads? Like are you using Demand base to like de, anonymize website visitors, third party intent? Anything like that? The deals you?

KARIN

18:34 Are, yeah.

NATHAN

18:36 Okay. How effective has it been so far?

KARIN

18:40 Well, I get new leads out of it, right? I get new people that I didn't get out of ZoomInfo, which is really interesting. So, these are people who are engaging and looking at stuff. And then I can start to e-mail them. But, and that's a very limited marketing view, right? But then I'm not finding all of those people in ZoomInfo. But then are they the right people? I now, I don't know.

NATHAN

19:04 Yeah, that's it's got to be difficult... like the future.

KARIN

19:09 Try to explain this to our CEO. It's...

NATHAN

19:14 Yeah, I think you're alluding to that, on the last call.

KARIN

19:17 I into.

NATHAN

19:19 With...

KARIN

19:20 You, and sometimes I can talk about it with Janet and Brian, but sometimes we're like we don't even know at the answer to this.

NATHAN

19:26 Right. All right. So let's think about like the workflow with Demand base right now. So like you're de, anonymizing, your website visitors through Demandbase. You're able to leverage third party first party intent to try to, you know, use that. And then are you running ad campaigns based on like segments that you are like, you know, specific groups of people that are falling within these categories of intent, and running ad campaigns against those people?

KARIN

19:56 So, I'm running ad campaigns in two different ways. One is based on the account assignment for awareness. So, Paul's accounts and then show him, you know, them an awareness ad. The other one is more vertical orientated. So a healthcare ad or a hospitality add something like that to the account level, they're not based on intent, necessarily, they're based on the named account list?

NATHAN

20:22 Okay. Do you think that if you were able to more effectively not only understand like who was showing intent at a more specific like level, but also advertise against that intent. So against the accounts showing that intent that fall within those verticals, that might be able to help in generating awareness, brand awareness for what the shift towards generative AI and ultimately drive some of that pipeline.

KARIN

20:49 Yeah. Well, there are a lot of accounts. I can see our researching actively researching our stuff, but they fall out of the icp. And we're so married to this icp right now that I a, I don't know what would happen if I started advertising to them and spending money. Do you know what I mean? Like I'm not supposed to do that. I, no one's watching me. And then if they all became up to bounce, right? I would be a hero.

NATHAN

21:16 Like...

KARIN

21:16 If it didn't work?

NATHAN

21:18 Hi, is chiro or, right?

KARIN

21:20 Right?

NATHAN

21:21 Yeah, hires high reward. But, and this to be clear your icp, we're thinking like industry specific icp or also industry specific, but also fortune 1,000.

KARIN

21:33 So, right now, it's within the fortune 1,000 and it's health care, retail insurance. We are the other ones, I always forget. I can only really remember three things. So if there's five, I'm like I don't know the other two just... but they're the, you know, the big ones that already have been successful for our company?

--- Pricing ---

NATHAN

21:57 Right. This might be kind of going on a tangent here, but I, you know, the team isn't targeting anyone beyond fortunate 1,000. Is that because of the price tag associated, with your product? Like.

KARIN

22:10 We just didn't want to do the, we had been doing like spray and pray and we wanted to be very Targeted. So each of the reps has 60 accounts and that's it. So that fortune 1,000 even it's even smaller than that. I think it's like 440.

NATHAN

22:24 Yeah. Okay. Reason I asked that is you don't necessarily need to do. I and I'm not trying to like completely, you know, say like here's what you should do, but like here's where other companies have 6sense is by like not using a spray and pray approach, but even targeting beyond the fortune 1,000, there are likely companies that are in market for your solution that fall within the verticals that you target to that you don't need to spray and pray against.

--- Pricing ends ---

NATHAN

22:56 But because of the intent that we're able to provide, you can create a new list of accounts that are dynamically updating based on who falls within that criteria of showing high intent and advertising against these accounts. Would that be something that like would just completely like rock everyone's world as far as like a change or like if you were able to even start to like identify some of those accounts, it, that'd be worth the sales teams time?

KARIN

23:28 Yeah. I mean, we could definitely pitch that and see what happens for sure. They would.

NATHAN

23:34 Yeah. What?

KARIN

23:34 Would be impressive to them is if I actually did the legwork and said, look at this list of 50 accounts, what do you guys think? And then they, Brian would get super excited about that.

NATHAN

23:45 Yeah. Okay. That's something that we can work on.

KARIN

23:50 The titles are really important to us, right? So we are so niche. It's really contact center and customer experience. So like a CFO could look at us all they want, right? We don't really care about them. That's not the target audience for us, right? It's really customer experience, cxos... center guys, you know?

NATHAN

24:13 Yeah, no, I'm following. I think you guys did a good job of explaining kind of the way that you go to market really well on the last call.

KARIN

24:21 Yeah. I was obsessed with intuit credit karma. The contact center director was like all over our website for like three weeks and he was in Demand based every morning. Seven am. Look at this. Look at this. Look at this. And the guy when call us back.

NATHAN

24:37 Interesting. I know that the persona is specific but is, how many people are typically in a buying committee that like would purchase in Tel per?

KARIN

24:50 That's a good question. I don't know the answer to that. And then maybe five when I think about it, but I don't know.

NATHAN

24:57 Enough, the way that like I prospect with 6sense is like, I see intent coming from an account regardless of the size of the company. Like I'm not just hitting up the one person that like falls within the exact criteria they're likely having conversations like.

KARIN

25:11 With...

NATHAN

25:11 13.

KARIN

25:13 Fairly people. Yeah.

NATHAN

25:15 Yeah. The surround sound you mentioned, but I'm using the intent that I'm capturing with the messaging that I'm seeing of what they're researching, what they're doing on our site with they're researching off our site as far as... the prospecting that.

KARIN

25:29 A...

NATHAN

25:31 I mean, there's a stat that we have that like if you are actioning against the decent accounts that are showing in time, there's a seven to 15 rate on it. So we can walk through that. I know we have a few minutes left. So I want to make sure that we

go through, a Strong agenda for our call with Brian on Tuesday... what I want to do and I think it'll be a powerful then I'll run the demo myself as a sales rep because like you mentioned, Demandbase is hard to use. It's difficult like.

KARIN

26:00 Yeah.

NATHAN

26:02 I can run like 6sense myself. A, it's not to like demean myself of like my like savviness, but like I'm a sales rep and I focus on that. I can run a demo and like run ad campaign out of six months. So I'm happy, to walk through that. Like what do you, I know that the overarching theme is gonna be like how we can help increase your team's pipeline based on this, you know, shift in August to enter AI, this newly formed new logo team. How do we help support that team with like actual high highly converting winnable accounts that would turn into revenue? What's he gonna care about like on that conversation that we can really Lean into?

KARIN

26:52 What does care about? He's gonna start to look out his window. And then he's gonna come up with a you'll mark my words. He's gonna start to look out his window. I mean, he's gonna come up with this crazy question and there's no way to anticipate what it's gonna be.

NATHAN

27:09 Okay. It's...

KARIN

27:12 Exactly. Gonna be a while or brand gillman. But... we've been talking about... engagement quite a lot. So, we have ads and people are clicking on them, but they don't convert on a landing page. So that's something that's a strategy issue. We're talking with Demand based about in terms of Zoom info. I don't think he cares or knows anything of that.

NATHAN

27:40 Are not going to cover some info. It's just gonna be strictly our side of the platform that would be based.

KARIN

27:45 Just the advertising side.

NATHAN

27:47 Just the ABM side of like advertising marketing that might care about.

KARIN

27:53 Okay. It.

NATHAN

27:53 Seems like based on just some quick research that I did that he was previously at VOC who used us. So I'd be curious to hear if he has any experience with the tool. I'm sure he's heard of us.

KARIN

28:11 Yeah, he definitely has, yeah. So a few could walk us through like, so some of the campaign elements like the network is important to us. There was somebody we were looking at and they're a part of their ad network was Brett bar and we're like, no, there's no way we could do that like, so lose in the network... but we could personalize ads. So we could say like, you know, knowing how fast or easy that is. So right now, one of one of the sticking points with Demand bases, getting the ads created and done takes written forever is like six weeks. So within, our ad by, we have an agency through Demand base and they do find work but it just is so slow it takes forever to.

NATHAN

28:58 What's the agency called?

KARIN

28:59 Chemical...

NATHAN

29:01 Okay. I'll look into it. We work with a ton of agencies also, and I wonder if there's any overlap.

KARIN

29:06 It was just easy for us because it came with the contract and they a, didn't have to shop around. I didn't have to get a separate po, it just came with it and that's a great for us. But like if I put in a creative brief maybe a week later, I get a draft and then changes, they don't make the changes really great. They have the personalization, then it takes another week for Demand based to add in a personalization into the psts. So like it just takes forever. I can't do anything fast 46 weeks from start to finish.

NATHAN

29:39 Is that, is that something that Brian is also gonna care about? I know we have 30 minutes and I want to make sure, we show you the love that you deserve. But like...

KARIN

29:48 Well, about having the agency embedded is really it for us. So he, that may be a one sentence or two sentences. I'm I think he knows that we have an agency. Okay? He does. I don't really know, he knows when he doesn't know anymore, but.

NATHAN

30:02 Okay. We'll keep it high level any like.

KARIN

30:05 Whatever could be faster would be helpful.

NATHAN

30:08 Sure, we can keep it high level to keep aligning to like his priorities of like increasing pipeline and making sure that it's gonna be a 30 minute call. So it's not gonna be long.

KARIN

30:19 Have a lot of patience either. So, yeah.

NATHAN

30:22 For last question, why does mark love it so much?

KARIN

30:26 Why does Marc lone love it?

NATHAN

30:28 Yeah.

KARIN

30:28 He likes to see the intent. He likes to see who's poking around and what they're poking around in. He just...

NATHAN

30:35 We can show him that there's better intent that exists. We can win him over.

KARIN

30:39 Yeah. Easily. Yeah, for sure. That man wants more contacts. He wants to see who's looking at what. And when that's what, he likes about it.

NATHAN

30:50 Okay. Cool.

KARIN

30:52 Of them are just kind of click around and find out type of guys. They're not actual users. They just click around and get excited about something, but they don't think they actually know how to use it. That makes sense.

--- Next Steps ---

NATHAN

31:02 Leader. Okay. So we, we've got our call scheduled on at one o'clock or one o'clock on Tuesday. Do you wanna debrief on Wednesday with me or if we?

KARIN

31:13 Thursday?

NATHAN

31:13 Of next week, and then we can talk about looping in Janet for that follow up conversation.

KARIN

31:22 Wednesday and Thursday afternoons, I'm busy, but maybe in the morning if.

NATHAN

31:29 Okay. Wanna shoot for Wednesday morning?

KARIN

31:32 They usually talk to Brian in the morning... on Tuesday, he has the senior leadership meeting. So, how about Thursday morning? Like 11 o'clock...

NATHAN

31:45 Eastern...

KARIN

31:46 Yes.

NATHAN

31:47 Well, I'll send that over for... 11 eastern for us to meet. And then we can talk through... bringing Janet for a conversation and any other eyes that need to get on the marketing side, we'll kind of run both in tandem and then we can from there, but we just send you.

KARIN

32:08 It actually let I'm gonna forward your invite to. Rebecca is where you go. I'm going to forward it to Rebecca and see if she can come. She's in Denver, so the timing might not work for her, but she... I wanted.

NATHAN

32:26 Or Tuesdays call.

KARIN

32:28 Yes, she's our content marketing director and she would probably want to see the inside of the tool.

NATHAN

32:35 She...

KARIN

32:36 Doesn't use. She doesn't use Demand base now, but she writes all the ads and landing pages and stuff. So if anything, if you're showing her insights, she'd probably want to see. She won't say anything. She won't ask any questions. So, if she?

NATHAN

32:47 No worries. We'll we'll highlight the ad ads of like how we can personalize your outreach, but cool. I just sent this out for Thursday for us to reconnect.

KARIN

32:58 Okay.

NATHAN

33:01 Do you think... how tough is it take a time with Janet?

KARIN

33:08 She's in la? So it's easy to get her... later in the afternoon. Then in the morning, our time.

NATHAN

33:20 What do we want to? I don't know if this is like moving too fast for another call with Janet to go over the sales side of it, but like is Thursday afternoon with Janet? I don't want to take the, yeah, yeah.

KARIN

33:35 Let see what she's up to. She blocks her calendar, you know, her husband's father died, so she might be going to the funeral soon. I see Thursday March seventh. She has two to two 30 open.

NATHAN

33:52 Okay.

KARIN

33:56 Senate, he should invite Pete.

NATHAN

33:58 Okay.

KARIN

33:59 I was gonna say, I...

NATHAN

34:00 Think, I think that should work. I wanna make sure that we have enough time to like go through everything, but like, I think 30 minutes should be enough, especially like covering just the sales side of the solution like 30? Cool. All right. I'm gonna send over that 6sense sales demo, follow up. Awesome. Okay. Appreciate it. Do you have to run?

KARIN

34:27 Yeah, I do.

NATHAN

34:29 Okay, cool. We can hop off. Thanks for the help care and we'll chat on Tuesday with you and Brian and have a good weekend.

KARIN

34:35 Bye.

NATHAN

34:36 Bye.

The End