

Successful Sales Adoption Begins with the Adoption of New Concepts: A New Frontier of Selling

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Agenda

2020 look back

Intent strategy & deployment

Case Study: A competitive displacement

How to drive adoption



2020

A look in the rear view mirror

Some memorable quotes from 2020

Where are my
f%#king pants?

- AE

Why are we always
late in deals???

- CRO

I don't know
what to do.

- Almost everyone when
prospecting

Where
should I focus?

- BDR

Take your hat
off and shave,
you look
homeless

- Me



Intent strategy & deployment

Overview of our
intent implementation

Objectives of our intent strategy



**Identify Cross
Sell Opportunities**



**Increase
Sales Efficiency**



**Increase
win rates**



**Be first
to deals**



- Powerful network of web domains and events
 - AI predictive models are built using seismic historical account, contact, and opportunity data combined with intent signals to predict exactly where accounts are in the buying journey.
 - Marketing can leverage 6sense's robust segments to run display, retargeting, and LinkedIn advertising campaigns.
 - Sales is supported by the Sales intelligence widget and alerts.
- G2 is known as a leading software research and review platform with over 1.3M reviews.
 - G2 offers category profile page, customer review automation, lead generation, buyer intent, custom content and reports.

Horizontal Timeline

G2 upgrade to Pro

April 2020

*Customer review generation
Upgrade of demo request forms*

Marketing go-live

January 2021

*Launched display and
LinkedIn campaigns*

6sense Sales go-live

May 2021

*Introduced 6sense
dashboards and alerts*

Onboarded with 6sense

Nov 2020

*Initial implementation
First predictive model set up*

G2 Buyer Intent upgrade

April 2021

*Upgraded to power package
(includes buyer intent data)*

Case Study

A competitive takeaway



Customer X Buyer Journey

Below are the marketing touchpoints recorded in Salesforce:



What intent data showed us in addition



6Sense intent activity spiked in November 2020. 14 activities recorded - web and keyword searches



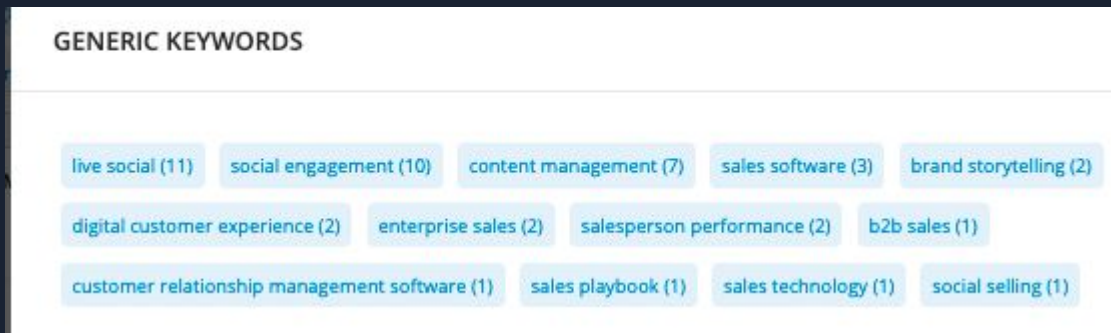
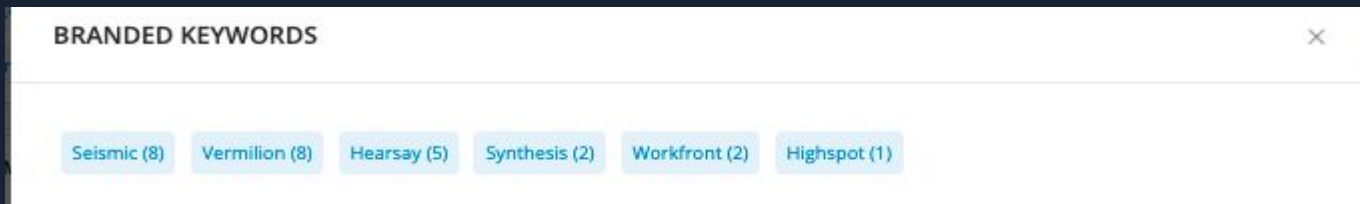
Marketing account engagement first occurred in Dec 2020 w/ paid social content download; MQL first occurred in Mar 2021 w/ demo request



Sales engagement first occurred in Mar 2021 w/ MQL; majority of engagement occurred post-RAD in Mar 2021

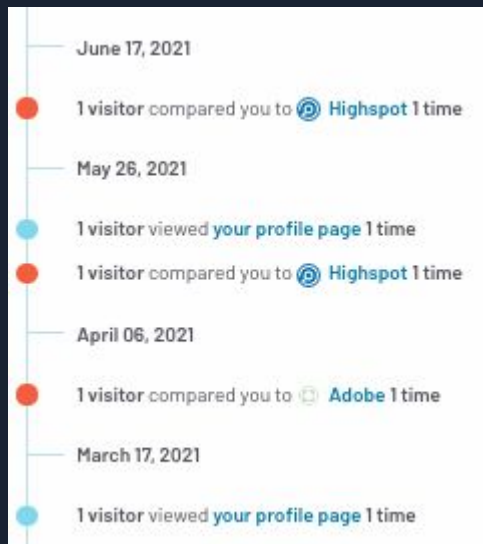
6sense intent signals at work

- Potential competitive intelligence provided
- Specific key areas of interest were also surfaced

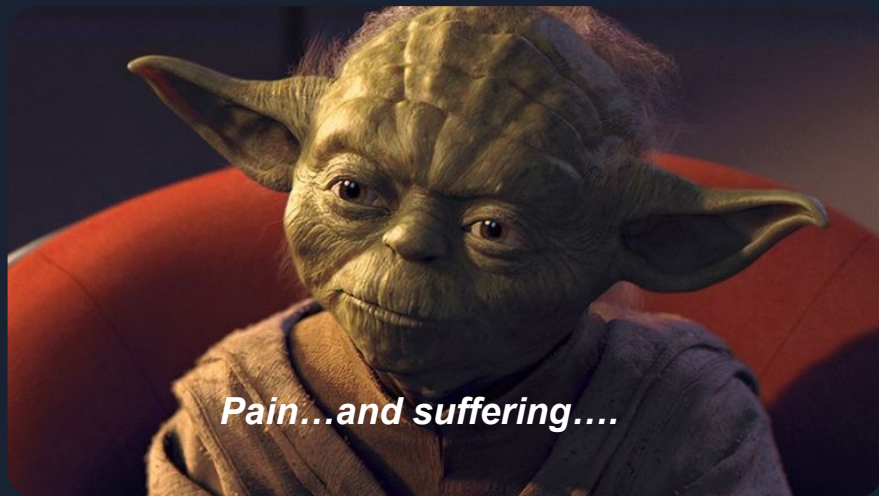


G2 provided additional context

- G2 signals recorded 2 days before the demo request came in
- Provided very helpful context into which competitors were being specifically researched



The result?



Customer X largest competitive displacement

Overall historical win rates vs Competitor A: 52%

Quarter after intent launch: 57%

Quarter + 1 after intent launch: 79%



Plan for success

How to drive sales adoption

Enablement of Sales as specific user group(s)

- Sales leader training
- Role specific training
- 1:1 team enablement
- Seismic Pages
- Lesson only by Seismic lessons
- Regular Ops reporting and follow up
- Activity management for performance

SEISMIC Start searching...

Library > ... > FY22 > 6sense for Sales

6sense for Sales

Getting started with 6sense

Buying Stages

- **Target:** This stage is for accounts showing little to no activity. 6sense does not view these accounts as “in market” as they are not performing significant levels of research/digital activity.
- **Awareness:** This stage is for accounts that are showing some level of activity, and should be considered top of funnel or early stage. They are likely just starting their buying journey.
- **Consideration:** This stage is showing accounts exhibiting more significant activity compared to their baseline, with a longer history of above average engagement. They have been researching more than usual, for a longer period of time.
- **Decision:** Accounts are showing significant digital research activity levels across data sources.
- **Purchase:** These accounts are most likely to open an opportunity soon.

What is “Account Profile” and “Contact Profile”?

Reflects how closely each company’s firmographic profiles (industry, company size, revenue) and contact’s demographic profiles (job function, title, seniority) resemble accounts & contacts with past & current opportunities at Seismic.

Highest Fit to Ideal Customer Lowest Fit to Ideal Customer

STRONG MEDIUM WEAK

Three main tools deployed for the field



Sales Alerts



Customized Dashboards



Salesforce widget

Specific, customized alerts

| Segment | Objective | Recipient | Channel | Frequency |
|--|--|-----------|---------|---------------------|
| In-Market, Named Accounts, No sales activity | Help Sales identify their named accounts that are in-market but are not being called on | AE BDR | Email | Daily |
| Competitor A Surge | Identify accounts, that are not currently being prospected and that are showing high engagement with Competitor A | AE BDR | Slack | Weekly Tuesday |
| Competitor B Surge | Identify accounts, that are not currently being prospected and that are showing high engagement with Competitor B | AE BDR | Slack | Weekly Monday |
| In-Market, Non-Named Accounts | Identify non-named accounts, that are in-market and not being called on | BDR | Email | Weekly Wednesday |
| Competitor Surge | Identify accounts BDR can start calling into that are already researching Competitor A or B but are not quite ready to buy | BDR | Email | Weekly Thursday |
| In-market accounts to create | Identify accounts that are in-market but are not in our CRM | Sales Ops | Email | Weekly |
| Competitor Surge Accounts to Assign | Identify accounts that show Surge activity and are not assigned | Sales Ops | Email | Weekly |

Customized dashboards

- Role Specific
- Incorporated into 1:1 cadences
- Part of activity management

Dashboard
AE Account Prioritization Dashboard
Intent data helps you prioritize accounts & contacts for outreach. Go get'em!!!
As of Jul 22, 2021 2:26 PM-Viewing as AJ Frongillo-Change

Refresh Edit

New In-Market Accounts

Start calling into these accounts

| Account Name ↓ | 6sense Last Qualified Date | 6sense Account Buying Stage | 6sense Account Profile Fit |
|---------------------------|----------------------------|-----------------------------|----------------------------|
| Vibes | 7/14/2021 | Decision | Strong |
| Sun Chemical | 7/15/2021 | Decision | Strong |
| Old Dominion Freight Line | 7/12/2021 | Decision | Strong |
| First Bancorp | 7/16/2021 | Decision | Strong |
| Domtar Corp. | 7/16/2021 | Decision | Weak |
| BorgWarner | 7/13/2021 | Decision | Strong |
| Associated Materials | 7/17/2021 | Decision | Moderate |

In-market=LAST WEEK, no open opps, Decision/Purchase
View Report (New Inmarket NamedAccounts: No open opps)

In-Market Accounts not being worked

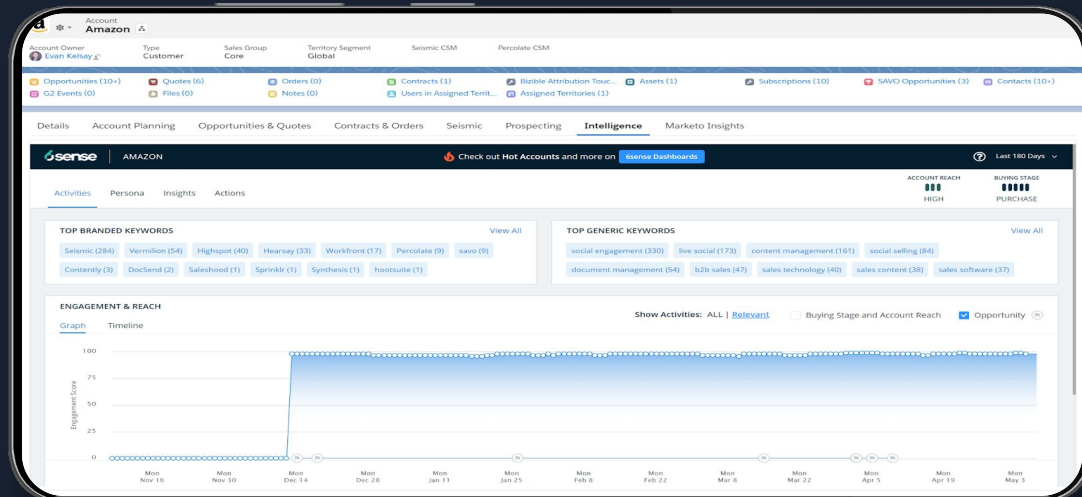
Start calling into these accounts

| Account Name ↑ | 6sense Last Qualified Date | 6sense Status | Last Activity |
|---------------------------|----------------------------|---------------|---------------|
| Associated Materials | 7/17/2021 | New | 2/16/2021 |
| BorgWarner | 7/13/2021 | New | 7/8/2021 |
| First Bancorp | 7/16/2021 | New | 7/16/2021 |
| Justworks Inc. | 7/10/2021 | New | 6/23/2021 |
| King Pharmaceuticals | 5/26/2021 | New | - |
| Medical Mutual of Ohio | 7/8/2021 | New | 7/20/2020 |
| Old Dominion Freight Line | 7/12/2021 | New | 5/20/2021 |
| SCHOTT | 7/9/2021 | New | 7/9/2021 |
| Stonhard | 5/26/2021 | New | 4/9/2021 |
| Volvo North America | 6/22/2021 | New | 8/7/2020 |
| Wabtec Corp. | 6/30/2021 | New | 2/9/2021 |
| Wurth USA, Inc. | 7/8/2021 | New | 6/11/2021 |

Decision/Purchase, no activity since qualified
View Report (Inmarket accounts not worked)

In-depth account level intent detail

- Detailed data available at account level
- Prime real estate in salesforce
- Utilized as part of account planning/account reviews



Takeaways

Have an intent strategy

- Set clear goals
- Set realistic timelines for success
- Understand that people might think this is voodoo magic

Integrate, automate & measure

- CRM, marketing automation, sales enablement, BI reporting, slack
- Be there where people work
- Set sensible alerts and build them into operating cadences

Enable & re-enable

- Don't just set and forget
- Continuously measure and refine
- Share win stories and take on feedback from the field