The Future of Sales in EMEA
How Sales Tech is Transforming Results

Kyle Porter
CEO & Founder
SalesLoft

@kyleporter

kyle@salesloft.com
Who is SalesLoft?

Equip companies to maximise revenue by creating a fantastic buying experience.

VISION
Every seller is loved by the buyers they serve #saleslove

Mission
Equip companies to maximise revenue by creating a fantastic buying experience.

Values
- Put Customers First
- Glass Half Full
- Bias Toward Action
- Team Over Self
- Focus On Results

Differentiation
- Full Revenue Cycle
- Platform Breadth
- Commitment to Culture
- Financial Health
- Ease of Use and Implementation
Digital sales requires more than just CRM.

Sales Engagement enables companies to deliver better experiences for their customers in a repeatable and forecastable way.

**CRM**
- System of Record
- Repository for Customer Data
- Centralized Revenue Reporting
- Task Tracking
- Useful for Management
- Obstacle for Reps

**Sales Engagement**
- System of Execution
- Engage Customers
- Manage Opportunities
- Coach Reps in Real-time
- Critical for Management
- Essential for Reps
The Only Complete Sales Engagement Platform

Cadence
...your personal digital assistant for your sales process and revenue generating teams.

Conversations
...adds a layer of analysis to understand the impact of every recorded conversation.

Deals
...let’s you and your sellers manage pipeline with greater efficiency and accuracy.

AVAILABLE FOR DESKTOP AND MOBILE
The World’s Best Companies

Google
LinkedIn
Cargill
Citrix
Classpass
Cloudera
Oracle
Salesforce
Domo
Grubhub
KPMG
Informatica
IBM
FireEye
J.D. Power
Cisco
Meraki
Looker
Malwarebytes
MuleSoft
MicroStrategy
Monster
Nextdoor
PandaDoc
Pandora
PTC
Slack
Instacart
Shopify
Spendesk
Square
Stripe
Udemy
Wayfair
WeWork
Xactly
Yext
More than 500 European Companies

Scaling SaaS startups

Growing established businesses

Supporting global enterprises
**Tip #1: Use a Multi-channel Approach**

**US Outbound**
Combining Phone & Email effective, but adding a third gives a big boost

**EMEA Outbound**
Largest boost seen when adding in a 3rd channel. This highlights the importance of social, LinkedIn, Video
Tip #2: Video leads to higher response rates
Tip #3: Personalisation is highly effective, especially early and late in a cadence.
Tip #4: Double-tap for increased engagement

Outbound Europe Cadence

DAY 1
- Step 1 | Connect
- Step 2 | Video

DAY 2
- Step 3 | Send Video or Engage with Content

DAY 3
- Step 4 | In-thread Reply

DAY 4
- Step 5 | Leave VM

DAY 6
- Step 6 | Optional Call
- Step 7 | Engage on LI

DAY 7
- Step 8 | Visual Email
  - Cadence Continues:
    - 3 Emails
    - 2 LinkedIn Touches
    - 1 Phone Call

DAY 30
- Step 18 | Final Email
- Step 19 | What next?

Structure
19 Steps x 30 Days

Engagement Channels
- Email 7
- Social 5
- Video 2
- Phone 3

- Highest Performing email is Email 1 - Video
- Double taps can 2.4x cadence engagement rate for EMEA Cadences
- Cadence starts off with higher frequency, and slowly widens gaps over time. The cadence is longer than US Cadences
- Personalisation after Day 20 can boost late stage response rates by 400%
Tip #5: Start with higher frequency and widen over time

Outbound Europe Cadence

**DAY 1**
- **Step 1** | Connect
- **Step 2** | Video

**DAY 2**
- **Step 3** | Send Video or Engage with Content

**DAY 3**
- **Step 4** | In-thread Reply

**DAY 4**
- **Step 5** | Leave VM

**DAY 6**
- **Step 6** | Optional Call

**DAY 7**
- **Step 7** | Engage on LI
- **Step 8** | Visual Email
- **Cadence Continues:**
  1. 3 Emails
  2. 2 LinkedIn Touches
  3. 1 Phone Call

**DAY 30**
- **Step 18** | Final Email
- **Step 19** | What next?

**DAY 3**
- **Step 4** | In-thread Reply

**DAY 7**
- **Step 8** | Visual Email

**Engagement Channels**
- Email 7
- Social 5
- Video 2
- Phone 3

**Structure**
- 19 Steps x 30 Days

**-Highest Performing email is Email 1 - Video**

**-Double taps can 2.4x cadence engagement rate for EMEA Cadences**

**-Cadence starts off with higher frequency, and slowly widens gaps over time. The cadence is longer than US Cadences**

**-Personalisation after Day 20 can boost late stage response rates by 400%**
"...Reps could see the benefit of it straightaway, and they were our super users from day one. They could see that they could contact a higher number of leads in a shorter amount of time and make sure their time was spent efficiently on people that were interested."

Peter Sadler
Director, Product & Customer Marketing
**Opportunities**
32% increase in monthly opportunity value

**Productivity**
Reps have more than doubled their emails

**Reply Rates**
Doubled email reply rates to more than 10%

**Team**
BDR team tripled in size.
“Before the implementation, reps handled anywhere from 1,000 to 1,400 activities a month. Now everyone is executing between 3,400 to 4,900 activities each month, a more than 300% productivity increase.”

Evelina Petrova
Manager of Commercial Operations
20% increase in meetings booked

ARR
£2.5m ➔ £7m
40% reduction in tech costs

250% YoY revenue growth

300% productivity increase
Thank you!

Next up...

@kyleporter

kyle@salesloft.com