Sales StackUp
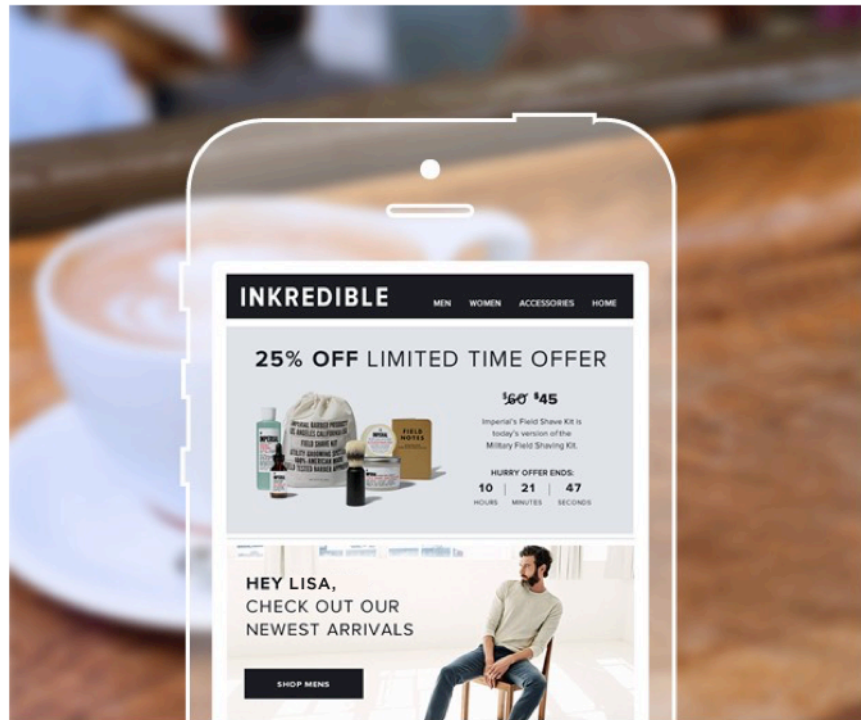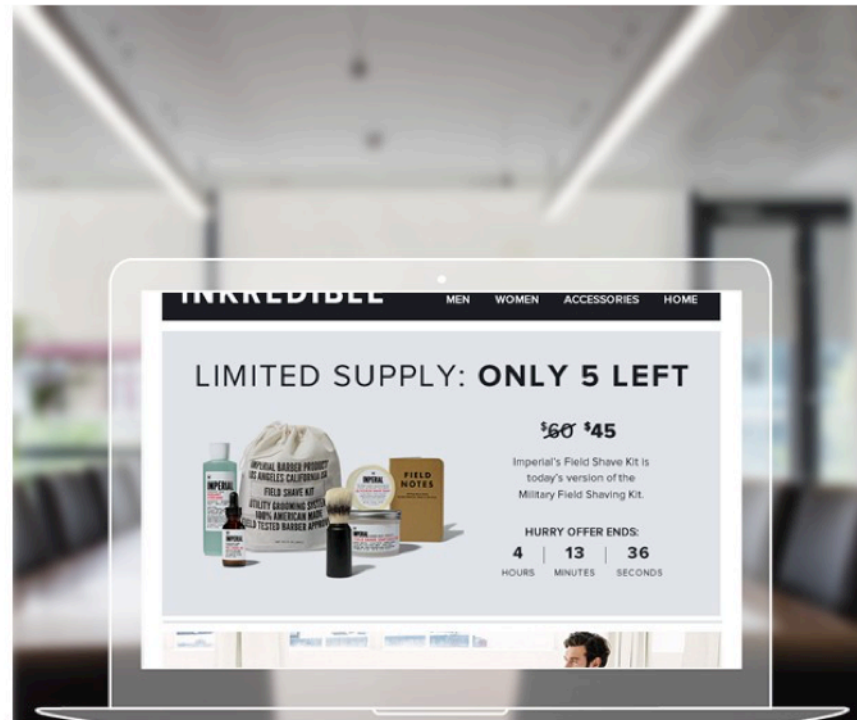
AUGUST 4, 2015
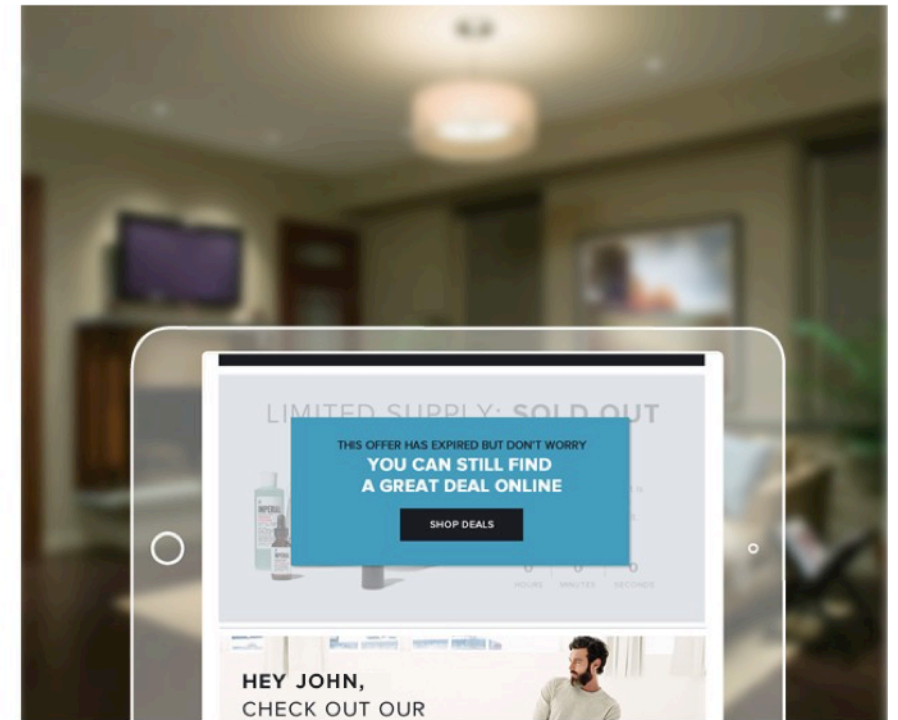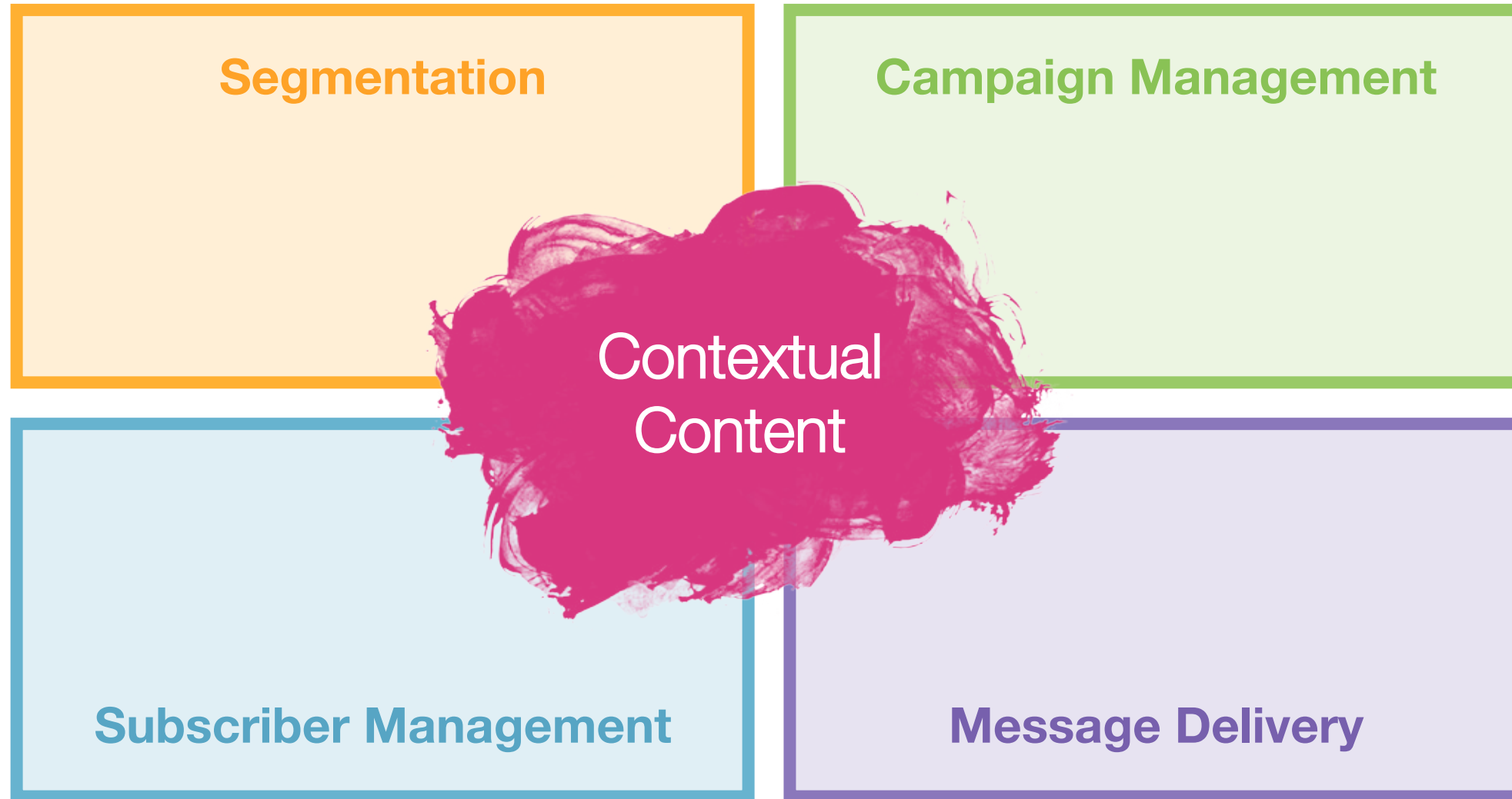
So should email.

LISA
8:15 AM, Coffee Stop

PETER
1:30 PM, At Work

JOHN
9:00 PM, Back Home

Movable Ink

Movable Ink is a contextual experience engine that enables email marketers to deliver dynamic content that changes according to the context of each individual customer.

Segmentation

Campaign Management

Contextual
Content

Subscriber Management

Message Delivery

Movable Ink

Client Growth 2011-2015

320 (F)

Year	Clients
2015	
2014	200+
2013	120+
2012	60+
2011	20+

Over 40 Billion Served

- Live Content Impressions
- Projected for end of 2016

60bn
50bn
40bn
30bn
20bn
10bn

2012 2013 2014 2015 2016

OUR PARTNERS

Bronto acxiom Experian bluehornet DigitasLBi

salesforce marketing cloud epsilon SILVERPOP ebay enterprise

Movable Ink
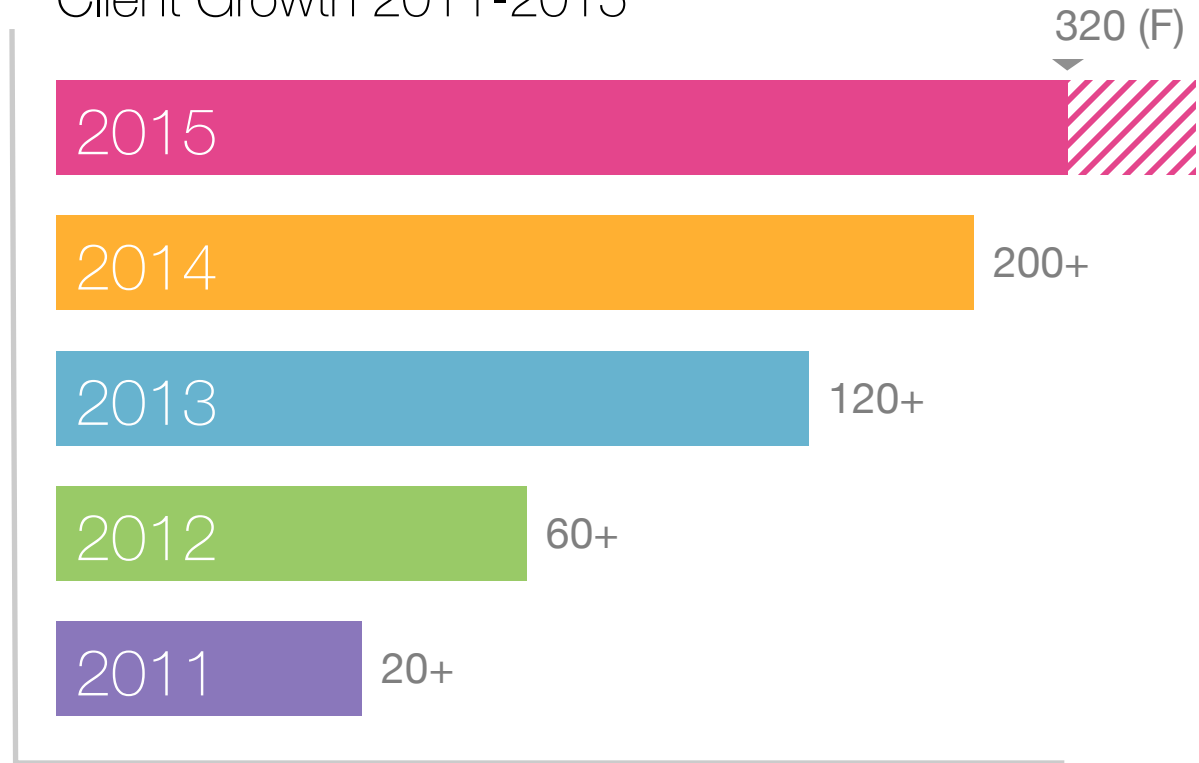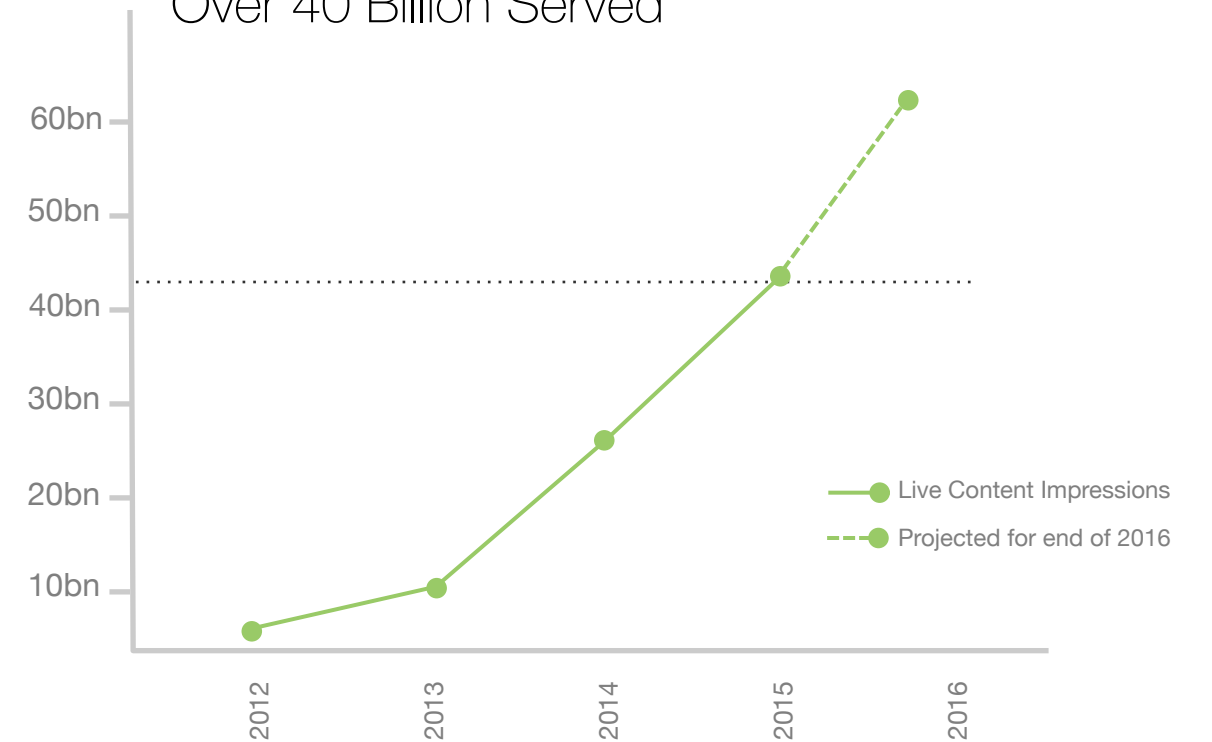
Personalization

- Increase response rates with hyper-personalized emails and uniquely tailored content

- Personalized at the moment of open

Automation

- Easily automate content creation

- Repurpose content from the web and social

- Ensure cross-channel consistency

Optimization

- Optimize based on performance in real time

- Insights based on real-time analytics

- Optimize for the individual, on-the-fly

Innovation

- Stand out in a crowded inbox

- Create compelling user experiences

DELL

DOWJONES

Emirates

ROGERS™

ESPN

ebay

Finish Line

Fidelity
WORLDWIDE INVESTMENT

HYATT®

Sprint®

ticketmaster®

TIME

Bass Pro Shops

PayPal

Best Western®

Comcast

EA™

YAHOO!

EXPRESS

CITI®

Virgin atlantic

VIACOM

Disney

AutoTrader

Sales Strategy & Process

Movable Ink

Movable Ink

We share a passion for understanding our client's goals and objectives and delivering them value and solutions that have a meaningful impact on their business

Solution Selling	Provocation-Based Selling
Competes for vendor preference within an existing budget	Compels project investment outside an existing budget
Aligns with the prevailing point of view	Challenges the prevailing point of view
Addresses acknowledged pain points	Addresses unacknowledged angst
Targets tactical problems	Targets strategic problems
Begins with technical proof and then builds a business case	Begins with the business case and then provides technical proof
Starts as an IT or line-of-business dialogue	Starts as an executive-level dialogue
Asks questions to identify needs	Uses an insightful hypothesis to provoke a response
Responds to issues described by the client	Is proactive and leading, forcing issues out

State the Problem, Not the Solution
  a. Why Buy Anything
  b. Why Buy from Us
  c. Why Buy Now

Sales Enablement as Forrester Research defines it:
Sales enablement is a strategic, ongoing process that equips all client-facing employees with the ability to consistently and systematically have a valuable conversation with the right set of customer stakeholders at each stage of the customer's problem-solving life cycle to optimize the return of investment of the selling system

1. Training & Onboarding
2. Sales Process—*A Set of Well Defined Stages that Can be Tracked*
3. Content & Tools for the Buying Cycle
   - Playbook
   - Templates (Email, etc.)
   - Client Personas
   - Presentations
   - Competitive Kill Sheets
   - Case Studies
   - Testimonials
   - Product Demos
   - Client References
   - TEI/ROI Calculations
   - Contracts & Forms
4. <u>Reinforce</u> the Behaviors to Drive Adoption

Sales Stage

1 Research	2 Engage	3 Listen	4 Tailor	5 Present	6 Reinforce	7 Close	8 Deliver

Description

Research	Engage	Listen	Tailor	Present	Reinforce	Close	Deliver
Do your research so initial prospect interactions and conversations are highly relevant	Get in touch with the right person/ audience and ask the right questions so you can engage in valuable discovery	Gain the knowledge you need to create a compelling solution	Use what you've learned to develop a highly-relevant solution with unique differentiators	Deliver strategic recommendations that solve the prospect's unique business issues.	Follow Up with key messages and incorporate additional input learned during proposal development.	Come to a mutually agreeable understanding, define terms, and secure a prospect commitment.	Complete and process the contract and transition to Client Experience.

PREP (between Engage and Listen) · **DRY RUN** (between Tailor and Present) · **PREP** (between Present and Reinforce)

Prospect Engagement

Research	Engage	Listen	Tailor	Present	Reinforce	Close	Deliver
• Prospecting • Inbound/ Outbound • Research • Lead created in SalesForce	• Initial Meeting • Field Marketing • Set Sales Process Expectations	• Discovery Meetings • SDR hands off to Sales • Opportunity created in SalesForce	• Review Value Proposition with Coach • Refine For Them	• Present Tailored Solution • Engage Decision Makers	• On-Site Visit • Client References • Introduce CX and Support • Agree on close plan	• Proposal • Terms • SOWs • SLAs • Red Lines	• Tag Site • Go Live • Success Criteria • Ask for Referrals

Thank You!