



# SALES DRIIVN

Advanced Revenue Acceleration for B2B Businesses

[WWW.SALEDRIIVN.COM](http://WWW.SALEDRIIVN.COM)

# Index

**ABS:** Account Based Selling

**ICP** - Ideal Customer Persona

**GTM** - Go To Market

**CTA** - Call To Action



# WHY SALES DRIIVN?

SalesDRIIVN was born due to realising that the majority of companies today are missing quota often and lacking consistent pipeline generation.

We believe that sales is the culmination of a consistent and focused behaviours across all channels.

Cold outbound prospecting is valuable. It is also challenging. We operate cold calling, email campaigns, event organising, webinar delivery, and both digital events and ABS campaigns.

We exist to remove the outbound activities from companies freeing them up to focus on what they do best.

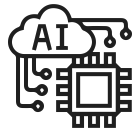


# OUR PROCESS





Your ICP matters. This enables a full scale campaign to be built with the most relevant audience



Your campaigns will produce meetings with qualified buyers across multiple channels both virtual and physical



Running our own ABS intelligence ensures all data that enters the sales funnel has been mapped fully against all target companies



# STAGE (1) - ICP WORKSHOP



Clearly defining your target audience & segment into specific personas



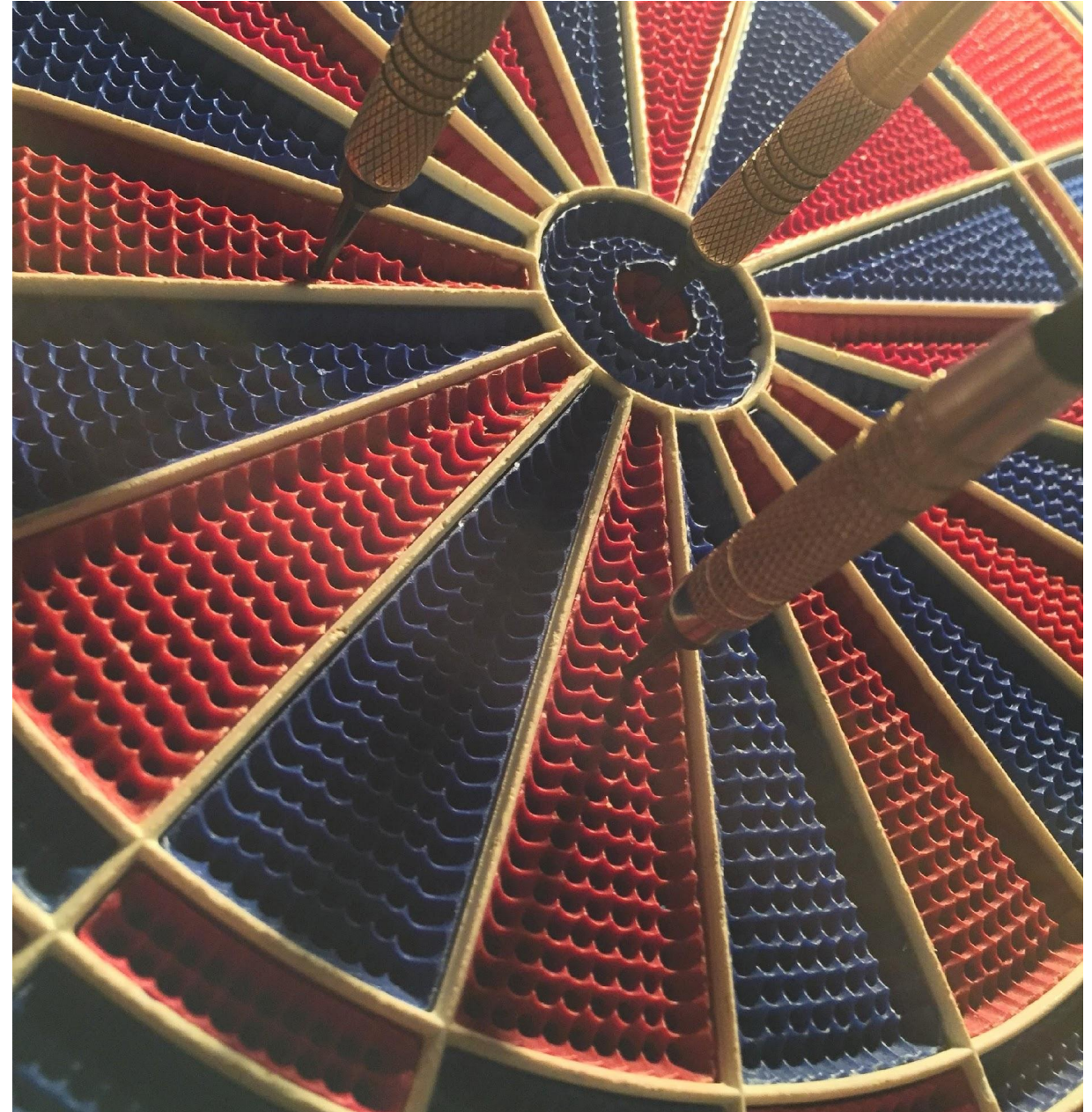
Covering customer research by individual, followed by market segmentation, account segmentation, ABS focused list & disqualification criteria



Our team build targeted lead lists with intelligent verification based on the top 3 profiles to target for your campaign





Includes all technology, data + execution of your campaign with direct reporting weekly







# STAGE (2) - EXPERIMENT

 Client & Team review updates ICP, Go-to-Market strategy, lead list review, handover review & performance metrics.

 Launch of micro campaigns with smaller lists to understand the proposed audiences appetite to your solution, followed by a qualitative review of the results

 Identify the exact profiles we need to prospect to win meetings for your team

 Review personas, messaging and performance on weekly basis





## STAGE (3) - SCALE



Once the right message has been created we will leverage digital & physical events that help to educate prospects not ready to meet from the first layer of outreach



Companies covering multiple market segments apply and amplify the same message across all segments with a proven, tested approach





# STAGE (4) - OPTIMIZE



We optimise and measure for one metric - prospects that are interested in learning more about you and potentially buying your solution.



We do this by reviewing our reps performance with conversational intelligence software to understand the responses from your market and where conversations can be improved



The learnings are used to improve the results for the next campaign, and to double down on the channels that proved the best return on objectives and investment.



# OUR METHODOLOGY



# CONTACT RESEARCH & CHANNEL VALIDATION

Backed by data science, we explore each contact and validate each channel (phone, email, LinkedIn) before including on a prospecting list.

Going deeper into accounts and mapping the stakeholders for multi-threaded outreach gives more opportunity to engage the right prospect with the right message on their preferred channel.

Human researched and validated contacts populated into lists that enable B2B companies to reach outcomes faster by reducing inefficiencies and seeing up to 150% more conversations for every 50 prospects contacted, based on a 10% conversion.

The dashboard displays several key metrics in a row of boxes:

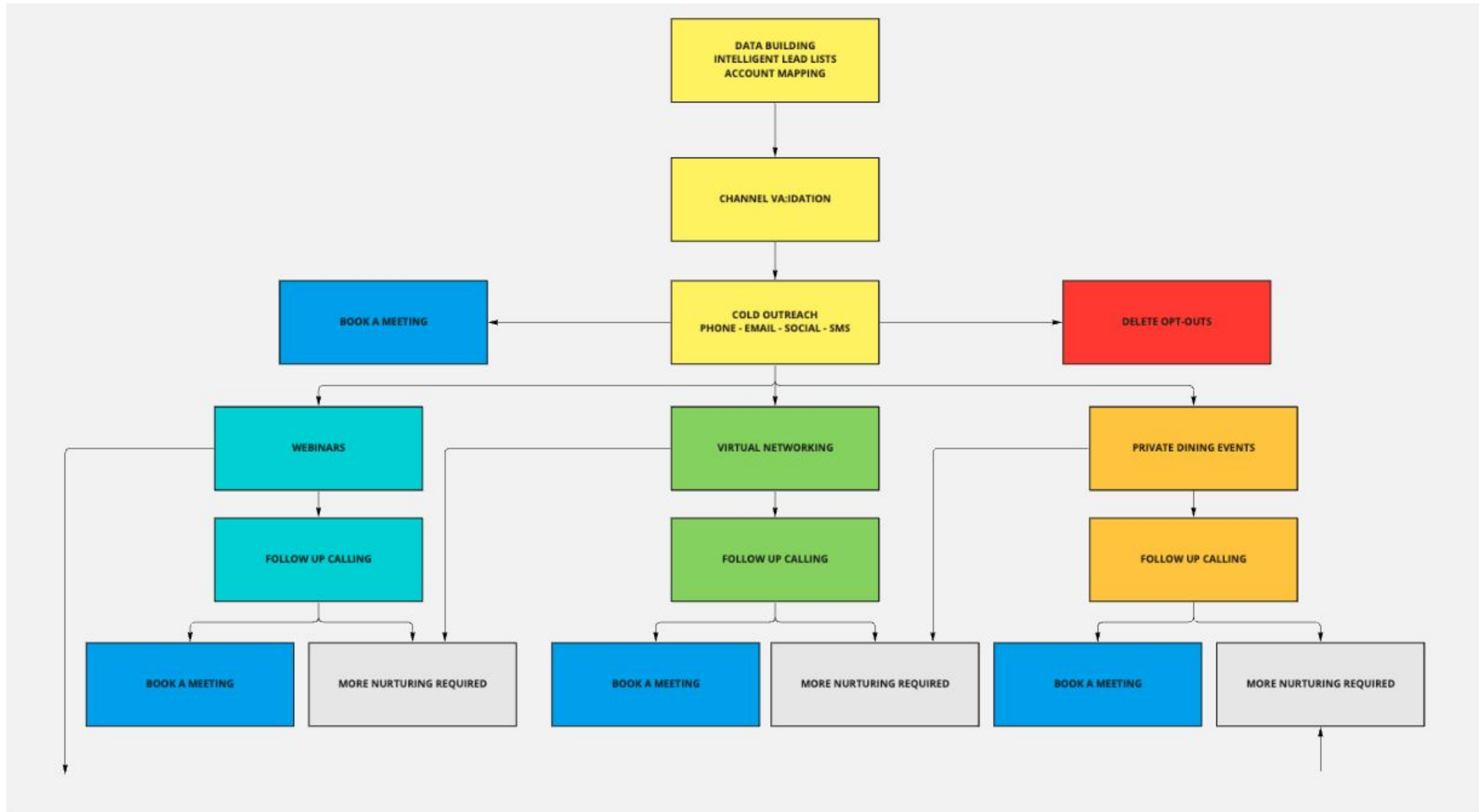
- Dials: 10304
- Conversations: 272
- Meetings: 29
- Conversion Rate%: 10.66%
- Dial: Conversation: 37.88
- Dial: Meeting: 355.31
- Follow Ups: 121

Below these metrics is a table titled "Time Summary" with the following columns: User, Total Session Dial Time, Dials, Conversations, Meetings, Follow Ups, Referrals, Conversion Rate %, D2C, D2M, Avg Wait Time, Avg Talk Time, and Avg Wt Time.

User	Total Session Dial Time	Dials	Conversations	Meetings	Follow Ups	Referrals	Conversion Rate %	D2C	D2M	Avg Wait Time	Avg Talk Time	Avg Wt Time
Ron Amott	05:40:42	612	40	4	19	3	10%	15	153	00:03:06	00:01:12	00:04
Micah Page	06:05:54	976	31	2	7	3	6.5%	31	488	00:07:12	00:01:42	00:02
Josh Layman	05:52:30	717	24	3	10	0	12.5%	29	239	00:07:06	00:03:12	00:04
Shawn Sease	03:46:18	550	21	0	16	0	0%	26	0	00:06:12	00:01:24	00:03
David Gott	04:00:24	524	17	5	3	0	29.4%	30	104	00:06:12	00:02:36	00:05
Terri Spencer	05:32:42	824	17	3	12	0	17.6%	48	274	00:10:00	00:01:54	00:07
Angelo Morales	05:26:48	1042	16	1	12	2	6.2%	65	1042	00:14:12	00:02:18	00:03
Dennis Cuffinan	05:58:54	856	16	3	6	2	18.8%	53	285	00:13:00	00:01:36	00:07
Marc Hodgson	02:00:24	420	16	1	7	0	6.2%	26	420	00:05:48	00:00:48	00:01
Francois James	05:58:54	856	16	3	6	2	18.8%	53	285	00:13:00	00:01:36	00:07
James Hugh	02:00:24	420	16	1	7	0	6.2%	26	420	00:05:48	00:00:48	00:01
Karon Green	05:58:54	856	16	3	6	2	18.8%	53	285	00:13:00	00:01:36	00:07
Pete Oliver	02:00:24	420	16	1	7	0	6.2%	26	420	00:05:48	00:00:48	00:01
Jim Lee	05:58:54	856	16	3	6	2	18.8%	53	285	00:13:00	00:01:36	00:07
Angela Hobbs	02:00:24	420	16	1	7	0	6.2%	26	420	00:05:48	00:00:48	00:01



# SALES DRIVEN OUTBOUND CAMPAIGN STRATEGY



# EXPAND YOUR REACH INTO NEW SECTORS:

We can profile for additional ICP profiles when you need more coverage

Take ownership of the creation of events in new geographies

Add more reps onto calling campaigns

Finding the right data sources to build intelligent lists in new markets



# THE SERVICE INCLUDES THE FOLLOWING:

## *Performance Manager*

- Measure performance metrics for activity > outcomes
- Speed of outcomes and timelines around progression
- Advise on new strategies to enhance effectiveness & speed

## *Account Manager*

- Build ICP and Go-to-market strategy with client throughout campaign
- Manages smooth handover for meeting allocation and confirmation
- Weekly check-ins
- Bi-weekly review of your campaign strategy and optimization

## *Appointment Setter*

- SalesDRIVN Development Representatives
- Schedules new qualified sales meetings and completions against prospect target lists every month
- Reports weekly on messaging and profiling of target accounts.

## *Data Concierge:*

- Builds targeted lists for demand generation – reach 2000 contacts every month
- Verifies & channel validates lead lists and phone numbers for up-to-date information to save time on prospecting performance and accuracy

# MONTHLY ACTIVITY INCLUDES:



## Onboarding:

4x workshops on ICP/GTM strategy  
Ideal Customer Profile  
Market Segmentation  
Account Segmentation  
ABS/Dream List



## Data, List Building & Prospecting tools

Linkedin Sales Navigator  
Plus multiple data sources provided by our partners



## Cold Calling, Appointment Setting

We use A.I. Parallel Assisted Dialling Software  
Live Data-Driven Reports Weekly



## Webinars, Physical Events, Virtual Summits

Fully Managed Events Organisation  
Follow-Up Nurturing Campaigns

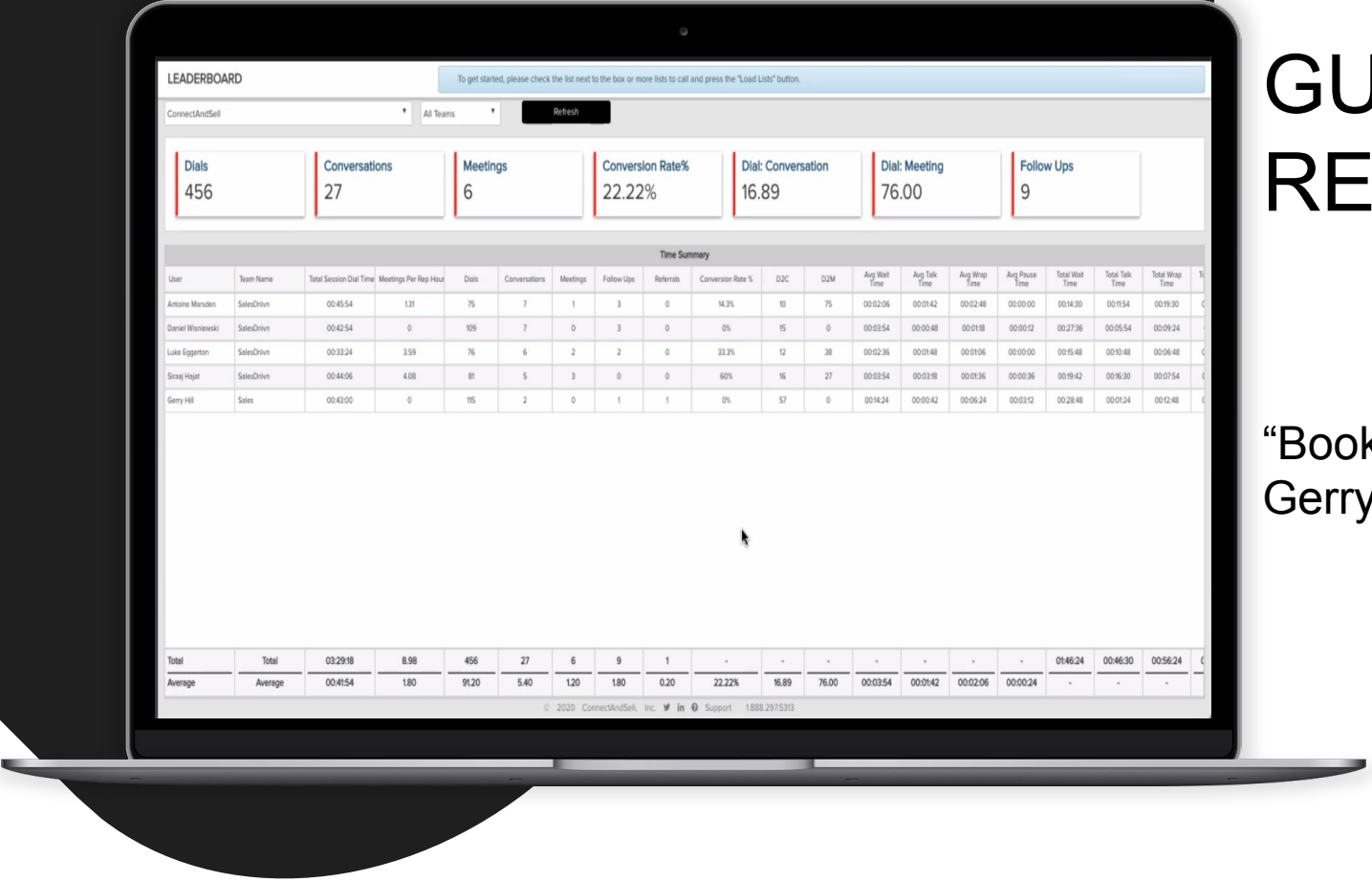


# WHAT TO EXPECT





# GUARANTEED ACTIVITY & RESULTS!



“Booked 6 meetings in less that an hour”-  
Gerry Hill, RVP EMEA, ConnectAndSell





# CONSISTENT TOUCH POINTS WITH YOUR TARGET ICP

Our goal is to build an engine that can predictably generate 12+ new sales qualified meetings per month

To get there, we need to have:

- The right ICP & the respective value proposition
- Nail the CTA e.g. book meeting vs. consume content
- Identify the best point in sales org to prospect
- Identify the most effective outreach cadence

If the above is NOT determined, we rigorously experiment, test and analyse until we find the solution



# CASE STUDIES

*Cold Outbound Campaigns for Global B2B SaaS*



**Company:** Flowforma

**Company size:** 52

**Industry:** SaaS

**ICP:** Construction, Healthcare, Government, Professional Services, Logistics, Oil & Gas, Manufacturing & Education

**Job title:** Business Transformation, CTO & CIO

**Geography:** UK & USA

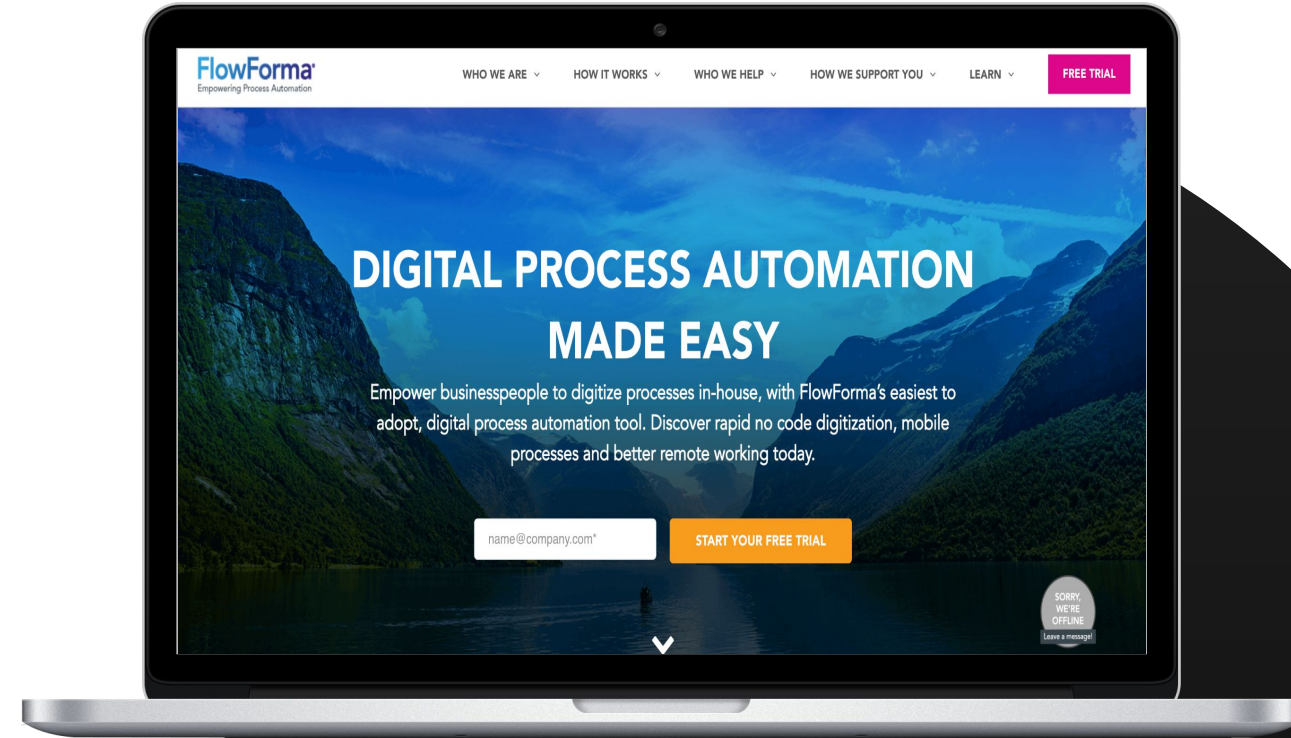
**Average Deal:** EUR 36,000

**CTA:** Book SQLs & Meetings

**Timing:** Peak Covid (Dec. 2020 - July 2022)

Construction industry is undergoing a massive change toward automation and digital transformation. Flowforma wanted to capture this opportunity to expand and land new clients to take full market share over workflow automation

**ROI:** £2.3million pipeline generated over 20 months. ROI proved in Month 7. Total of 4 SalesDRIIVN contacts converted into closed won revenue between months 7 - 20



**Company:** Worksoft

**Company size:** 100+

**Industry:** SaaS

**ICP:** Manufacturing, Energy & O&G, Pharma, Automotive, IT Tech

**Job title:** Director of IT, VP of applications, Automation Director, Process Optimization, EVP of applications, Test automation lead, QA manager

**Geography:** UK & USA

**Average Deal:** USD 1 MILLION

**CTA:** Book SQLs & Meetings

**Timing:** Active

**ROI:** 18 sales qualified meetings with large enterprise end users / 2 active in deal phase



**Company:** Ecologi

**Company size:** 50+

**Industry:** Sustainability

**ICP:** Construction Insurance, Logistics, Retail

**Job title:** Sustainability Managers & Marketing Leaders

**Geography:** UK only

**CTA:** Book SQLs & Meetings

**Timing:** Active

**ROI:** 19 Sales Qualified Business Meetings - 60% conversion to live opportunities



**Company:** ConnectAndSell

**Company size:** 50+

**Industry:** SaaS

**ICP:** SaaS, Construction, Healthcare, Government, Professional Services, Logistics, Oil & Gas, Manufacturing & Education

**Job title:** CEO, SVP of Sales, VP of Sales

**Geography:** Global

**Average Deal:** USD 31,000

**CTA:** Book SQL & Meetings

**Timing:** (September 2021 - August 2022)

**Scenario:** ConnectAndSell wanted to expand in the EMEA region to land and expand new clients with an outsourced team that can ramp up and execute immediately.

**ROI:** 12 docuSigns sent out for test drives in first 6 months of the campaign.

184 meetings delivered over 11 months

