How to Win with Account-Based Selling

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Agenda

01 Why Account-Based?

02 Prioritizing Accounts

03 Data-Driven Prospecting

04 Account-Based is a Team Sport
Why Account-Based Selling?

Focus time, effort and resources on the accounts who are most likely to buy and become great customers
Why do we care?

Does your account-based GTM perform better than your traditional GTM across key organization results?

- **Alignment between sales and marketing**: 90% Account-Based, 9% Traditional, 1% Same
- **Win rate**: 86% Account-Based, 6% Traditional, 8% Same
- **Upsell/cross-sell**: 81% Account-Based, 14% Traditional, 5% Same
- **LTV**: 80% Account-Based, 18% Traditional, 2% Same
- **Deal size**: 79% Account-Based, 17% Traditional, 4% Same
- **ROI**: 76% Account-Based, 12% Traditional, 12% Same
- **Retention rate**: 75% Account-Based, 21% Traditional, 4% Same
- **Sales cycle**: 65% Account-Based, 25% Traditional, 10% Same

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- **MORE DEALS**
- **BIGGER DEALS**
- **HAPPIER CUSTOMERS**
PRIORITIZING ACCOUNTS
ORGANIZE YOUR ACCOUNTS

Account-based requires attention, have a manageable list.

Target multiple stakeholders.

Organize accounts by Tier and Tag by Interest or Messaging Strategy.

Prioritize based on engagement.

Account Details

Account Tags

Tier 1

Tier 2

Tier 3

People

Stage

Tags

287 Accounts

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UNDERSTAND BUYING SIGNALS

Priority Account Buying Signals

<table>
<thead>
<tr>
<th>DBA w/ Subsidiaries</th>
<th>Marketing Engagement Minutes (3 mo.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>True</td>
<td>137</td>
</tr>
<tr>
<td>AE Top 30</td>
<td>DB Trending Offline Intent</td>
</tr>
<tr>
<td>False</td>
<td>True</td>
</tr>
<tr>
<td>Engaged Status</td>
<td>DB Trending Onsite Intent</td>
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<tr>
<td>MCA</td>
<td>False</td>
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<tr>
<td>Account Segment</td>
<td>DB Top 5 Intent Keywords</td>
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<tr>
<td>DB Last Updated</td>
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</tr>
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</table>

SalesLoft Live Feed

6 days ago
- Briggs & Stratton opened 78% lift on Briggs & Stratton's site
- ARM Intent Keyword: Low/Medium

6 days ago
- Caesars Entertainment Corporation opened 78% lift on Caesars Entertainment Corporation's site
- ARM Intent Keyword: Low/Medium

7 days ago
- Re: Intent-Based Buyer Targeting & Tigerspike 2 times
- Targeting Intent Automatic

Web Page Engagement

Target Buyer Engagement from Sales & Marketing Activities

Heatmap

<table>
<thead>
<tr>
<th>Activity Type</th>
<th>CXO</th>
<th>VIP</th>
<th>Director</th>
<th>Manager</th>
<th>Other</th>
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</thead>
<tbody>
<tr>
<td>Totals</td>
<td>1</td>
<td>832</td>
<td>778</td>
<td>2,456</td>
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<tr>
<td>Meeting Attendance</td>
<td>0</td>
<td>810</td>
<td>690</td>
<td>1,900</td>
<td>9,920</td>
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<tr>
<td>Inbound Email</td>
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<td>482</td>
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<tr>
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<td>18</td>
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<td>348</td>
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<tr>
<td>Pardot Open</td>
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<td>4</td>
<td>7</td>
<td>13</td>
<td>11</td>
</tr>
<tr>
<td>Task</td>
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<td>9</td>
<td>34</td>
<td>38</td>
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<td>Page View</td>
<td>0</td>
<td>0</td>
<td>14</td>
<td>29</td>
<td>27</td>
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<tr>
<td>Pardot Click</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
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</tbody>
</table>

Activities (Last 3 Months)

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity (Hover for Details)</th>
<th>Mins</th>
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<tbody>
<tr>
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<td>Inbound Email</td>
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<td>Aug 26, 2020</td>
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<td>Aug 25, 2020</td>
<td>Meeting Attendance</td>
<td>30</td>
</tr>
<tr>
<td>Aug 25, 2020</td>
<td>Pardot Open</td>
<td>0.01</td>
</tr>
</tbody>
</table>
ACCOUNT-BASED MESSAGING

Tier determines messaging

**Tier 1** - personalized utilizing social/prospect research + content they have engaged with on your site or through your messaging

**Tier 2** - Intent keyword personalization + engagement

**Tier 3** - Persona-based cadences

Always track engagement and re-prioritize accounts

5-10 emails + 5 calls over 30 days, increase activity when we see engagement

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DATA-DRIVEN PROSPECTING
UNDERSTAND WHICH TEMPLATES WORK

Easily search for keyword

Use tags to organize

Create templates for high-value intent

Understand email metrics (open, clicks, responses) and build more templates like the high performing ones

Top Trending Intent

- Account based targeted advertising
- Personalized advertising
KNOW YOUR TARGET ACCOUNTS + WHEN TO CONNECT

1. How many target or high intent accounts did I touch this week?

2. Total cadenced vs 1:1 emails? What were the open and reply rates for each?

3. What was my calling activity this week? How did my connect rate compare to the 6+% goal?

4. When were my best times to connect or get replies during the week? Am I maximizing activities for those times?
CONNECT RATES PLUMMET WITH COVID-19 + WFH

Before COVID-19/WFH
Activity blocks set for 8-10am and 4-6pm, which were thought to be best times to connect

Call blitzes scheduled same times for everyone regardless of territory

Call connect rates ~5% and reply rates ~12%

COVID-19/WFH
Activity blocks stay the same

Call blitzes still scheduled the same time for everyone

Call connect rates plummet to ~2% and <10%

HOW DO WE GET BACK TO PRE-COVID CONNECT RATES?!?!?!
USING DATA TO IMPROVE CONNECTS

- Full-time WFH --> embracing “nap hour”/lunch as quality dialing time
- Call blitzes determined by individual optimal activity times
- Connect rates improved to 6.5% and email reply rates to 16.4%, both better than pre-COVID!
ACCOUNT-BASED IS A TEAM SPORT
ACCOUNT-BASED IS A TEAM SPORT
ACCOUNT-BASED FOR THE WIN!!!

- Weekly Campaign Priorities
- Weekly Leadership Meeting
- Weekly 1:1s - SDR/AE
- Shared Account Lists
- Joint Communication Strategy
- Cross-team competitions/spiffs

“Everyone wins when no one gets the credit…”
SHARK WEEK

Week dedicated to prospecting and generating pipeline across the Revenue org. AE + SDRs prospect together on:

- AE Top 30 Accounts with Direct Mail
- Competitor Takedowns
- Accounts with Tech Stack A,B,C
- Meetings with Persona Type
- High-Value Campaigns launched to coincide with Shark Week
- Utilize SalesLoft Live Feed to determine accounts who are engaging
RALLY THE TEAM - SHARK WEEK CULTURE
SHARK WEEK COMPETITION

Revenue Org Meeting Goal

SQLs Created - MM NB + ENT Growth + NB
Goal is 111%

Daily Opportunities Goals

New Opps Created This Shark Week by Day
Goal is 1/day

Individual Competitions

Baby Sharks Born This Week
Meeting Competitors Customers

AE + SDR Team Challenges

Tiger Sharks Opps Created
Goal is 11
How to Win at ABS

Prioritize your target accounts that are showing buying signals across sales and marketing activities. Accounts showing recent engagement and intent, should be a top priority.

Understand your Account-Based KPIs. Knowing which messaging works, how many target accounts you touch and when your best reply and connect rates are, will help you create more opportunities.

ABS is a Team Sport. Aligning SDR, Sales and Customer teams on target accounts, outreach strategy and company goals WILL get you more meetings with accounts you care about and are more likely to close.
Q&A

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