

0:00 | Kristina
hey, John.

0:01 | John
Hey, good afternoon. How are you doing?

0:04 | Austin
Doing well. How are you?

0:06 | John
Good. Nice to meet you Austin.

0:08 | Austin
Yeah, it's nice to meet you. Izzy spoke very highly of you.

0:13 | John
She did that's. Nice. Good.

0:16 | Austin
Jealous and I get to talk to you.

0:19 | John
Yeah, great. Great. How long have you been in six since?

0:23 | Austin
I've been here about a month. So I actually, I don't know if you saw in the invite I'm bringing on Christina. She's my director just to have additional support if you have any tough questions for me, but I actually use 6sense at my two previous companies. So I've been using 6sense since 2018 employed by 6sense for about a month.

0:48 | John
Nice. So you're a power user then?

0:51 | Austin
Power user. Yeah, it actually helped me a ton like, so when I was at Udemy, that bought 6sense like I was a BDR so it really helped me become an ae, which was awesome. Hey, Christina.

1:08 | Kristina
Hello. Nice to meet you John.

1:10 | John
Good to meet you too. Christina. Happy happy Monday.

1:16 | Kristina

Tuesday.

1:16 | John

Tuesday, yeah. Tuesday, it is. They all blur together. Yeah. Well, good. Good to catch up with you guys and see what you got cooking, you know, have been kind of out of the know of what, what's been going on with 6sense for about a year... successful deployment one time. Even though, I know in previous companies where I was more partnered with marketing and less running marketing with the, we use, the platform as well. So I'm interested in, to see what you guys are up to. And as I mentioned Austin, I am, I'm in an interesting role with a company right now called intradm, then maybe can use your help. I'm a strategic advisor for them right now. I may come on board. I haven't decided yet, but we'll see well that'll work out in the next business quarter, I suppose. And so what's up with you guys?

2:20 | Austin

Nice. Yeah. I was wondering that I was like because I saw that you had CRO in, your e-mail and then it changed to business development advisor, but I was thinking that, so we have about 29 minutes. I want to be respectful of your time just to dive into some of those items that you sent over via e-mail but I would love, to learn, kick it off with learning a little bit more about like what you're focused on in this next quarter before you decide to join or not.

2:54 | John

Yeah. You know, I became involved with this company because I know the private equity principal and he and I got together, and talked about some of the portfolio companies that I might be able to help grow at a little bit faster rate. And so I connected with these guys. I know that industry pretty darn well what they do in the context center space. They've been around for about 15 years. They're growing about 25 percent a year. Their marketplace is pretty hot right now and they should be growing faster than that. I don't think they're knowing a lot of success, in driving leads through their website through paid ads, sponsored activities, anything like that. Most of their leads are generated in events like face to face events, trade shows, events that put on their own webinars of things, right? Their product is a little bit more complicated to understand. And there's really no... super obvious category for what they do. And in other words, you really can't find competitors. So there's not a lot of at chatter out there. Intent marketing is a little harder... but I do see keywords being used out there. And I gave you an example of some of those that are being used that frankly, the company is not gaining any benefit at all, right? They're no, they're not finding themselves at the end of a search engine... the query. And so they're not benefitting from them. And frankly, they're the, you know, kind of... creator of the market. And they're not getting benefit for that. They're letting others lay claim to their category. And so, I'm a bit content, and in the end, more than anything, they don't know their metrics very well, their conversion rates very well. And because of that, they lack... confidence to go after it, right? To throw money at it, to be aggressive to really think they can get a positive outcome out of, you know, getting after, you know, aggressive marketing. So that's where they're at. And I think they've got six sales people. They've got, a small partner channel, there, they do about 60,000,000 arr a year. And and again, more than anything of this is just confidence, right? What are, what are the tools that are putting in place that give them the confidence to push

hard, and make some investments and get after it? That's my assessment of where they're at so far?

5:29 | Austin

Got it. That's that's super. I was that the vision of like starting to use 6sense intent to start getting a little bit more confidence in like what companies to go after with their resources?

5:45 | John

Well, yeah, I mean, look, I think, you know, here's some pretty pathetic numbers, right? They drove 20, inquiries from their website last month, 20, right? I told them they got to have two zeros on that number, right? I mean, I, and they drove three leads. Okay, this is amongst all salespeople, all BDRs and marketing and it's like, you know. So, you know, they were looking their wounds thinking, they never have been successful doing this. So why should they do it? And so they're Lean and doubling and tripling down on events. But there's only so many events you can do in a just, right? So, I mean that's where we're at. I gave them, you know, I did... I had my son who was an seo marketer run a report for me on keywords, and I gave you a little snippets of that after I filtered it out and did a bunch of stuff. But, and there's clearly enough activity for them to go after, but, you know, that's what I'm trying to do is just generate some confidence on their part, to put some investment around it. If you're putting down 2000 dollars a month, in paid ads and seo, you might as well just put down none. And so that's where we're at that's where we're at with the business. And.

7:07 | Kristina

So what is converting for them? Is it E, is it the inperson events? Like how, I guess, what deals are they closing?

7:14 | John

But primarily either... leads that are converted at events that are industry events with the, their principal buying personas that are there that understand what's happening. So, and, you know, to give you an example in the context center space you, which I've been in for about 30 years. You know, it all started with acd systems that got the right call to the right place with the right agent at the right time, right? And that was usually voice. And then of course went into well, yes and e-mail and yes, and chat and social and all that, right? The other side of that equation is what I did at Collabrio, which is really customer experience analytics. What's happening within those calls? What is a good call? What's a bad call? What do you do about those? How do you train your agents? How do you make your experience better and all that right? That customer journey?

8:12 | John

Typically, the data you get out of both sides of that is historical data that you then sit down and analyze. And then you will also think about, you know, what are my peak periods, either time of year, time of day or whatever is staff, your contact center staffing to meet that Demand. So you don't get a 29 minute hold time right? In the I, so then they'll forecast that then it'll create, a staffing pattern for that day and you'll staff, right? Great. Then the day actually happens, right?

And you're in your day. So what intradm does is and it actually means intradm is really intraday what it's intraday contact center automation that adjusts everyone's plans in real time. So when all help goes, you know, goes crazy, a big storm comes through and you get a 1,000,000 more calls or, you know, whatever since happens, your plans were your plans. But now this is the real day. And so what interim does is a bunch of things capabilities and use cases around realtime automation within the contact center that helps them operate better. Okay? So the reason I explained that to you is that's just not something that is just like you can get off a website super easy, right? And I think that's why they struggle with it, is how do you take that? And when I'm trying to get their heads wrap their heads around is, how do you take that face to face conversation and convert it into a digital experience that works? And, and that's really the challenge that they have. But even before they get that, they're just not getting enough lands on their website even for the initial look, right? And so we have to just drive stronger engagement and more advanced than they're getting right now.

10:07 | Kristina

And even sounds like some brand awareness too. Yeah, I just not.

10:12 | John

No knowledge that the categories out there that I mean, even though, you know, you could a, in this industry, you can barely open your mouth with without the letters a and I coming out, right? And so AI and automation are somewhat synonymous and you know, people are thinking about it but they're just the awareness, of this exact part of the market is not really there.

10:37 | Kristina

Well, and I know I didn't get a chance to introduce myself when I hopped on, but so I oversee, our west commercial sales or, but prior to here, I was at Zendesk. So, I was actually there when we evaluated and implemented 6sense, but I obviously have the knowledge of the CX industry. And my husband still works at Zendesk and what you're describing to me, you're telling me not a lot of people know about the category. This is the first time hearing about it. So, yeah, it is, and, we work with a number of category creators like especially in our segment here, but, the problems that you're articulating are exactly what we hear across the board, you know, difficulty getting people to understand like this is a problem that we solve for. So... yeah, definitely an opportunity here. So.

11:25 | John

So, you know, things that are crawling around, in my mind are okay. Well, then you got, when you see what's going on in the dark funnel, you got to find the right keywords and, but in on the conversation, right? And, and start educating the awareness, while our prospective buyers are out in educating themselves, right? I mean, that's what I'm thinking, is a way for them to go get after it a bit, yeah.

11:51 | Kristina

And I would assume that you guys, you likely have a number of partners, right? Like tech partners that you work with closely?

11:59 | John

It's a small number. There's two things I'm doing for this company, helping them feel like how to load the top of the funnel because they don't have enough. And the second part is their partner community is about four partners and.

12:11 | Kristina

I can be.

12:11 | John

100, right? So those are two areas they've been primarily direct and primarily, you know, generating through word of mouth through customers that leave one place and go to the next place that's our favourite world, right? That we live in, and events.

12:29 | Kristina

Got it because we can Austin, I'm sorry, I'm just thinking it had like the technographic piece, right? Like what a, what are some, you know, right? Like, what are some softwares that you might partner with quite well, but you don't have a formal relationship with, we can also ensure that we're targeting folks with the ideal message at the ideal time, but based on technographic info as well?

12:55 | John

Yeah. One of their primary partners, that is an evolving relationship now that shows high potential is with genesis. Okay? For example, and genesis has just shifted completely to their cloud product and left their legacy products behind when they did. So, they have a wem products that's a little bit light. Okay? It's got, so it's got some product gaps in it. Interdm has solutions that fill those gaps. And so, the relationship with genesis is positive because it helps them win more of the core, right? And so even getting involved in chatter around genesis could be a good thing.

13:34 | Kristina

Yeah, definitely. Okay.

13:35 | John

Super.

13:36 | Kristina

Helpful. Sorry, Austin. No.

13:38 | Austin

You're fine. Yeah, John, you mentioned that some competitors are like beating you to it because, you, you're talking about how like you don't have, the confidence to go after the companies at the right time, who are some of the competitors that are like showing up that are winning potential business for intro?

14:00 | John

Well, let me, I'll show you this. So, let me see if I can figure out how to do this on Zoom. Let's see, can I share or I can there we go.

14:11 | Austin

I.

14:12 | John

mean, this was just... the simple research I did. So, these are some of the keywords that I showed you, right? Okay. And, you know, I look at, and so the one thing that, you know, if you ask any executive at introdm, what they do, the first thing they'll say is contact center automation, right? So I just ran a keyword search on that which, you know, built 400 iterations of that, right? And, you know, just the first two, there's 640 of those of, which in the last month, you know, paid ads, you can see coal Miner, Qualtrics and Zoom, right? Get eight by eight, which doesn't really do any of this, right? Salesforce and coal Miner. So 640 searches that intro DM got none of. Okay. So, and, you know, they get 20 a month. And of those 20, how many of those are really looking for jobs? I don't even know, right? But just on, the one main thing that, they lay claim to their 640. The thing that I see in there that's interesting and shows that the market is, you know, growing is that the three months and year over year change in those keywords and so, and frankly, they're not very expensive, to get clickthroughs on. So, you know, what you can see there is, you know, who's getting those looks? And it ain't us, it ain't us ever, we have a couple that we get... organic seo on, but it's six seven eight 910 on the page, which means no one's seeing it. And so, I mean, that's really the challenge that they have, but that gives you an idea of who's getting those looks. It... makes sense to.

15:57 | Austin

Yeah, this is great. So, did you set up all these like topic keywords with... Zoominfo or is that still yet to be done?

16:08 | John

You know, I asked by the way I've been with them for about five weeks now, right? So I asked our... sales Ops person and sadly, they have their intent data... in their subscription but they hadn't turned it on, which is say hello to my wife and how's your this?

16:36 | Austin

I gotta go to my office too.

16:39 | John

Thanks. See you hone. And I forgot, I lost my train of thought.

16:48 | Kristina

Well, the intent data through Zoom info is also just at its core. It's it's different, right? Like with and also Austin is new here. So I wouldn't expect you to notice either yet. But the intent with

Zoom info is gonna be more topic based as opposed to keyword based. So even if theoretically he wanted to hand over these keywords to Zoominfo, it's going to have to like roll up to certain already like precreated topics. So it, you won't be able to get this quite a.

17:19 | John

Well, and Christina, this is kind of when we made our buying decision last time too. It was, I, you get six categories are six topics and it's like, well, none of those work and they work even less here because the topics aren't things really being searched for. So, I don't see them really surfacing much. They did turn them on. We'll see what happens. But I don't have a lot of hope for it, right? Because again, I feel like... we want to see the activity on the main keyword areas and we also want to get a little deeper in that dark funnel. And, but in a conversation, if it's you know, something that's on the, you know, kinda on the periphery of what we'd be doing, but at least try and educate during that time and serve some insight up at that point. So.

18:15 | Kristina

Yeah, exactly. And, and, what we see too a lot of times is like prospects or customers will tell us that on the Zoom info side, it's actually servicing like all of your accounts are showing intent, right? Because, the topics are so broad... and so that could also play in here as well. But yeah, there's... I mean, you're singing our TUNE here? There's definite there's definite alignment from the six in side where we can.

18:44 | Austin

Yeah, you're I'm sure you're gonna make our CRO, latin happy with the dark funnel and creating knowledge at when they're at awareness stage. So you're definitely... signing, the six sense lingo, so.

19:01 | Kristina

I do want to call a couple of.

19:02 | Austin

Things out. Because like, I know we've been asking you questions. You've been super forthcoming with a ton of insight. So a couple of changes that you might be not super familiar with is that 6sense created a Zoominfo replacement product for contact data. So a lot of cros are switching or moving over from Zoominfo to 6sense completely to consolidate tools, but also make it more efficient from a rep perspective, but also a cost perspective. So that's the thing we can also look at outside of just intent and ABM also consolidation approach. Do you happen to know? I know you're only five weeks in, but do you happen to know when that Zoom info contracts up?

19:54 | John

I don't wouldn't be hard to find out but I don't know.

19:58 | Austin

Yeah, we can. We have different packaging where you can like roll into that. Eventually the other piece that might be interesting just because one of, the granularity of the keywords, and also how 6sense provides unlimited would be a good thing as well as like filling, the top of funnel with like Lean teams. So we have, we acquired a company called it's called Saleswhale, right? Kristina, and it's AI like driven conversational e-mail agent. So it's really good for companies with Lean teams to build that awareness. And then once they are ready for a sales rep that will be triggered with workflows. So then your sales reps can attack the ones that are showing the most interests. So I think that could be something interesting to evaluate as well outside of all the things that you already know 6sense as well.

21:01 | John

I'll tell you one thing that... you know, the, to me, it was kind of two sides to the same coin, right? It was like, the data that came out of there... and showed the activity, the intent data that you were looking for was like putting on your party hat. There was so much of it, right? It was just like that's. Amazing.

21:33 | John

The, the challenge to convert it was extraordinarily frustrating because you saw so much of the activity going on out there. So it's almost like a paradox, right? That you didn't know how. And then all a sudden, you saw it, you know, by all these companies that you are so interested in getting involved in, but we, you know, it was still super, it was hard to convert them, right? It was hard to know... who specifically that activity was performing that activity, then narrowing in on them getting surrounded and getting them converted, which was to me... I was surprised, that it was harder than I thought it would be, when you see all that intent either generic or, you know, very specific branded intent and you still can't get it converted, you know, it's interesting to me, you know?

22:29 | Kristina

Yeah. And, and, that as is actually a part that we have probably in the last, I don't know when you bought from us last. But Q2 of last year. So a year ago right now is when we had basically this, it's like a sales activation piece, of all of this intent. So previously, you know, marketers would do such an incredible job of taking folks from being under a rock and moving them through the funnel, moving them through the funnel. And then it gets to sales and it kind of just stopped there in some regard now, and we can show you this in a future conversation. But we've created this platform essentially for sales action on that. So they come in and they say they're able to see this is my hottest accounts, right? Where I should prioritize my time based on intent. But then they can go in, and see a layer for the of, you know, what are the key personas I should be targeting here? What is the key messaging that I should use based on the, you know, the intent, and the keywords that they're looking up. So we can kind of navigate the conversation in that way. And we've got some data we can share with you. But that's led to ultimately shorter cycle times and then larger deal sizes as well because we can ensure that the conversation that we're having is relevant and timely for these folks.

23:49 | John

You know, where?

23:51 | Austin

Were the rep set sports digit using like where it like indicates what location it's coming from, whether they used it, use sales navigator coupled with it tied to triangulate where, what persona is from that location that you sell to and use deductive reasoning of like, hey, this is probably this person. Were they doing that at all or?

24:17 | John

I think they were doing everything they could. We had eight BDRs there and we're definitely using sales nav, right? And Zoom... and it would just be so interesting. You'd see a big company that we'd want to be involved with. You'd see eight people engaging with our content, right? They watched this video, but of course, you don't know who specifically they are, right? So you're out there guessing, and then we'd love a 1,000,000 ads in, on LinkedIn and all that kind of stuff. And it was just interesting to see, you know, I was still a, it was better than flying blind, but it was still a ton of work to get those things converted, and sometimes really frustrating when nothing happened, you know, and, you know, it could be, could have been at sports digit. They were attracting really low level people that were, you know, just doing on a personal thing, or doing whatever, and they weren't gonna convert, but it was surprising to me in some, a lot of cases.

25:12 | Austin

Definitely. Yeah. I think every organization has a different approaches to how they use 6sense, what I personally, I like the insights that you get now because it's not like, hey, reach out to this exact person that's opening this page, but it gives you like a perspective of like what they're interested in. And I can tailor my outreach accordingly but would be great to like continue these discussions, and see and just talk through the additional capabilities to help conversion. Have you talked to Tom? I guess it's Tom and Tim, right? The evp of.

25:58 | John

Yeah, Tom is the CMO, and Jim, and Tim, who's, Tim, who Tim?

26:05 | Kristina

Fitzgerald.

26:06 | Austin

He's.

26:08 | John

he's not there. Hello.

26:09 | Austin

Okay.

26:10 | John

Yeah. So Tom is a CMO. And yes, I talked to him all the time spending a fair amount of time challenging is... the size of his thinking, on things like this, right? So, but you, you've been previously engaged with Tom?

26:29 | Austin

No, no, just in preparation of this call, I just wanted to have his name, so I could ask if he, you and him talk at all about talking to 6sense or what we do.

26:46 | John

No. So I, no, so I am, I'm talking to Tom about this subject on Thursday. Okay? So this is useful in advance of that, right? I've shown him what I just showed you guys about what I see going on out there. And I see people searching on topics that we should be getting engaged with and we're not, and that is concerning to me because someone's getting them.

27:09 | Austin

Sure. Yeah. So for this conversation with Tom on Thursday, what can I send to like make you feel like you have the needed information to make it as productive as possible?

27:22 | John

I don't know. Could you throw, some of those keywords I sent you into your tool and show what's sitting in, the four buckets, of the funnel? Could you do anything like that?

27:35 | Austin

Christina, could you jump in here?

27:37 | Kristina

Yeah. So you're saying take the keywords, that used your son provided you and see what type of intent we're seeing. Yeah.

27:46 | Austin

The list of keywords, so e-mail, it's like call center AI there's.

27:51 | Kristina

Yeah.

27:52 | Austin

15.

27:54 | Kristina

Yeah. So we'll need to loop in a technical resource, on our end... in full disclosure. It, it takes a little time to populate that. I mean, we can share with you what we have on Thursday, but it'll only be two days worth of, you know, populated keywords. We can also similarly tag the website too and uncover like that first party intent data, who is coming to your website but not filling out

forms so we can do that concurrently or, we can do that later on. But yeah, we, why don't Austin, you and I can connect. After this. We'll get an instant spun up for them. We'll pull in a technical resource to help us with this. We'll get the keywords updated and then we'll send over what we've got. We'd love to review it with you on a call to make it easier. But... Thursday just might be a tight timeline.

28:48 | John

No, I get that. And if it, you know, it needs to be further on, it's like we O, they've been operating for 15 years, right? Right? I just have a hypothesis there's a lot going on and they're not participating in, and they own the space. So... and they flat out, you know, I'll tell them, you know, our leadership meeting on the twelfth of June. We're not going to be able to keep that pace of growth going. And unless we load up the funnel, it's just not gonna scale. So, you know, that we need some tools to help us and we need some confidence, we need some confidence. We need to apply, some science to this. I'm working with them on conversion rates and got at least a starting point for them so that they can feel like they can Lean in, throw some money at this and have, you know, a chance in hell of getting something out the other end that's where we're at?

29:42 | Austin

Yeah, I.

29:43 | John

I took some of it.

29:45 | Austin

Notes as well as we use gong. So I'll review it. But top of funnel, driving the top of funnel, improving conversion rates and then increasing your partner network as like three main drivers of, this exploration of 6sense and then a next step as well would be great to get you and Tom together with one of our solutions consultants. I'm sure you did this with izzy, but to demo the ABM platform and show Tom better visualized like how 6sense can help, their marketing campaigns outside of face to face events.

30:25 | John

Yeah... we'll definitely get to that point. So I don't know if Tom has done this research in the past. I don't know if he's done anything on the tenth data before, but, you know, we got to cover this ground for sure. So, and we will this week. So this was good to get reacquainted and I just think anything, what we can do to validate the fact that we see lost opportunity that's going on around there would be useful. I've.

30:59 | Austin

absolutely. I think there's a tunnel on here and then thank you for giving us so much insight into what's going on and where you think we could help. So.

31:10 | Kristina

In terms.

31:10 | Austin

of next steps, what time is your meeting with Tom on Thursday?

31:21 | John

Actually, it's, I misspoke, it's not Thursday. It's it's Wednesday at two o'clock so it's coming up so I wouldn't put the pressure on yourselves to perform too quickly, we can just have the initial conversation. And when you feel like you've got a good day to let's just set up a follow up call.

31:40 | Kristina

Okay.

31:40 | Austin

Yeah. So what do you think Kristina, for next steps for this situation?

31:45 | Kristina

Yeah, we can work to get that those keywords entered. And I'm thinking like mid to late next week. Okay, we can review it back, do, and maybe tomorrow Johnson. So, you know, you're still peripherally involved if you could check with him to see if there's an appetite for getting our tag on the website just through google tag manager should be pretty quick and easy. But if they can do that, then we can pull in, the first party data as well, which will help us get a better picture of like, the full intent that we're seeing.

32:17 | John

And, and just explain to me what we would expect out of that. You're gonna see all the,

32:23 | Kristina

yeah.

32:23 | John

The, those that land on the website and those that leave without filling.

32:29 | Kristina

Exactly. All of the accounts that are coming into the intradem website. And, and like obviously, once, if we were to move as customers here, like, we can narrow down pages that we want to exclude, include whatever. But for the time being just, you know, your website as a whole. And then what we can do is uncover light up that dark funnel here are the accounts that are visiting the page, they're not filling out forms the, maybe they're going to your demo page, maybe they're going to this page, and then we can leverage that. But by seeing like, the full broader intent of who all is doing that. But then we can use that, when we try to... when we show like how we can narrow down our segments and our audience, we can say, hey, this person, we want to target accounts that have been on the website and have been looking up these keywords, and this is our bottom of funnel. And then we want to target folks that haven't, been

on the website but are looking at these keywords, maybe this is our mid funnel, so we can kind of illustrate that stuff a little bit better.

33:30 | John

Got it. Okay. That sounds good. We got a plan and... just shoot me something for them next week and we'll be good.

33:38 | Austin

Yeah, all.

33:39 | John

the git, I.

33:40 | Austin

our solutions consultant to see timing for that, and then send an invite to you and Tom or I'll coordinate with you what works best, but I'll in the meantime, I'll send you an e-mail based on what we discussed and, some data points for your conversation with Tom tomorrow too.

33:58 | John

Okay. Sounds great.

34:00 | Austin

All right. Well, I appreciate your time, John, I, I'm excited to continue the discussions with you.

34:06 | John

All right. Have a good one. Thank you, guys. Bye bye.