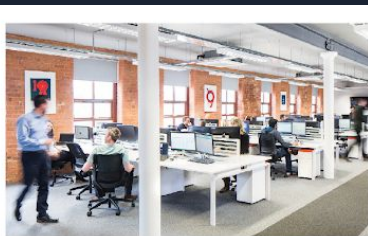# Who We Are

We Are Workday Experts

OneSource Virtual is a Workday services and software partner that helps Workday customers with absolutely anything from deployment to maintenance to payroll and more.

13+

Years of Experience

900+

Customers

~1,000

Employees Fully Dedicated to Our Customers' Needs

A LEADING GLOBAL BPAAS PROVIDER FOR WORKDAY

6sense   Breakthrough 2021

The Problem

01

LIMITED TAM

- Every account gets everything
- Quality of CRM contact data
- Contact message fatigue
- Unknown account stage progression

02

MARKETING + SALES

- All about marketing generated revenue
- Disjointed co-prospecting & campaign efforts
- MQLs not viewed as relevant

03

ABM

- Who should we target in our small TAM that's not already getting the general marketing messages?
- Are we too small to successfully run ABM?
- Sales did not understand how to define targets or what to do with them

Identifying a Solution

01
Evaluate Options

02
Demo

03
Engaged Sales

04
Sales LOVES it!

05
CEO Agrees to Buy

Marketing's Decision to Buy 6sense

This was Mitch and me...

6sense   Break*through* **2021**

The Solution

"In-Market" is the New Inbound

Marketing & Sales agree on WHO does WHAT and WHEN

Target
Under attack

Awareness
Signs of LIfe

Consideration
Learning

Decision
Engaging

Purchase
Meeting

BRAND

DEMAND & LEAD GENERATION

SALES DEVELOPMENT + ACCOUNT EXECUTIVE
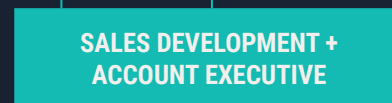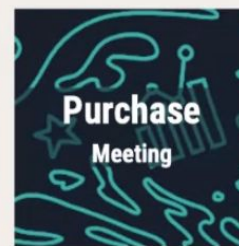
Sales Initial Reaction to the 6sense Purchase

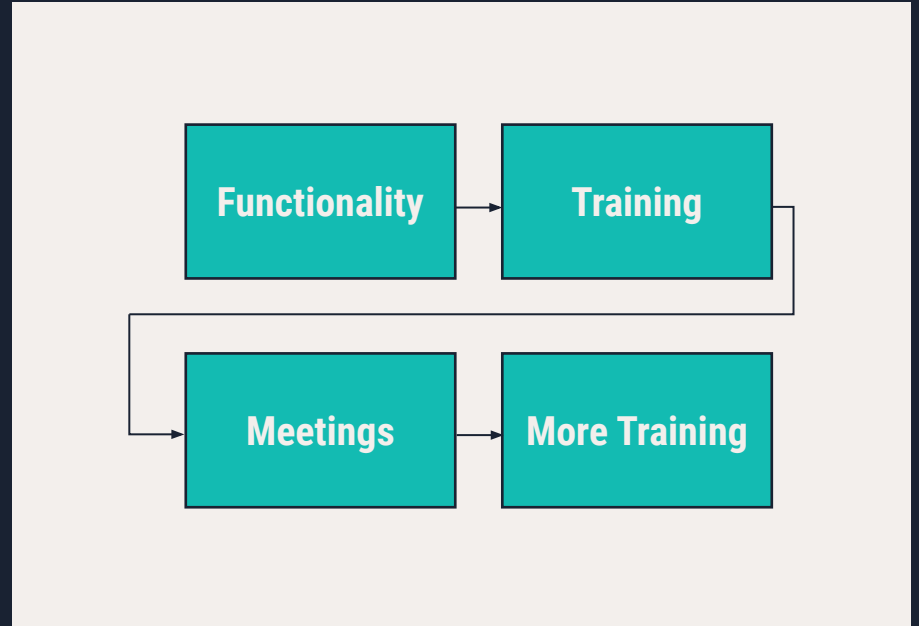> "*6sense looks really cool, but Cay – you know there's more than just data to get opportunities created.*"
>
> **- OSV SALES LEADERS**

PROVE IT!

Sales Initial Reaction to the 6sense Purchase

"It's not the account executives' fault Cay, or mine – there are too many tools we are expected to use."

- OSV SALES LEADERS

Small Wins in the First 6 Months Led to Increased Engagement

Promote and discuss wins **every week** at the sales pipeline call

10
Marketing generated opportunities not in the 2021 target list of accounts

02
Contacts had gone dark; shared with WD and got back on track

$900K
Total booking value of pipeline added

3X
Revenue from 6sense opportunities were 3x higher than other marketing generated opportunities

6sense   Break through 2021

Tactics

Weekly Team Meeting (CSDs:AE)	Weekly 1:1 (CSD:AE)	Weekly 1:1 (Mitch:CSD Mgr)	Weekly 1:1 (Cay:Mitch)	Weekly 1:1 (Cay:Sales RVP)
• MGO status • Dashboards • Use cases	• Account strategy • New targets • Nurture existing opportunities	• MGO status • Issues/concerns • Successes • Course correction/ tactics	• MGO status • Issues/concerns • Successes • Course correction/ tactics	• Discuss data • Hot accounts • Sales enablement • Team behaviors (good/bad)

OSV's RevTech Revolution

The Need for Next Level Data – By Sales Region

LEVERAGED TOOLS

- 6sense
- CRM
- Marketing Automation Platform
- Google Analytics
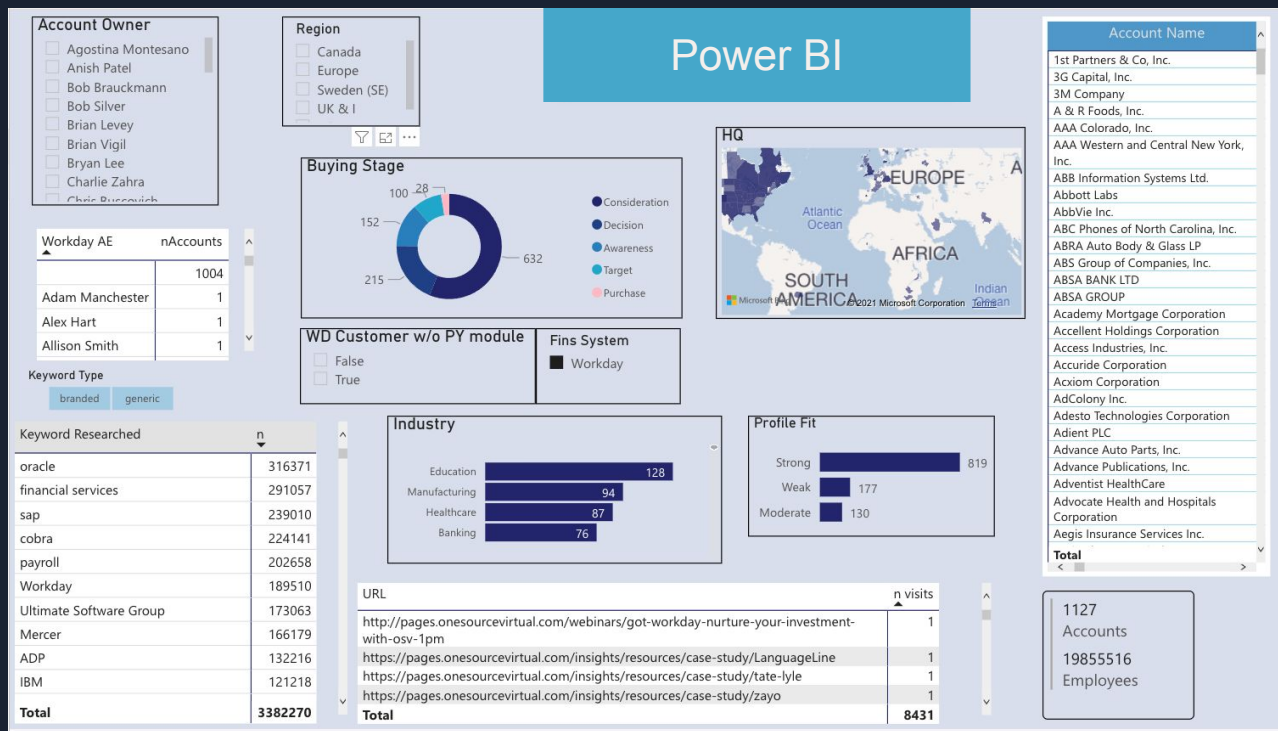
The Need for Next Level Data – At the Account Level

LEVERAGED TOOLS

- 6sense
- CRM
- Marketing Automation Platform
- Google Analytics
- Power BI

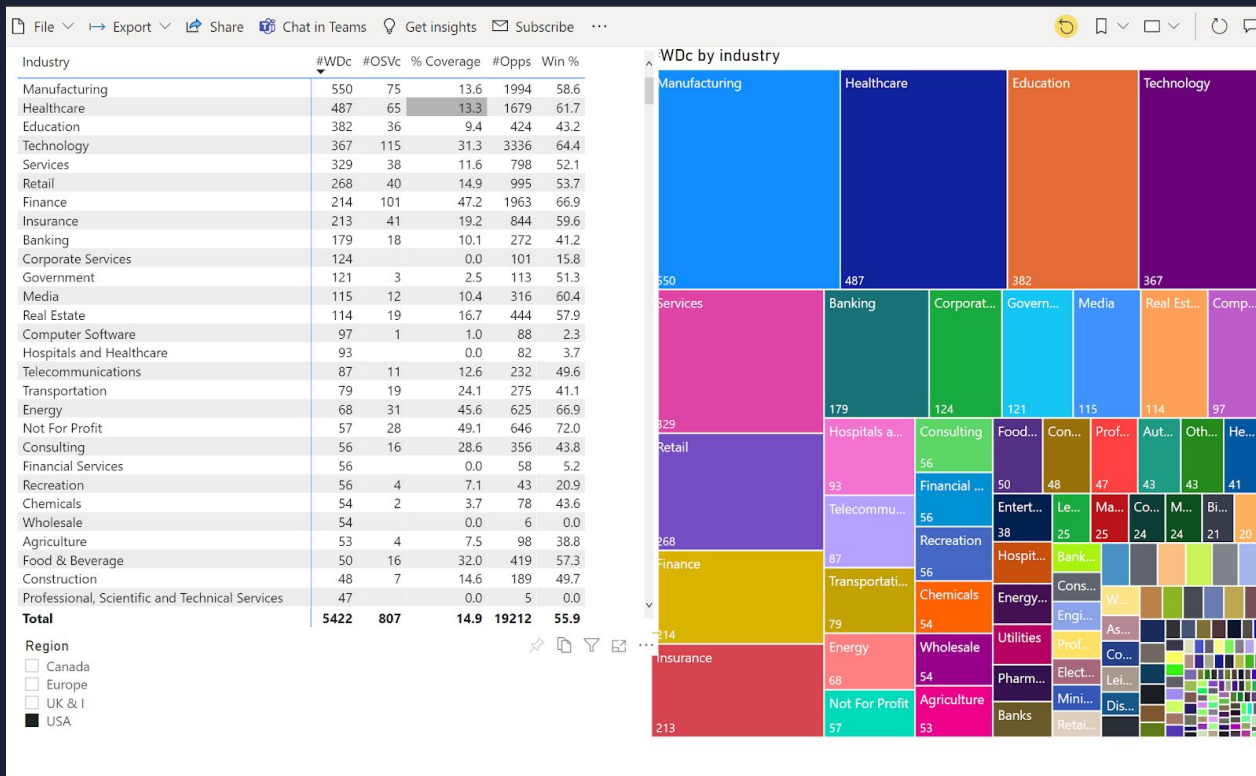# The Need for Next Level Data – At the Product Level

LEVERAGED TOOLS

- 6sense
- CRM
- Marketing Automation Platform
- Google Analytics
- Power BI
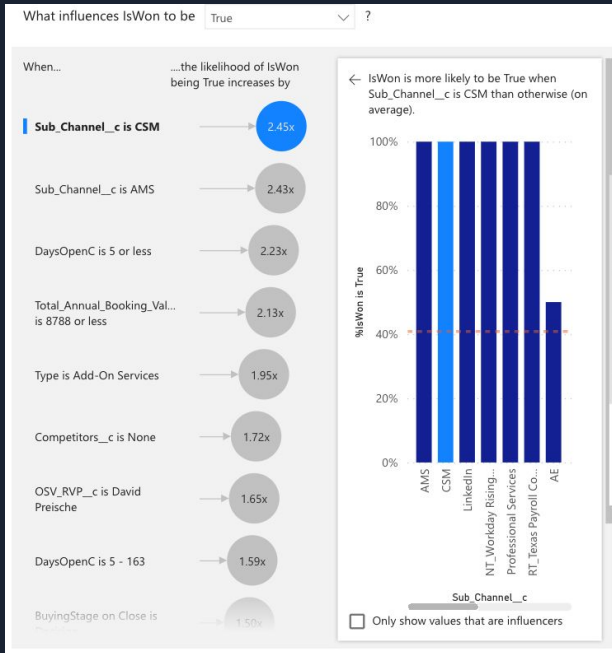
And at the ELT Level...

LEVERAGED TOOLS

- 6sense
- CRM
- Marketing Automation Platform
- Google Analytics
- Power BI

So What's Next for OSV?

KEY OPPORTUNITY INFLUENCERS

SMARTER REVENUE FORECASTING

...Much More!

01
Ideal Opportunity
Profile Models

02
Churn Models

03
Cross-Sell/
Upsell Models

04
Market Expansion Models

05
6sense User Expansion
to Other OSV Departments

...Much More!

06

Winning More Revenue!

Thank you!

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