

Stuck with Flatlined Customer Spend?

Can't Get Customer Meetings on Your Calendar?

Untouched Accounts Left for the Competitors' Taking?

Increase
Expansion Revenue
Automatically...
At Scale.



KRONOLOGIC



Proactive Outreach with Calendar First™



Send timely and tailored calendar invites with specific messaging, at scale, and customers just click accept.



Aaron Bollinger <aaron@kronologic.ai>

to me ▾



Feb
24
Wed ▾

Quarterly Business Review || Kronologic/CDW

[View on Google Calendar](#)

When Wed Feb 24, 2022 11:30am – 12pm (EST)

Where <https://us02web.zoom.us/j/4257864375>

Who aaron@kronologic.ai*

[More options](#)

Agenda

Wed Feb 24, 2022

No earlier events

Prev day [Sprint in Progress](#)

Prev day [Product Guide design work](#)

10am [👷Engineering Standup👷](#)

12pm [Kronologic Org/Team Admins - Hubspot](#)

1pm [Product Team Working Session](#)

Hi Michelle,

We will use this time to understand your business needs for the upcoming quarter. We also think our new IT service might be of interest for your international expansion plans.

If this time doesn't work, I'm happy to adjust to a time that will.

Best,
Aaron

Drive Significantly More Meetings Than You Are Now: QBRs, Cross/Up Selling, & More



Don't believe it? Here's how we've done it for ourselves and our customers using Kronologic:

- Engage 100% of your accounts targeted for cross/up selling, without the rep call down/email blasts
- Use dynamic field tokens to customize messaging to secure the meeting
- AI will negotiate any rescheduling needs and follow-ups for you and your team

5 Account Expansion/Retention Lead Sources

	Revenue Source	Trigger	Action Owner
1	Cross Dept Upselling	Outline customer hierarchy to find new champions	Sales
2	Product Cross-Selling	Use product data to see how other SKU's could benefit	Sales / CSM
3	Product Upgrade Notification	Platform access request via email, slack, intercom, etc.	CSM
4	New Product Offering	Align with product launch	CSM / Marketing
5	Onboarding	Automate invites for all your new customer meetings	CSM / Sales

How It Works:



1. **Select Team Members.** Do the inviting work for those who are running the customer expansion/retention meetings: Customer Success, Account Managers, Sales Reps



2. **Identify Targeted Accounts & Contacts.** Use conditional filtering logic in Salesforce or Hubspot to import customer contacts, or simply upload a CSV.



3. **Tailor Your Meeting Invite.** Use dynamic tokens and account-specific data from Salesforce or Hubspot to message the specific benefit they'll receive from you in the meeting.



4. **Activate Invites in Bulk.** Send the tailored meeting invites in bulk from the reps' own calendar and see accepted meetings book within hours!



5. **Meet with Customers!** Your team's calendar fills with customer expansion/retention meetings automatically. This increases customer happiness and eliminates the wasted time normally spent by your team to manually book these meetings.

Account Expansion Examples

10,000+ employee, IT Services Company



Large Team	200 Reps Inside Sellers	800 meetings in 1 week
Small Team	6 Reps Field Sellers	150 meetings in 1 month

Lead to Meeting Conversion Ranges with Kronologic:



5 Account Expansion/Retention Lead Sources

Lead Type	SDRs + Sales Engagement Tool	Kronologic	Estimated Impact on Pipeline
Cross-Sell & Up-Sell	10% - 30%	30% - 70%	200% growth
Product Webinars	5% - 15%	10% - 30%	100% growth
Customer Events & Trade Shows	5% - 10%	10% - 20%	100% growth
Customer Content Downloads	3% - 5%	10% - 30%	200% growth
Demo Requests	35% - 60%	50% - 75%	30% growth

Fast-track and Automate Customer Expansion.



Achieve revenue & engagement goals by filling your team's calendars with customer meetings for *them*.

Account Expansion / Retention G2 Reviews

★★★★★ May 26, 2021

"Takes the hassle out of managing my account base"

What do you like best?

I LOVE that Kronologic can help me tackle my 200 accounts. I know on the backend Kronologic is finding me engaged, reliable meetings, so that I spend no time on accounts that don't want my help and all of my time with accounts I can actually help. I love it, as a Customer Success Manager.

What do you dislike?

No complaints! It does everything I need it to do.

★★★★★ May 26, 2021

"Great for getting meetings with unresponsive customers"

What do you like best?

I liked that Kronologic sent out meeting requests for upcoming renewals I had with customers who were challenging to get in front of. In one month, they were able to schedule 3 renewal conversations, which I ended up closing on 2/3.

★★★★★ May 26, 2021

"Kronologic has been a great way to stay in front of my customers!"

What do you like best?

I like the scripted campaigns and the automated follow ups, puts a ton of time back in my day

★★★★★ May 26, 2021

"Kronologic has made getting customer meetings so much easier."

What do you like best?

Kronologic persists where I would not and I do not have to worry about following up since it will do it for me.

★★★★★ May 26, 2021

"Helpful with being proactive with customers."

What do you like best?

It automatically sends emails and calendar invites out to my customers.

Trusted by:



VONAGE



CATERPILLAR®



zendesk

About:

Kronologic creates a world where your work day is automatically scheduled to prioritize the most valuable interactions. Orchestrating time itself for knowledge workers like marketing, sales, and customer success by setting revenue generating meetings at scale. All you have to do is show up.

Businesses of all sizes have turned to Kronologic to create a winning culture that maximizes their bookings and their revenue.

Request a demo today:

www.Kronologic.ai/getademo

Integrates with both Outlook and Gmail. Salesforce and Hubspot integrations are not required but are easy and powerful.

