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Share Data.
Network Intelligence.
Grow Revenue.

April 2016

My background

- Pepsi, FedEx, LinkShare/Rakuten, GSI, eBay, CI
- 28 years
- 1000 reps
- $3.4B in Enterprise Value
- 3 successful exits

The Problem.

The B2B world manages revenue through seller activities (CRM) in the absence of intelligence about buyers.

The Symptoms.

- Forecasts are correct 46% of the time.

- Over 75% of a sales manager's and a professional's time is spent on administrative/non-revenue producing tasks such as data input into CRM.

- 56% of sales professional miss quota.

- 25% of sales professionals lose their jobs every year.

- Selling done through playbooks, not personalization.

- From top of the funnel to close, the conversion rate is 2%.

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Why it matters*.

Scope of the Problem

Over **13,000** B2B enterprises have a sales force of 50 or more people

4.3 million B2B sales people in the United States

Sales employees account for approximately **10% of total FTEs**

Size of the Market

American companies **spend $1T to generate $8T in revenue** (13% of total revenues generated)

Salaries account for **less than 30%** of this cost

91% of B2B sales happen person to person

Speed of Growth
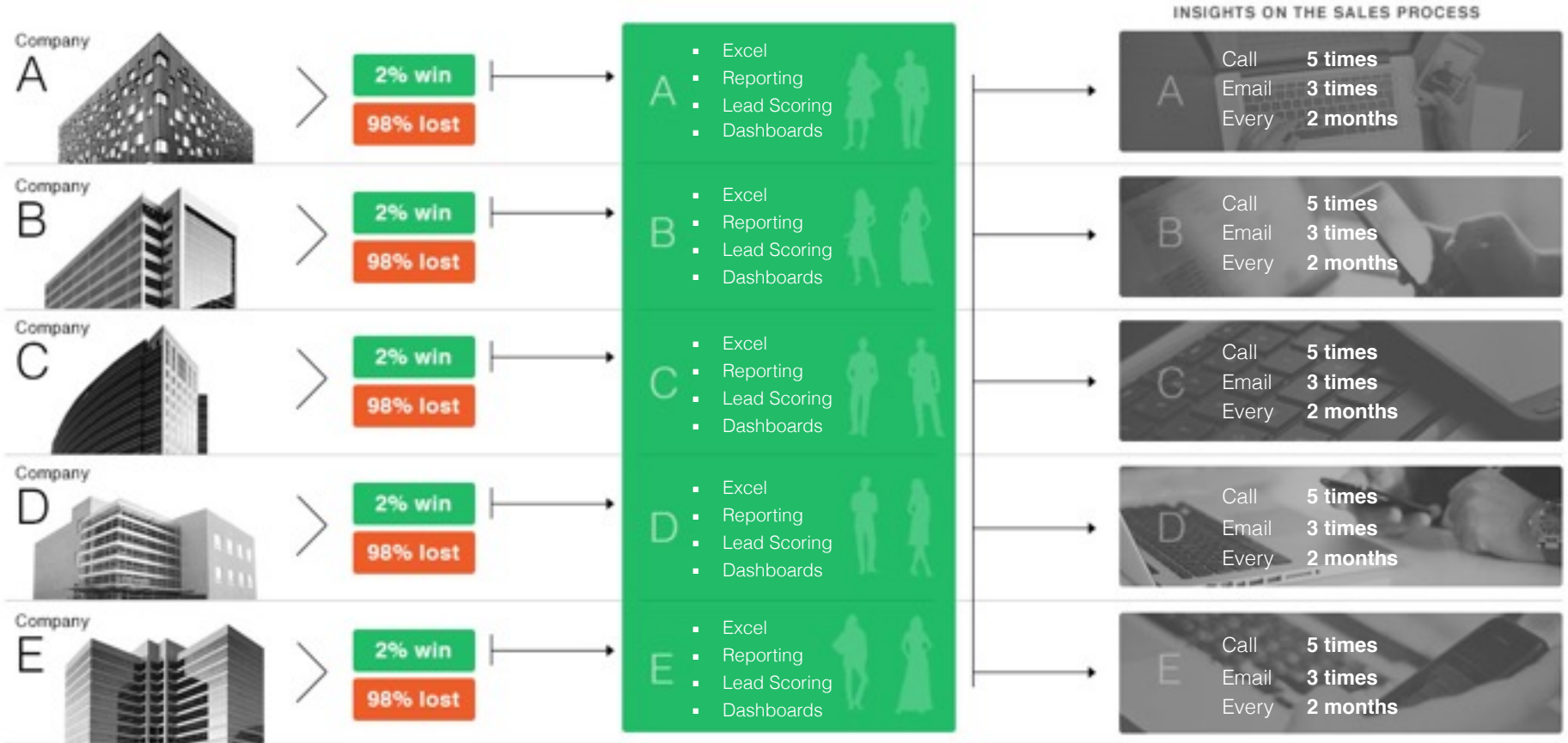
Global SaaS forecasted to reach **$106B by 2016**

YOY **increase of 21%**

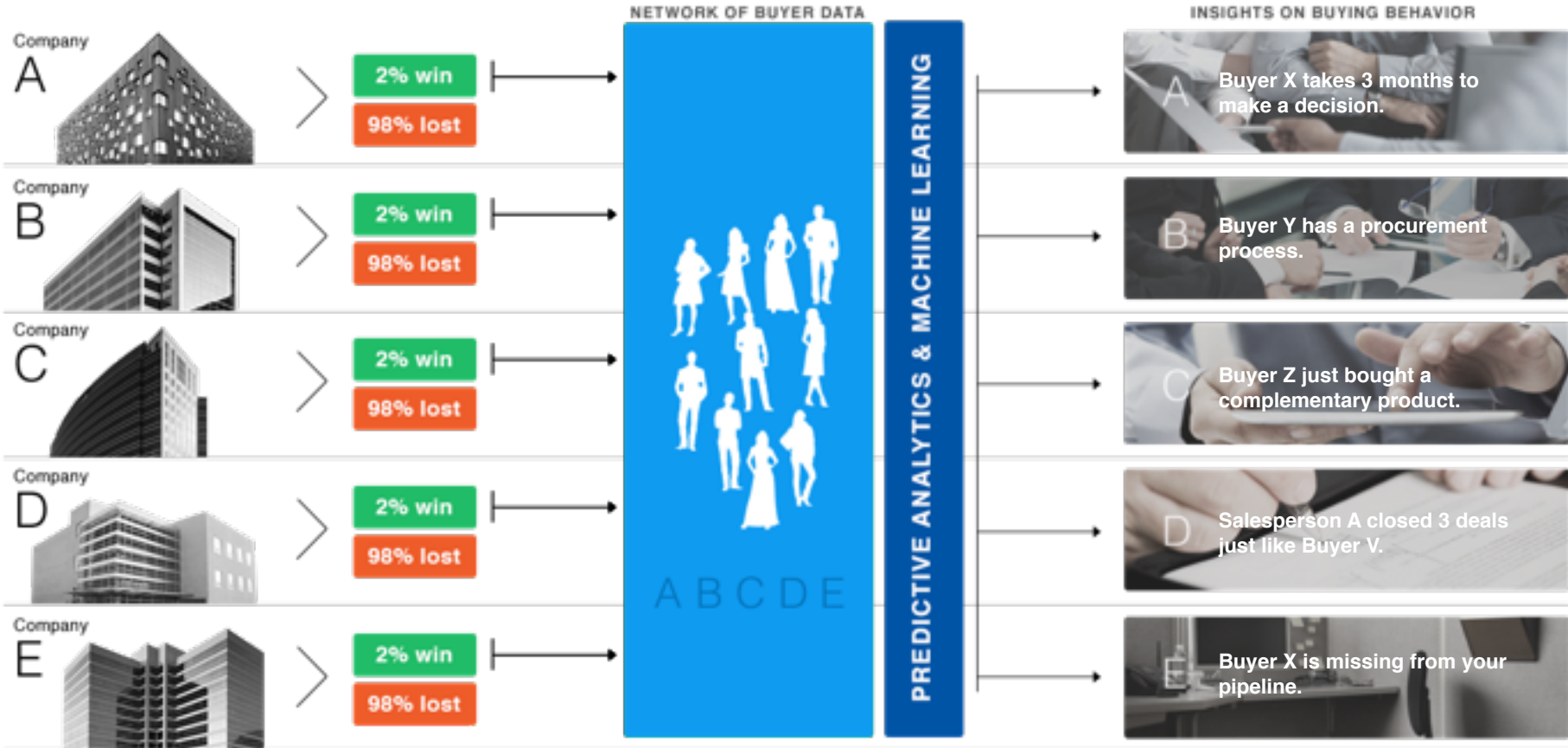CRM market > **$20B and growing at 22.6% CAGR**

$12.8B spent annually on sales acceleration

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The old paradigm.

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NETWORK OF BUYER DATA

INSIGHTS ON BUYING BEHAVIOR

PREDICTIVE ANALYTICS & MACHINE LEARNING

Company A — 2% win / 98% lost

Company B — 2% win / 98% lost

Company C — 2% win / 98% lost

Company D — 2% win / 98% lost

Company E — 2% win / 98% lost

A B C D E

A — Buyer X takes 3 months to make a decision.

B — Buyer Y has a procurement process.

C — Buyer Z just bought a complementary product.

D — Salesperson A closed 3 deals just like Buyer V.

E — Buyer X is missing from your pipeline.

Amazon changed the paradigm in B2C.

35% of Amazon's sales come from recommendations based on past purchases.

In 2014, Amazon won a patent for anticipatory shipping.

In order to pre-sell and upsell, they had to have access to a network of data.

"We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better."

Jeff Bezos

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Tools

- Altus for the front end of the stack
- Sales Navigator & Sales Loft
- SF.com for CRM
- Collectivei for the sales process
- Totango for Client Success

Sales Team

- 6 Directors of Enterprise Client Development (200+ sales org)
- 4 Client Development Managers (50-199 sales org)
- 4 Researchers aligned with regions
- Team @ Altus to drive lead generation & social selling
- 2 FTE's on events
- 1 Thought Leadership

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How we work….tactics

- We celebrate a sales culture, it's the oxygen for all organizations
- We hold each other accountable
- We don't hold sales meetings or training during sales hours
- We connect twice per week to help build personal networks
- We expect our sales professionals to be the highest paid people in the organization
- We don't do forecast Fridays
- We make it a habit of saying the a good idea…and vs. but

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"Count what is countable,
measure what is measurable,
and what is not measurable,
make measurable."

- Galileo Galilei

Questions?