



Salesloft.

E Solutions | Salesloft

Salesloft BVA and Account Brief

October 2025

Executive Summary - Enabling Campaign Execution in E Solutions' Field Sales Organization



E Solutions and Salesloft have partnered since mid-2024 to equip Digital Sales Engineer (DSE) sellers with the Salesloft platform, which has demonstrated value in driving workflow efficiencies, structuring the selling process, and generating substantial new business.

Following success with the DSE organization, E Solutions and Salesloft have outlined a series of platform use cases that would **deliver substantial value to Field Sales Engineers (FSE)** and the larger E Solutions GTM value creation actions.

By utilizing Salesloft to embed sales campaigns into FSE workflows, E Solutions can increase the volume and regularity of digital touchpoints with Measurement Solutions accounts, leading to the growth of strategic relationships, stakeholder networks, and expansion opportunities. Through campaign deployment and orchestration, Salesloft will support E Solutions FSEs to grow the revenue from each Measurement Solutions account by 2%, equating to roughly **\$80M of incremental annual revenue**.



To test the FSE use cases, E Solutions deployed Salesloft licenses to 19 sellers, beginning in late May. As of early July, the data provides **strong validation of the value hypothesis**. The volume of account touches managed through Salesloft has a **.91 correlation with meeting performance**, and the top half of **Salesloft adopters outperform consistently in leading indicators** like email replies and meetings booked.



The following presentation provides an overview of the Business Value Assessment, pilot results, and go-forward value realization plan.

The appendix also lists a recent value analysis of the DSE organization, delivered to E Solutions, as an example of an aligned value measurement methodology



Agenda

1

E Solutions Field Sales Engineer (FSE) use cases and strategy

2

FSE pilot performance tracking and findings

3

Account transition and value tracking

E Solutions is evolving its GTM through four value creation actions

Core Business Defense



New Customer Acquisition



Product Whitespace Removal



Solution Demand Creation



Greenfield & Expansion Projects



Operationalizing the E Solutions value creation actions through three GTM Machines



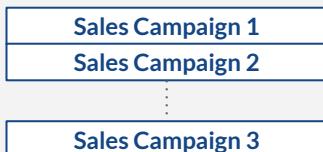
Plan

Reason: To explicitly and programmatically tie sales campaigns to overall growth objectives and organizational priorities

Inputs:



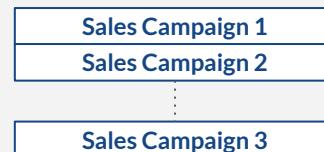
Process, Outputs and Deliverables:



Design

Reason: To efficiently deploy resources in the global functions and WA organizations to facilitate the creation of supporting materials around the sales campaign process

Inputs:



Process, Outputs and Deliverables:



Execute

Reason: To effectively deploy sales channel to create and capture demand generated by outreach activities

Inputs:



Process, Outputs and Deliverables:



What happens if the execution phase isn't equipped to succeed?



GTM Org

Roadblock 1: No system for consistency or accountability

Without delivering value-add workflows with embedded content, E Solutions has no way to ensure accountability of GTM programs

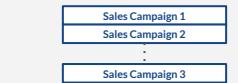
Plan

Reason: To explicitly and programmatically tie sales campaigns to overall growth objectives and organizational priorities

Inputs:



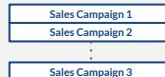
Process, Outputs and Deliverables:



Design

Reason: To efficiently deploy resources in the global functions and WA organizations to facilitate the creation of supporting materials around the sales campaign process

Inputs:



Process, Outputs and Deliverables:



Execute

Reason: To effectively deploy sales channel to create and capture demand generated by outreach activities

Inputs:



Process, Outputs and Deliverables:



FSE

Roadblock 2: FSEs lack capacity

Due to manual workflow burdens, FSEs only have capacity to regularly engage with the ~10% of contacts that send quotes



FSE

Roadblock 3: Content isn't in the workflow

Due to capacity restrictions and lack of access to product content in the workflow, Field sellers struggle nurturing the customer base, cross selling products, and filling white space



GTM Org

Roadblock 6: Teams can't measure program performance

Without insight into program and campaign performance, cross-functional teams cannot measure and refine the strategy



GTM Org

Roadblock 5: Managers don't have visibility

Without insight into how FSEs engage their contacts, managers miss coaching opportunities and struggle forecasting accurately



FSE

Roadblock 4: Data isn't clean

With ~30% of the contacts in a territory changing every year, FSEs struggle keeping clean data and accurate contact lists

RESULTS

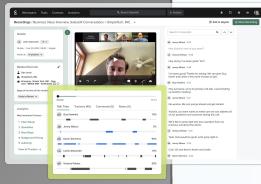
↓ Core Business Defense ↓ New Customer Acquisition ↓ Solution Demand Creation ↓ Product Whitespace Removal ↓ Greenfield & Expansion Projects

Salesloft functionality equips FSEs to succeed in the execution phase



↑ Whitespace removal ↑ Solution demand creation

Structured outreach to reach new stakeholders with the right product messaging

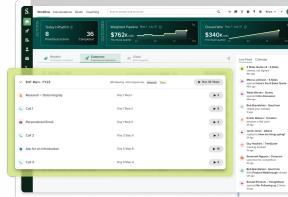


Recorded trainings, with content embedded into the workflow for seamless activation

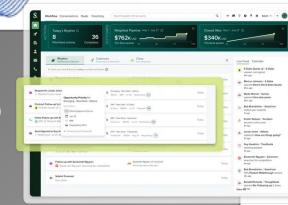
↑ New product launch speed

↑ Capacity ↑ Account penetration ↑ Data reliability

Automated activity logging and contact updates to remove workflow burdens and standardize data entry

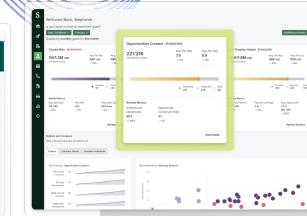


Signal activation and prioritized workflows to engage high-propensity and at-risk accounts



↑ Stage conversion ↑ Core business defense

Advanced reporting for program insight and measurement



↑ Coaching ↑ Program measurement



Salesloft.

Closing the attention gap is worth \$80M in annual incremental bookings, supporting E Solutions's efforts to outpace the 7% goal and achieve above-market growth



Core Business
Defense



Solution Demand
Creation
Product
Whitespace
Removal

	CURRENT STATE	FUTURE STATE
Accounts per FSE	40	
Touches per account, per month	10	+ 30
Stakeholders per account	50	+ 20
Product lines sold per account	5	+ 1
Average revenue per account	\$100k	+ \$2k
Total Measurement Solutions Accounts	40,000	
Total yearly revenue	\$4B	+ \$80M

ANNUALIZED IMPACT OF
SALESLOFT ACROSS 1,000 FSEs

+ 1.2M account touches

+ 800k contacts

+ 40k product-line sales

Salesloft projects a 3-year partnership **ROI of 25X**



Value potential from 2% growth per Measurement Solutions account

Closing the attention gap is worth \$80M in annual incremental bookings, supporting [redacted]'s efforts to outpace the 7% goal and achieve above-market growth



Incremental yearly revenue

+ \$80M

20% discount to account for externalities

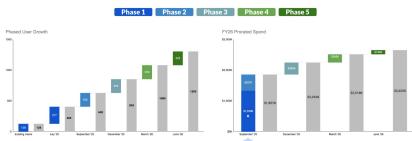
+ \$64M

Accounting for license deployment schedule in ramp time

Ei phased user growth

Phased deployments through mid-2026

- Phase 1 expansion in July '25
- Phases 2 through 5 in FY26
- July '25 contract locks reduced pricing for subsequent phases

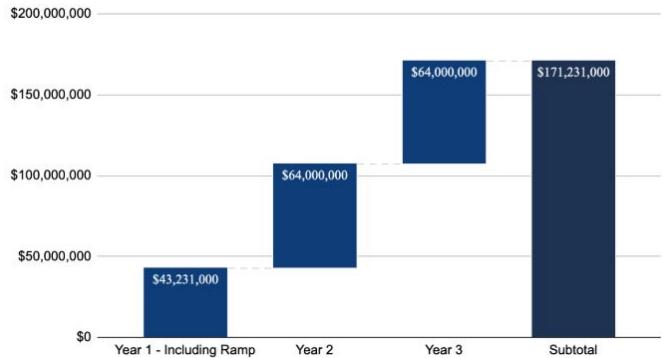


\$171M 3-Year revenue impact 25X ROI

Based on conservative growth projections on E Solutions Measurement Solutions accounts

Inclusive of conservative ramp during deployment and discounted adoption

Impact to Closed Won Revenue



Initial FSE Salesloft use cases for near-term scaling



Capabilities and Plays	Purpose	Outcome
Admin reduction <i>Capability</i>	Sync CRM, eliminate task-logging, and bring all-channel engagement and calendaring into a centralized tool	↑ FSE time saving & capacity
Surface signals <i>Capability</i>	Ingest and serve customer engagement signals and task recommendations in seller workflow	↑ Core business defense ↑ Product whitespace removal
Lead Response <i>Play</i>	Rapid engagement and lead qualification - ensure all leads are engaged near-instantly with automated first touchpoint	↑ Lead conversion ↑ New customer acquisition ↑ Greenfield and expansion projects
Core Prospecting <i>Play</i>	Targeted prospecting cadences to develop and qualify new business opps, based on prospect type, geography, etc.	↑ New customer acquisition ↑ Greenfield expansion
Uplevel Coaching <i>Capability</i>	Manager review execution stats & pipeline progression to help improve and model best practice seller performance	↑ Reporting for E Solutions Management System ↑ Manager efficiency
Customer Lifecycle Plays <i>Play</i>	Additional playbooks - opportunity nurture, closed lost winback, onboarding, product / feature awareness	↑ Core business defense ↑ Product whitespace removal ↑ Solution demand creation ↑ Greenfield and expansion projects



Agenda

1

E Solutions Field Sales Engineer (FSE) use cases and strategy

2

FSE pilot performance tracking and findings

3

Account transition and value tracking

Initial FSE Salesloft success metrics



Primary Success Criteria

Qualitative feedback (sentiment from chairsides, with a focus on workflow efficiency)

Activities (and sub-activity metrics - emails, calls, etc.)

Account Engagement (total account touches, accounts touched, touches per account)

Automation rules fired

Validation Criteria

User configuration (calendar sync, CRM sync, etc.)

Cadence validation (people added successfully, activities are logging)

Automation validation (automated activities are sending, automation rules are firing)

Meeting links are active

Info Points

Email bounces

Reply rates



Current FSE adoption and time savings suggest that a rollout to the larger FSE population could be worth over \$1M in efficiency gains alone

FSE pilot adoption



Value of efficiency gains

19 FSEs completed 2,784 selling activities across 29 working days

Assuming 1 minute saved per activity, FSEs have already saved 46 hours

- Structured Cadence content and planned next step
- Reduction of manual activity logging
- Workflows prioritized based on buyer engagement signals

Extrapolating efficiency gains to 1,000 FSEs:

- 22k annual hours saved
- Equivalent to 10.5 full time employees
- Assuming FSE salary of \$100k in salary, that's over \$1M per year in salary cost savings

The top half of FSEs, ranked by Salesloft adoption, capture more engagement from customers and outperform in measurable leading indicators

Performance insights from the top 50% of Salesloft adopters

26% more touches per account each month

9.7X more email replies each month, per seller

6% more meetings per month, per seller

Date range:

- 5/28/2025 (Pilot start) through 7/7/25

Roles:

- Pilot FSEs only
- Excludes admins and managers
- Includes Active usernames only
- Rep adoption metrics (ex. Cadence activity per day) adjust based on user activation date

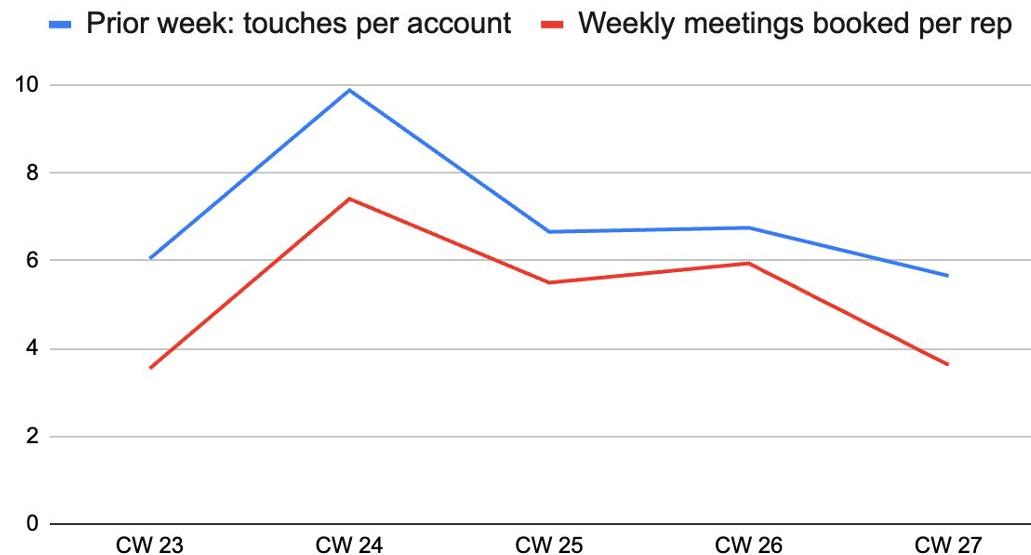
Methodology

- Reps from each team are ranked by Salesloft adoption (average daily Salesloft activity). The model then calculates average success metrics per month, per rep, from for each group

Salesloft functionality equips FSEs to succeed in the execution phase



Account engagement is highly correlated to meetings



.89 correlation

As E Solutions FSEs touch each account with more consistency and regularity, the chances of that account doing business increase

The original FSE value hypothesis showed that increasing touches per account from 10 per month to 40 per month would result in:

- More customer engagement
- More stakeholders identified
- More product-line opportunities created
- Higher revenue per account



Agenda

1 E Solutions Field Sales Engineer (FSE) use cases and strategy

2 FSE pilot performance tracking and findings

3 Account transition and value tracking

Revenue Orchestration Program Governance

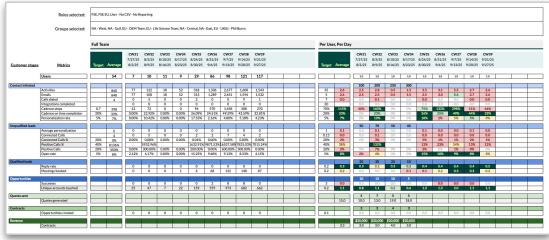


Purpose	Team			Frequency
Strategic Alignment, Governance, and Value Realization	Salesloft Executive Sponsor(s) Sales Account Directors Customer Success Manager	E Solutions Executive Sponsor(s) Business Owner(s) Platform Owner(s)		Quarterly / Annually
Program Management	Salesloft Engagement Manager Lead Consultants	E Solutions Program Owner Marketing Lead(s) Sales Lead(s)	Platform Governance Cross-Functional Alignment & Cohesion	Bi-weekly / Monthly or Ad-Hoc
Project Execution	Salesloft Lead Consultants & Customer Success Manager Engagement Manager Solutions Architect (as needed)	E Solutions Program Owners Admins SMEs (as needed)	Cadence & Sales Play(s) Development and Optimization Platform Reporting and Performance Monitoring	Daily / Weekly

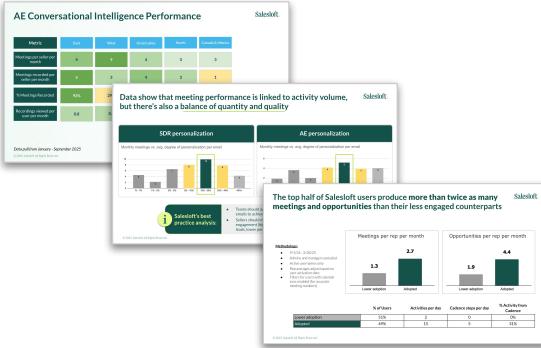
Value tracking and realization plan



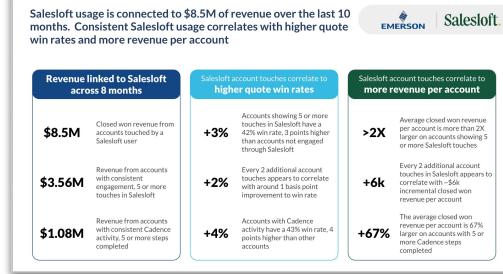
Monthly



Quarterly



After 24 months



Program Management

- Monthly adoption tracking
- Tracking of KPI metrics from Business Value Assessment
- Customer-provided performance metrics

Quarterly Business Reviews

- POV updates and alignment
- Adoption reporting
- Best practice identification
- Cohorting analysis and light value realization
- KPI adjustments where needed

Dedicated Value Realization

- Re-run of leadership discovery and value case identification
- CRM data analysis and revenue attribution based on BVA value hypothesis - account touches vs revenue
- ROI reporting and strategic advisory



Salesloft.

Appendix

Agenda



- 1 E Solutions Field Sales Engineer (FSE) use cases and strategy
- 2 FSE pilot performance tracking and findings
- 3 Account transition and value tracking
- 4 Performance and ROI of the DSE Salesloft deployment

Methodology



Following the E Solutions team's recent completion of OSA Account ID mapping to accounts in Salesloft, Salesloft analyzed the relationship between account touch volume and quote performance.

E Solutions quote data containing quote size, quote status, and unique account/site identifiers was linked to a Salesloft activity export to investigate correlation between account activity and performance.

- Date range:
 - October 1, 2024 to June 20, 2025
- E Solutions account and quote data (CRM)
 - E Solutions quote data containing quote size, quote status, and account GDMID
 - E Solutions account list, including unique account GDMIDs and CRM IDs
- Salesloft data exports
 - Salesloft account export, listing CRM ID / OSA Account ID and a Salesloft account ID for each site
 - Salesloft account engagement report, listing account touches and cadence steps completed per Salesloft account ID



Salesloft.

Salesloft usage is connected to \$8.5M of revenue over the last 10 months. Consistent Salesloft usage correlates with higher quote win rates and more revenue per account

Revenue linked to Salesloft across 8 months

\$8.5M

Closed won revenue from accounts touched by a Salesloft user

\$3.56M

Revenue from accounts with consistent engagement, 5 or more touches in Salesloft

\$1.08M

Revenue from accounts with consistent Cadence activity, 5 or more steps completed

Salesloft account touches correlate to higher quote win rates

+3%

Accounts showing 5 or more touches in Salesloft have a 42% win rate, 3 points higher than accounts not engaged through Salesloft

+2%

Every 2 additional account touches appears to correlate with around 1 basis point improvement to win rate

+4%

Accounts with Cadence activity have a 43% win rate, 4 points higher than other accounts

Salesloft account touches correlate to more revenue per account

>2X

Average closed won revenue per account is more than 2X larger on accounts showing 5 or more Salesloft touches

+6k

Every 2 additional account touches in Salesloft appears to correlate with ~\$6k incremental closed won revenue per account

+67%

The average closed won revenue per account is 67% larger on accounts with 5 or more Cadence steps completed



Extrapolating Salesloft's demonstrated results to a conservative funnel shows an expanded rollout worth an estimated \$8M of incremental annual closed won quotes, or \$670k every month

Dataset included 3,947 quotes sent to 844 accounts in the past 8.5 months

	CURRENT STATE	FUTURE STATE	
Quotes sent per year	4,500	+ 675	Consistent account engagement is helping E Solutions generate pipeline. 15% of all quotes were sent to accounts with 5 or more Salesloft touches
Average quote size	\$24k		
Yearly pipeline	\$108M	+ \$16M	
Quote win rate	39%	42%	Persistent account touches also appear to drive conversion. Accounts regularly touched through Salesloft show higher win rates. Every 2 additional account touches appears to correlate with around 1 basis point improvement to win rate
Yearly closed won quotes	\$42M	+ \$10M	
		+ \$8M	
Applying a conservative 20% discount to account for externalities:			