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

6sense Breakthrough 2021

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 evens

- 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)

6sense Break through *2021*

6sense Confidential

Case Study

A competitive takeaway

Customer X Buyer Journey

Below are the marketing touchpoints recorded in Salesforce:

What intent data showed us in addition

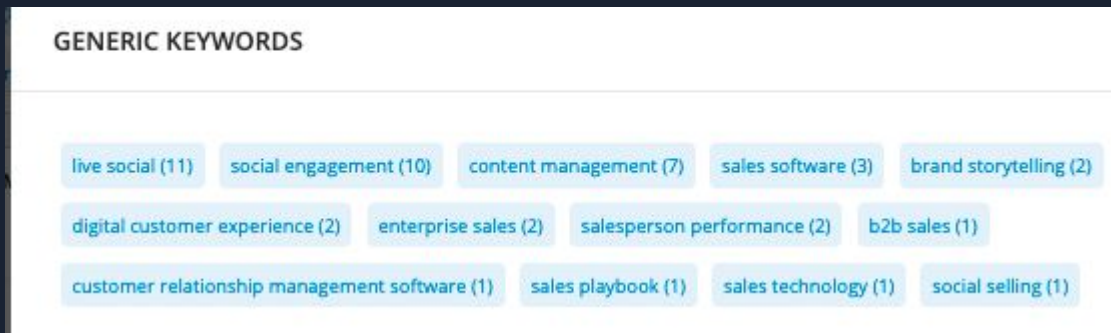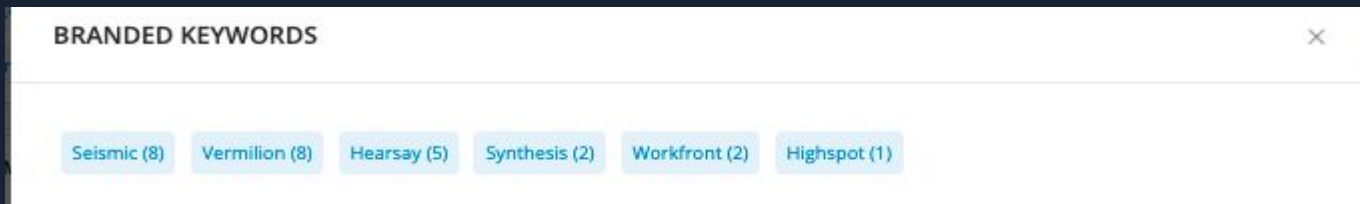6Sense intent activity spiked in November 2020. 14 activities recorded - web and keyword searches

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

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SEISMIC

6sense Breakthrough 2021

6sense intent signals at work

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

BRANDED KEYWORDS ×

Seismic (8) Vermilion (8) Hearsay (5) Synthesis (2) Workfront (2) Highspot (1)

GENERIC KEYWORDS

live social (11) social engagement (10) content management (7) sales software (3) brand storytelling (2)

digital customer experience (2) enterprise sales (2) salesperson performance (2) b2b sales (1)

customer relationship management software (1) sales playbook (1) sales technology (1) social selling (1)

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?

Pain…and suffering….
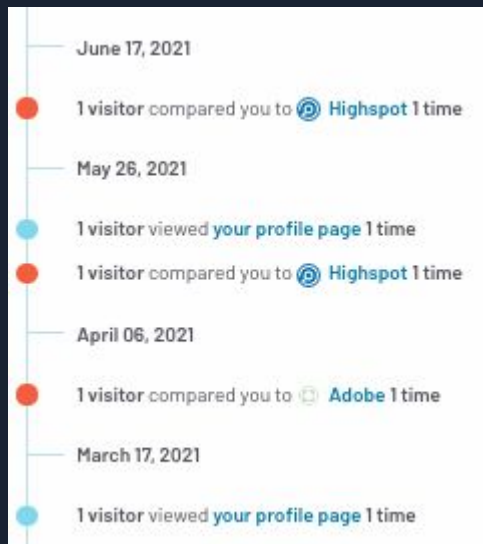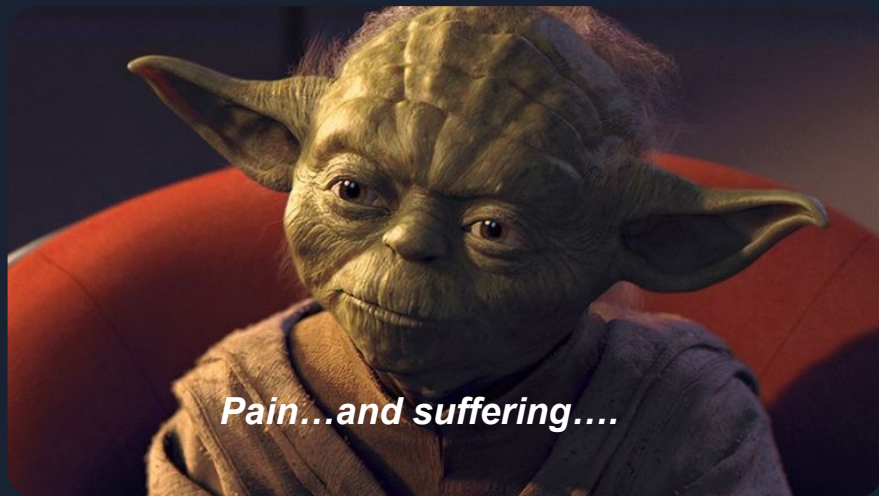
Customer X largest competitive displacement

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

6sense · Break through **2021**

Enablement of Sales as specific user group(s)

- Sales leader training

- Role specific training

- 1:1 team enablement

- Seismic Pages

- Lessonly by Seismic lessons

- Regular Ops reporting and follow up

- Activity management for performance

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

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
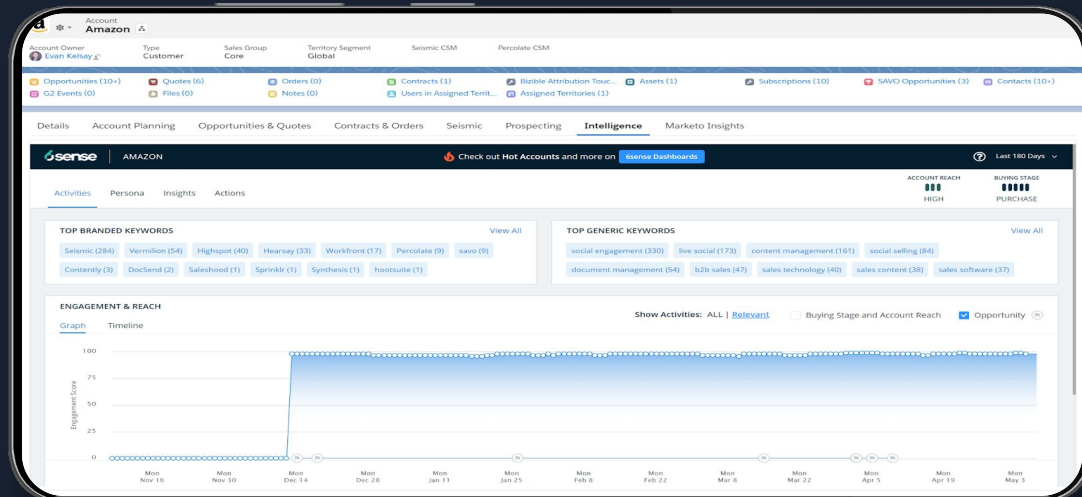
Takeaways

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