



Webinar



Podcast



Event

Cognism 

REVENUE ENGINES

How you can build success in sales

Thursday February 11th 2021
12:30pm EST | 9:30am PST

We encourage you to submit any
questions throughout the webinar

Our panel



KRISTAPOR GIRAGOSIAN
Chief Americas Officer
Cognism



COLLIN WALDRUP
SDR Trainer
Salesloft



LIAM BARTHOLOMEW
Global Head of Demand Generation
Cognism

We will cover

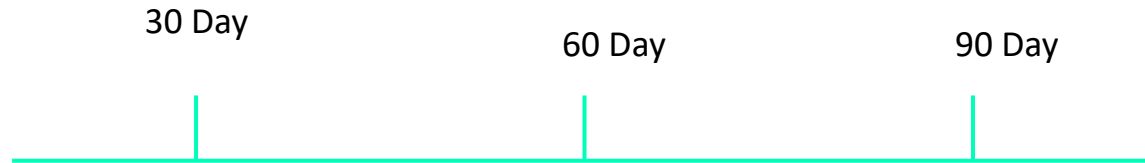


Building and expanding a remote team of SDRs



Overview & Motivating Your Reps

Key Checkpoints



Key KPIs for Reps

Of Calls

Total
1 day
activity

of meetings
scheduled

Focused **KPIs** for your
SDRS
Additional
management **KPIs** to
keep reps on track

Management KPIs

Quality
of opps

Revenue
efficiency

Positive
conversations

Motivate your reps:

- Morning scrum
- End of day sync
- Pandemic pairs – reps go head to head
- Slack channel
- Regularly update call library



#meetingsbooked

Key Checkpoints

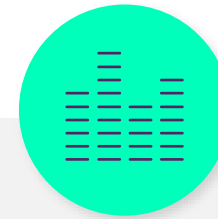
	PERFORMANCE MILESTONES	SKILLS MILESTONES
30 Day	Bootcamp Week <ul style="list-style-type: none">• 60 Day 1 Calls• 100% on time percentage in cadence• AT LEAST 10 conversations	<ul style="list-style-type: none">• Discovery certification• Demo certification• Ability to decipher a good account from bad• Ability to deliver persona based intros• Ability to convey what SalesLoft does• Ability to ask open-ended questions• Understand objection handling framework• Ability to close the call
60 Day	<ul style="list-style-type: none">• Add 12 new people a day to your cadence• Finish cadence steps each day• Make 60 calls per day• Av at least 4 convos per day• 7% connect rate• 5% call conversion rate• Commercial Goal: 2 SDOs / week• ENT Goal: 2 SDOs / week	<ul style="list-style-type: none">• Competitive differentiation• Objection handling test• Value prop test• Ability to build a “gap”• Midterm exam
90 Day	<ul style="list-style-type: none">• Add 12 new people a day to your cadence• Finish cadence steps each day• Make 60 calls per day• Av at least 4 convos per day• 7% connect rate• 8% call conversion rate• Commercial Goal: 5 SDOs / week	<ul style="list-style-type: none">• Hypothesis building• Ability to deliver personalized intro based on company research• Objection handling 2.0• Differentiation 2.0• Discovery questions• Final exam

Key Metrics



Key/Leading metrics

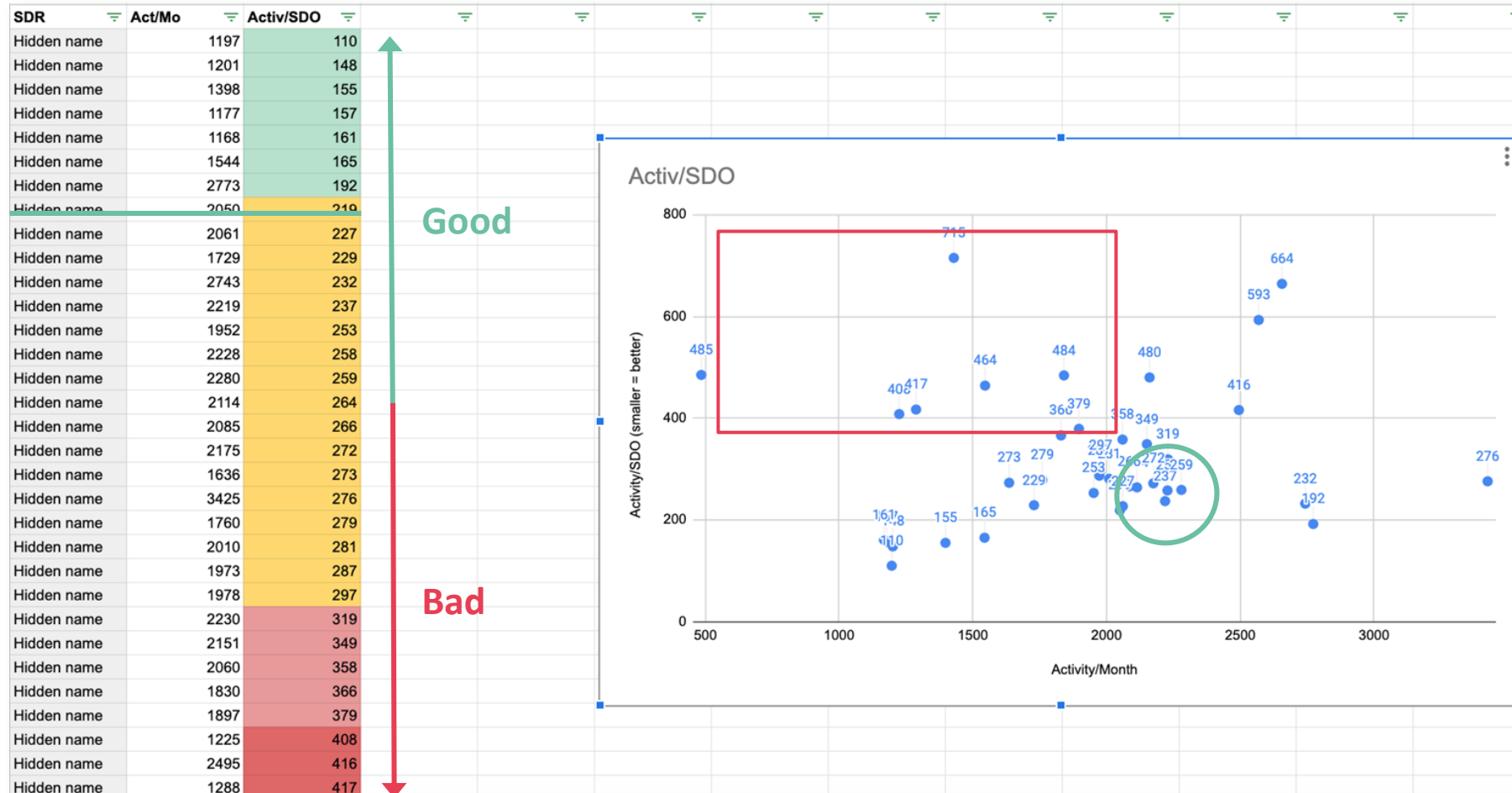
- Contacts added to pipeline
- # of accounts/contacts actively working
- # of Calls
- Connect rate
- Call conversion rate
- Meetings scheduled
- Accepted meetings



Coaching metrics

- Efficiency score
- Account health
- Positive convo rate
- Email reply rates
- On-time percentage

Efficiency score

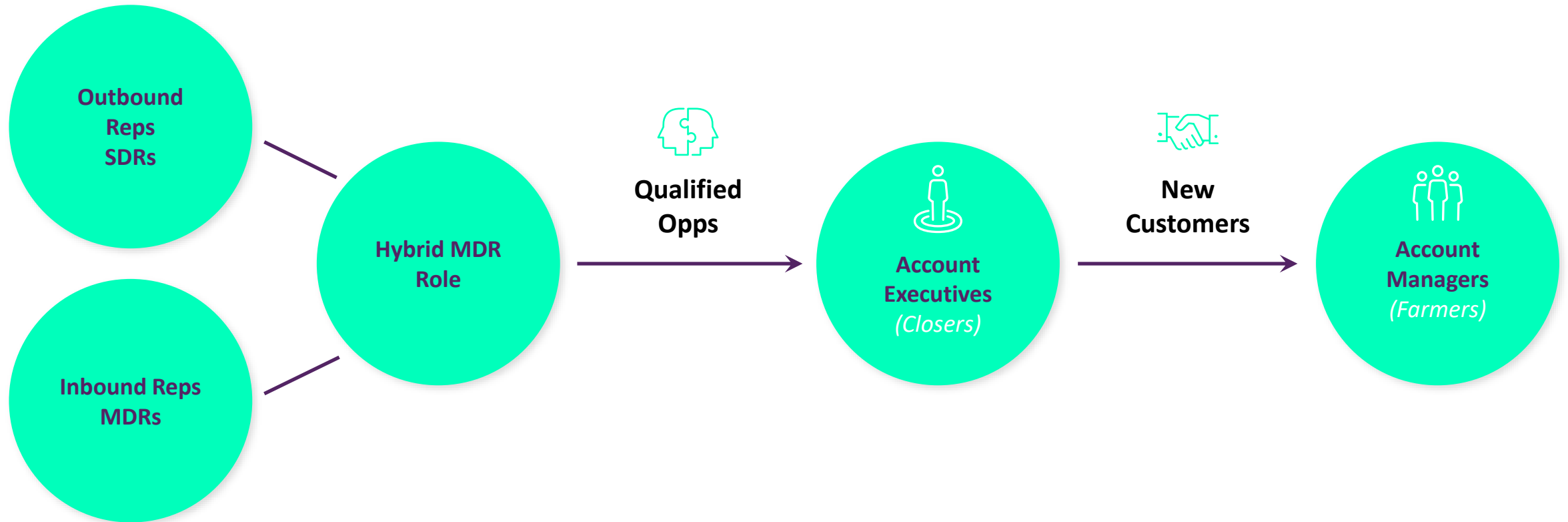


Scaling your sales team with the right metrics

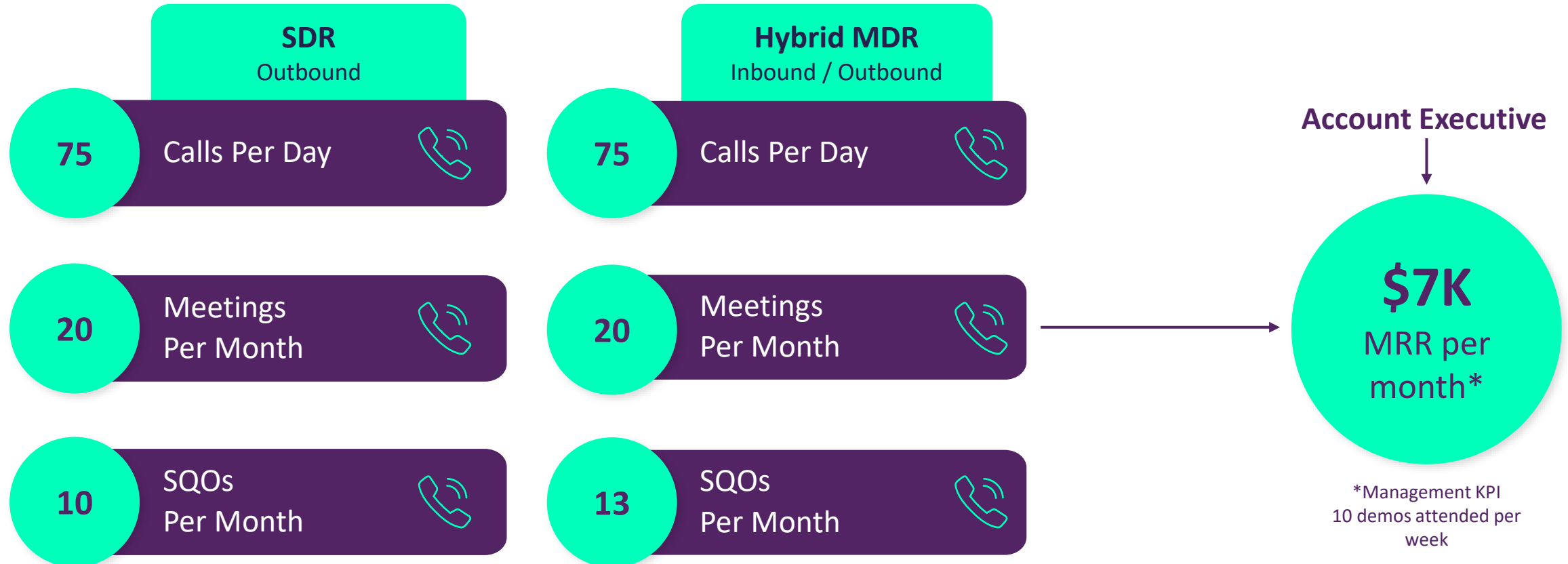
Cognism 



How the Cognism sales team is structured



Key metrics



Aligning sales team with marketing

Integrating inbound &
outbound



Integrating inbound & outbound

CHECKLIST:



Call yourself a revenue team



Take time to share and explain – over communicate



Measure your team and your success in the same way



Remove unnecessary barriers



Have roles that work closely across both teams: MDR



Celebrate all wins

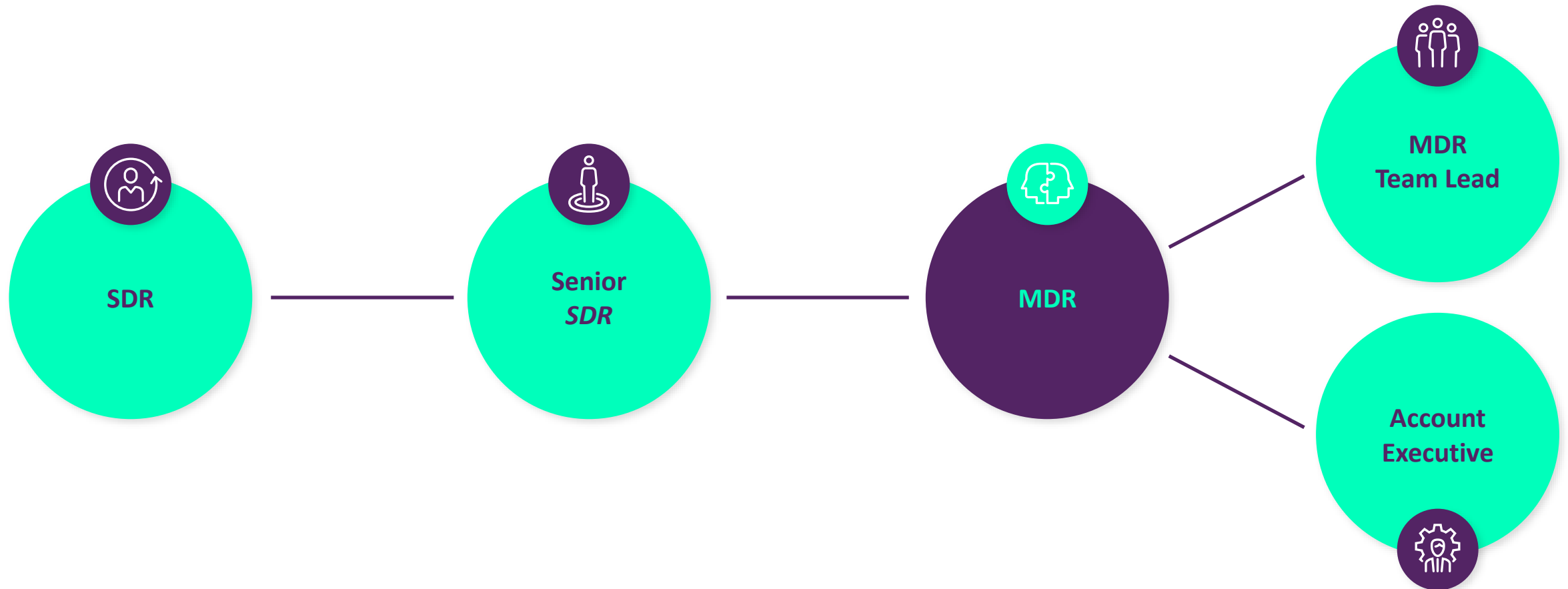


Walk a day in each other's shoes

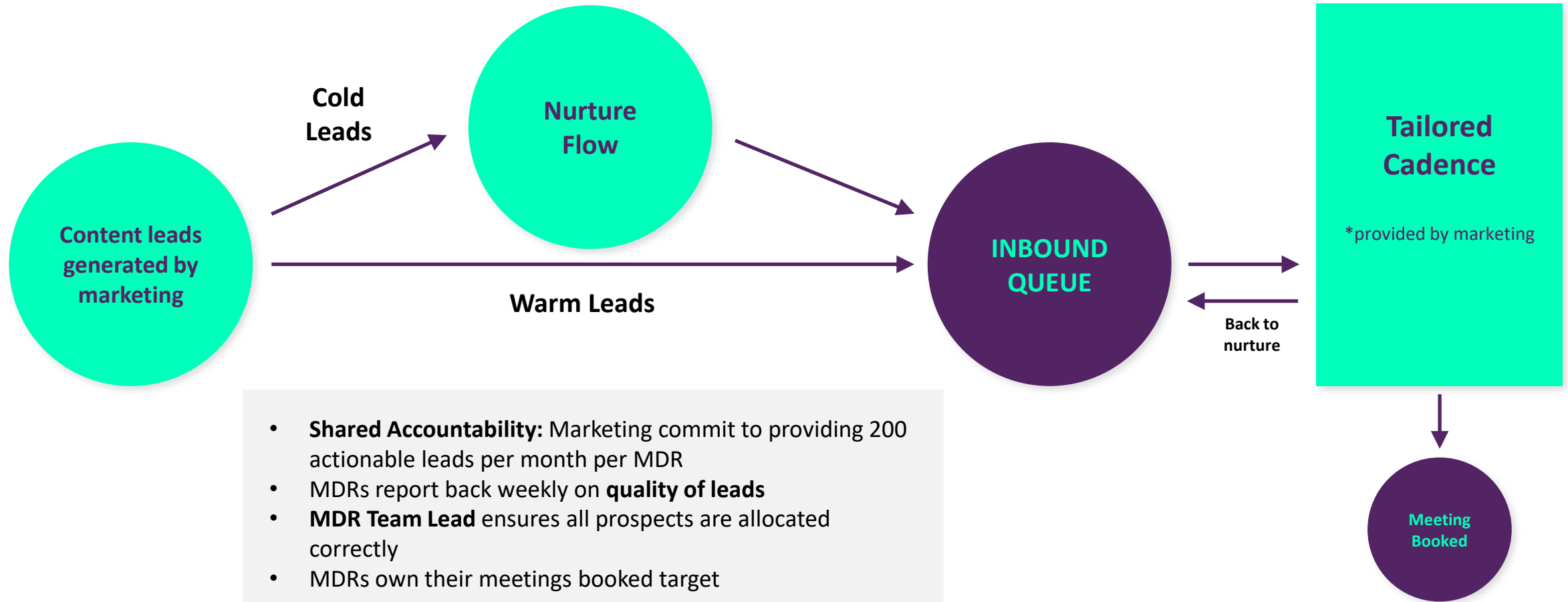


Incentivize in the same way

MDR: Path to success

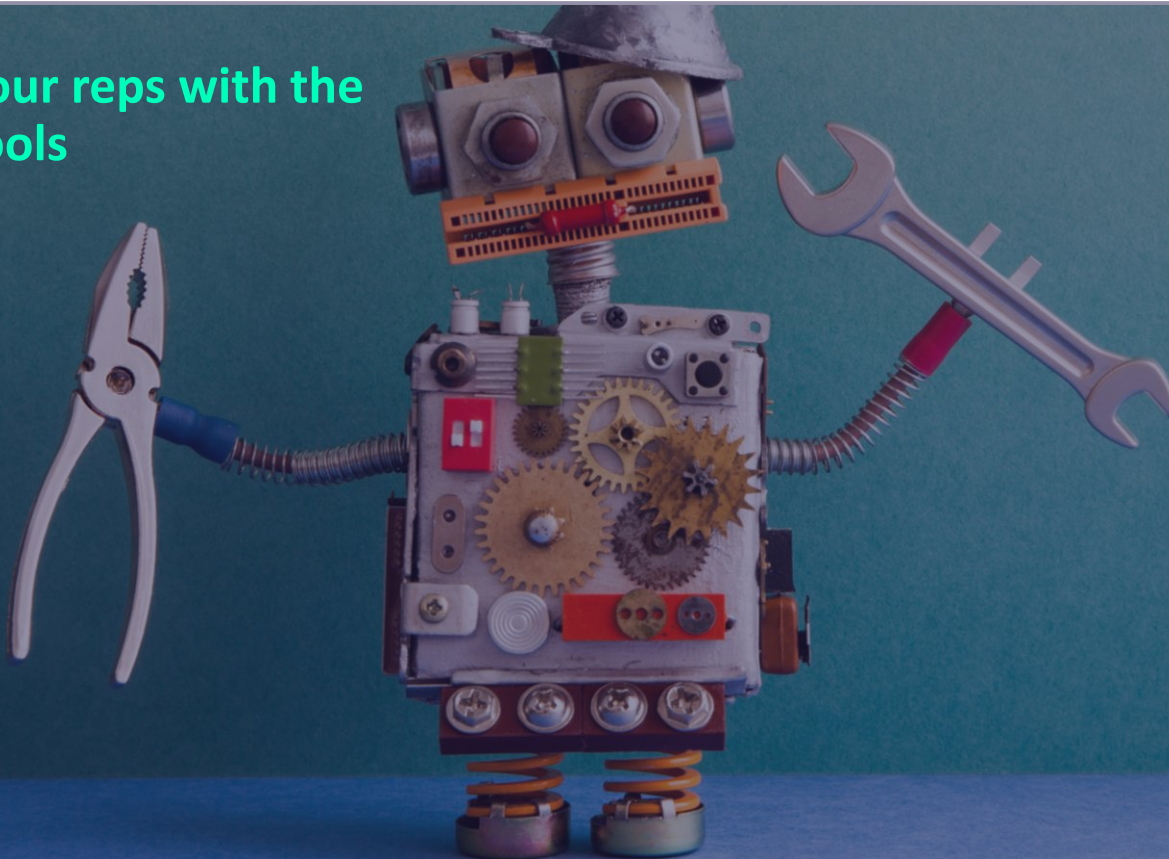


Integrating an MDR



Tech Stack

Arm your reps with the
best tools



Arm your reps with the best tools

PROSPECTING TOOLS

Cognism 

 mailtastic

LinkedIn 

DIRECT MAIL AUTOMATION

 Reachdesk

VIDEO HOSTING

 vidyard

SALES ENGAGEMENT

 SalesLoft

VISITOR IDENTIFICATION

 leadfeeder

BUSINESS INTELLIGENCE

 GONG

BUSINESS INTELLIGENCE

 CHILI PIPER

Any questions?

This webinar has been recorded.
A link will be sent out later along with a copy of the slides.

For more resources on scaling your sales team,
visit: cognism.com/blog