

Better Forecasting Begins with Better Demand Gen



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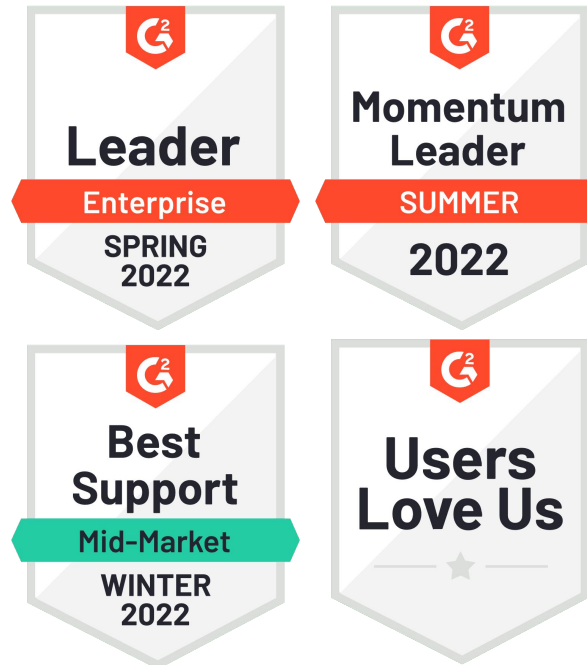
Recognition and Awards



Go-to-Market Technology

Improve demand generation programs by expediting interactions between buyers and sellers with the use of AI-powered solutions, such as booking meetings without requiring human intervention. - **Gartner**

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FORRESTER[®]
Total Economic Impact Report
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354%
ROI

350%
More Meetings

15% Rep's Time Saved

Meeting Acceptance Growth
from 10% to 25%





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Automate: Tailored meeting invites

Negotiate: AI-based meeting time negotiation

Orchestrate: Across your team and tech stack at scale

Kronologic Trusted By:

5000+ employees	499-5000 employees	<500 employees
         	      	      

Forecasting Challenges

Misaligned KPIs and Results

KPI Goal - We need more:

Unintended Result

Leads

Marketing will push quantity regardless of quality in order to hit lead count goals

Sales Activity - Calls/Emails

SDRs will game the system to hit activity goals, then do what actually gets them results

Opportunities / Deals

AEs close late stage, expansion, self-sourced deals neglecting marketing and SDR investments

Pipeline

4-6 week prospecting and qualification efforts significantly delay campaign ROI

When Goals Aren't Met... Frontline Actions

Role

Corrective Action

Marketing

Spend more money, creating more leads

SDR/BDR

Assign more sales activities for those leads and qualify leads faster to create more opps

Sales

Close more deals by focusing on low hanging fruit

Executive View vs. What Really Happened



**SDRs Created
More Deals**

Deal Quality Drops

To keep up on sales activity SLAs:

- Lead list is cherry picked heavily
- Less time spent on quality discovery
- Prospects are “pressured” into discovery meetings

**Marketing Generated
More Leads**

Too Many Sales Activities

Prior Quarter

1,000 Leads = 10,000 Activities

This Quarter

2,000 Leads = 20,000 Activities



**AEs Closed
More Revenue**

Revenue Sourced Outside of Investment

To hit more bookings quicker, reps closed these deals instead:

- Late stage
- Referral
- Expansion

So, Now What?

How do we align better?

Misaligned KPIs and Results

KPI Goal

Make this Adjustment

Leads

Measure each lead sources' conversion rate separately and back out of your revenue goal

Sales Activity - Calls/Emails

Use to improve response rates based on each reps' best skill set - STOP mandating 100 calls/day!

Opportunities / Deals

Stagger EOQ for SDRs to match first month of quarter for AEs because all reps surge at their own EOQ

Pipeline

*** Measure Speed-to-Meeting ***

Avoid Speed-to-Lead because it only micromanages sales task SLAs

What are your Biggest Pipeline Building Challenges?

Lead Management

Marketing

Sales

Demo / Contact Us

Reps focus on chasing a “Yes” from demo requests take time away from strategic efforts.

Demo/Contact Us leads still require a lot of lead chasing to book a meeting.

Events / Webinars

Events/webinars struggle to convert due to difficulties around prioritization, data, coordination, and timing.

Event/webinar leads are difficult to convert due to bad data, coordination, and late follow up.

Tailored and Timely Invites = 1-Click Accept

 Webinars / Events

 Renewals

 Rep Activity

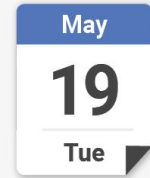
 Demo / Contact Us

 Cross-Selling / Upsell

 Free Trial / QBR



Scott Logan <scott.logan@kronologic.ai>



Dreamforce || Qualified Demo

[View on Google Calendar](#)

Wednesday, Sept 28, 2022 2:30pm - 3pm (CDT)

<https://zoom.us/1234567>

Yes

Maybe

No

Hi Susan, Thank you for stopping by the Qualified booth at Dreamforce. We discussed meeting after the show to further explore how to drive more pipeline from your website.

If this time doesn't work, please propose a better time.

Best,
Scott

Meeting Metrics - Traditional vs. Kronologic

SDR + Engagement Tool

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Lead Type	Lead Conversion Rate	Lead-to-Meeting Conversion	Speed-to-Meeting
Demo Requests	20% - 50%	30% - 65%	1 invite 4 Days
Hosted Events & Tradeshows	5% - 25%	10% - 50%	1.3 invites 11 Days
Webinars	5% - 15%	10% - 30%	1.2 invites 10.5 Days
Cross-Sell & Channel Sales	10% - 30%	30% - 60%	1.2 invites 12.5 Days
QBR	5% - 40%	30% - 45%	1.2 invites 13 Days
Rep Activity: Next Mtg / Signature Link	5% - 25%	20% - 50%	1 invite 5.2 Days

Apply Automation and AI

AI Speed To Accepted Meeting Impact	Cross/Upsell		Webinar	
Campaign Launch Speed (closeness to the lead's engagement launch)	Negative Effect w/r Acceptance	0.01 times Less likely to be Accepted	NS	-
Meeting Launch Speed (proposing a time close to the engagement)	Positive Effect w/r Acceptance	1.05 times More likely to be Accepted	Positive Effect w/r Acceptance	1.03 times More likely to be Accepted
Average Touches to Accepted Meeting (1 vs. 2 vs. 3 touch points)	Positive Effect w/r Acceptance	1st touch = 123.3 times More likely to be Accepted	Positive Effect w/r Acceptance	1st touch = 12 times More likely to be Accepted
Salesperson Non-Seniority	Negative Effect w/r Acceptance	Only 0.28 times Less likely to be Accepted	Negative Effect w/r Acceptance	Only 0.02 times Less likely to be Accepted

**“In Sales, Time Kills Deals,
in Modern Sales, AI Kills Time!”**



Joël Le Bon, PhD
Marketing and Sales Professor
Executive Director, The Science of
Digital Business Development



Remove Friction from Lead Conversion

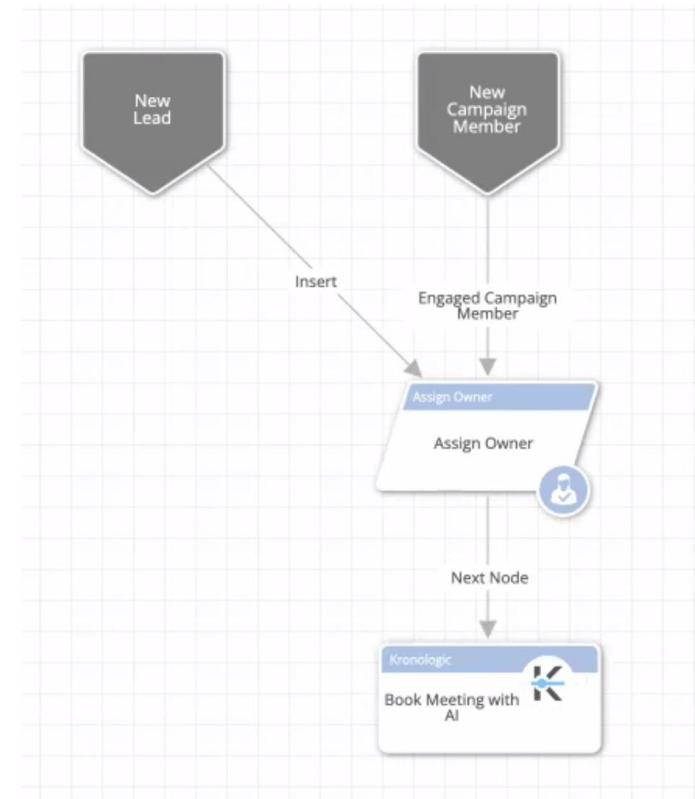
Sales Sequence	Rep Activity Level	Steps	Days
Agoge	Heavy	15	14

The Agoge Sequence			
Step	Task	Day	Automated
1	Manual Email	1	No
2	LinkedIn Follow	1	No
3	Phone Call	1	No
4	Email Reply	3	Yes
5	Phone Call	3	No
6	Phone Call	4	No
7	Email Reply	4	Yes
8	LinkedIn InMail	7	No
9	Phone Call	10	No
10	New Email	14	Yes
11	Reply Email	15	Yes
12	Reply Email	17	Yes
13	Phone Call	19	No
14	Phone Call	21	No
15	Breakup Email	27	Yes

Result = The *FIRST* reply/response only

Sales Sequence	Rep Activity Level	Steps	Days
Kronologic™	None	1.2	6.3

VS.



Result = Accepted Meeting

So, Now What?

Adapt this new model to your forecast

Meetings are the Key to Top of Funnel Metrics

Calculating your “Value per Meeting” is a simplified way to back out of a revenue target.

ACV \$50,000

(x) Opportunity Win Rate 20%

(x) Meeting to Opportunity Conversion 60%

Value per Meeting: **\$6,000**

Example:

\$1M Rev Goal / \$6,000 VpM 167 mtgs

VS.

\$1M Rev Goal / \$50K ACV = 20 wins

20 wins / 20% close rate = 100 deals

100 Deals / 60% Mtg to Opp rate = 167 mtgs

Forecasting off of the Meeting

Current #s - Quarterly

Event Leads 250

(x) Event Lead Conversion Rate 10%

(=) Post Show Meetings 25

(x) Value per Meeting \$6,000

(=) Revenue Won \$150K

~2 day delay for HOT lead follow up

With Kronologic - Quarterly

Event Leads 250

(x) Event Lead Conversion Rate 25%

(=) Post Show Meetings 63

(x) Value per Meeting \$6,000

(=) Revenue Won \$378K

HOT Leads: Post-show meeting booked by Kronologic *DURING* the booth conversation.

Measure Each Lead Source Separately

Lead Source	Forecasted Leads	Forecasted Meetings	Forecasted Opps	Forecasted Pipeline	Forecasted Rev
Website / Demo	50	=B2*\$B\$9	=C2*\$C\$9	=D2*\$F\$7	=E2*\$F\$8
Trade Show	100				
Webinar	100				
Content	50				
Total	300				

Lead Source	Lead to Meeting %	Meeting to Opp %
Website / Demo	70%	80%
Trade Show	25%	60%
Webinar	15%	50%
Content	12%	40%

ACV	50000
Avg Win Rate	20%

Forecasting Benefits of Meeting Math

Role

Benefits

Marketing

1. No need to defend the ebbs and flows of lead volume
2. Campaign results are seen FAR sooner (days to a week)
3. No more lost leads or missed messaging during lead handoff

SDR/BDR

1. An accepted meeting is the ultimate intent signal
2. Predict your own pipeline 1-3 weeks ahead of time
3. Can adjust the booking of meetings to align with EOM AE crunches

Sales

1. SLA handoff between SDR and AE - tracking deal requirements
2. Knows if they need to start self sourcing deals 1-3 weeks ahead of time
3. SDRs have more time to prep for discovery and work AE's accounts

Q & A

THANK YOU

Let's Keep in Touch!




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POSTAL.IO

USERGEMS



by LeanData

THANK YOU

Let's keep in touch!



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by  LeanData

Where are your biggest pipeline building challenges?

Marketing

Sales/Acct Management

Lead Management

Inbound / Event / Webinar Conversions:
Campaigns struggle to achieve pipeline goals due to difficulties around prioritization, data, coordination, and timing.

Prioritization:
Balancing all your leads and sales initiatives causes prioritization and results issues.

Account Management

Cross / Upselling:
Account expansion pipeline is difficult to coordinate across marketing, sales, and customer success.

QBR:
Coordinating and scheduling QBRs is seen as overly burdensome and hard to prioritize.

Rep Activity

Sales Sequence Effectiveness:
Quality leads aren't converting at the rate you need, despite your efforts to optimize complex sales sequences.

Pipeline Creation Efficiency:

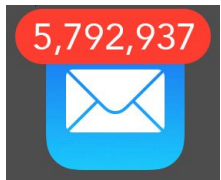
- Too many sequence steps
- Low email response & call connect rates
- Limited time to properly personalize messages

Engaging Prospects / Customers is Hard



81% of calls from unknown numbers are NOT answered*

Pew Research Center 



82% of the 122 billion emails sent every day are spam**

 DataProt



78% of marketer's biggest fear is lack of or not enough follow up when passing leads to sales***



<https://www.pewresearch.org/fact-tank/2020/12/14/most-americans-dont-answer-cellphone-calls-from-unknown-numbers/>*

<https://dataprot.net/statistics/spam-statistics/> **

https://www.kronologic.ai/hubfs/KRONOLOGIC-Heinz_Infographic.pdf?hsLang=en-us***

Let AI do the Busy Work of Time Negotiation



Stefanie Schwab-Fiedler

to Darren, Paul, me ▾

1:22 AM (15 hours ago)



Hi Nick,

Many thanks for providing the Webinar slides.

Could we connect in 2 weeks time 90 min earlier, please?

I am based out of Germany, so your suggested time would be 6:30pm my local time which is far too late and family and right now house moving time ;)

My first priority is hiring, as my team is just being established from scratch, however I would like to get my colleagues Darren Fourie and Paul Stanciu onto this call, too - so please check whether you can offer 2-3 open time frames from February 8th on.

Thanks, looking forward to hearing from you.

Best rgds,
Stefanie



Nick Owens <nick.owens@kronologic.ai>

to Stefanie ▾



1:22 AM (15 hours ago)



Hey Stefanie,

10:00AM CT on Tuesday February 8th works great for me.

I've updated the calendar invite.