

Salesloft.

Gain a

# Performance Force Multiplier

Across Your Go-To-Market Organization

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10/30/2024



## Our viewpoint

After working with the **most demanding** brands

Multiple brands | Complex org structures | Large global sales teams | Multiple GTM motions | M&A | Governance

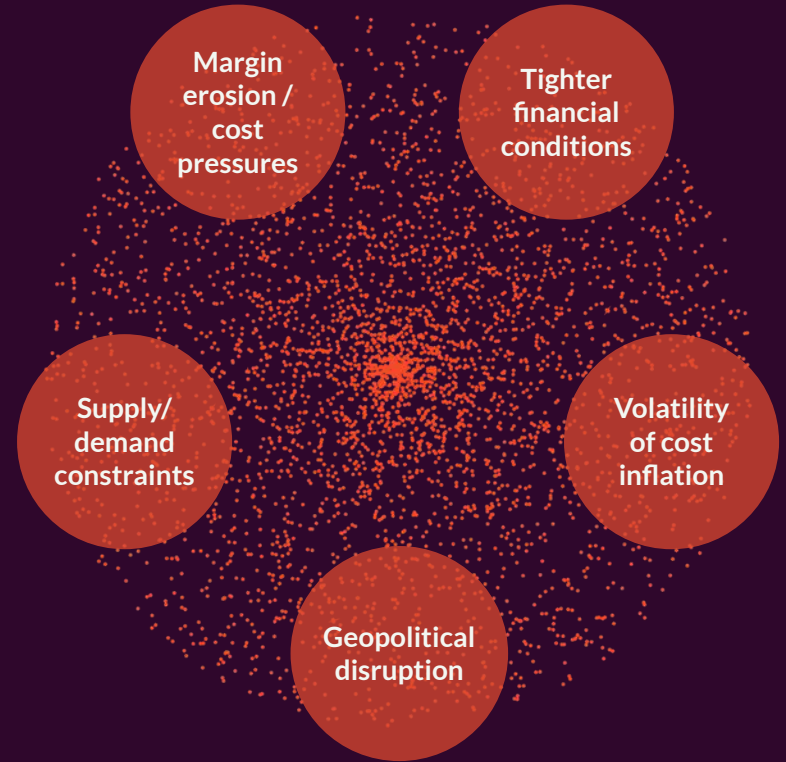


We have learned what it takes to outperform and  
**drive durable revenue growth** in today's global  
economy

A new economic order has arrived

The long era of global stability, cheap liquidity and abundance is over...

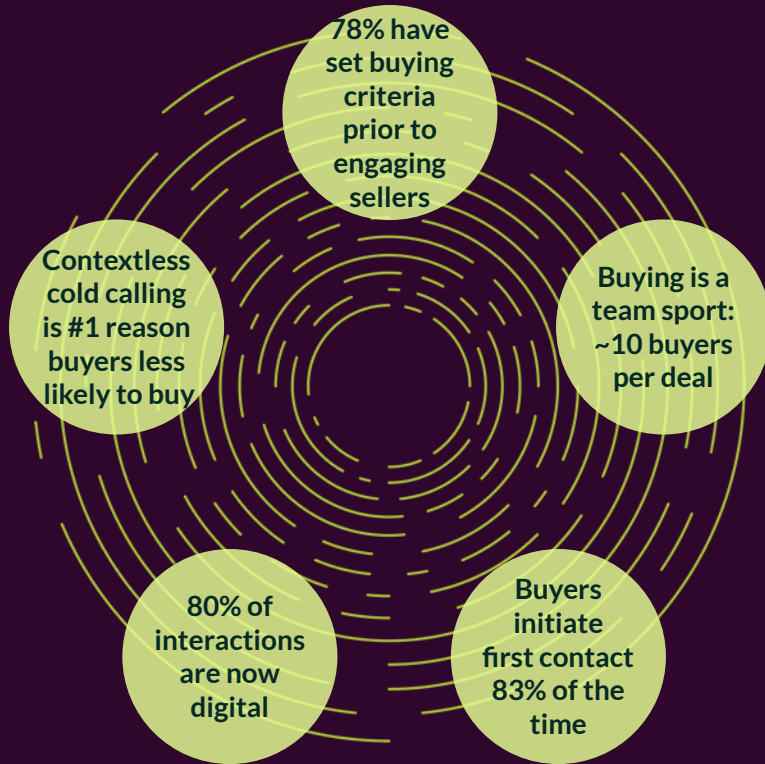
...and structural economic change is **tightening the buying climate**



A new B2B buying reality is upon us

At the same time,  
deep, enduring changes  
in B2B buyer behavior  
have emerged...

...and a **fundamental  
power shift** now puts  
buyers – not sellers –  
in the driver's seat



Companies are facing the

# Great Growth Squeeze

Wreaking havoc on the steady-state world  
of predictable revenue growth

**89%**

execs believe we're in  
a prolonged period of  
volatility and uncertainty

**>50%**

companies adjusted  
revenue growth  
expectations downward

**55%**

B2B buyers say buying  
purchase cycle times  
have elongated

**<50%**

B2B sales leaders think  
their reps have skills to  
succeed in this new era

In this structurally different economic era

Durable revenue growth will **NOT** come from **listening to conversations** to get one more deal closed, AI-powered **forecasting** , or doubling down on **intent data** alone...

...this misses the point.





The real strategic issue

How do we make the transformational shift to a **new engagement model\***

that **unlocks** efficient growth in a tighter buying climate – at the same or lower costs?

\*How buyers and sellers interact to close a deal

Salesloft.

The unfortunate truth

Most companies operate with engagement models designed for a revenue growth **era that has vanished** ...while relying on a **sprawl** of IT systems and sales practices **built for yesterday's** economy and buyer

OUTBOUND

**1000+**

touches per oppty,  
4-5x harder

CAC\* PAYBACK PERIOD

**4+ years**

>2x increase in  
last 5 years

SHRINKING GROWTH/  
PROFIT RATIO

**1/5**

of what it was in  
the past 5 years

WASTED  
TIME

**67%**

spent on non-customer-  
facing activities



The transformational promise of AI

**AI has awakened hope** for GTM executives grappling with the Great Growth Squeeze

... but giving every team access to **generic** GenAI on irrelevant data or **bolt-on AI** falls short ... and **ungoverned**, AI opens risk that most global companies are ill-equipped to handle

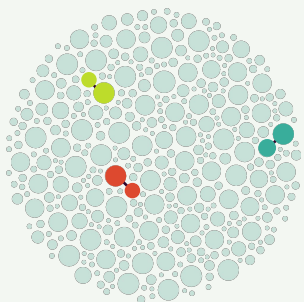
The new growth efficiency mandate

Winning execs will play a different game to gain a

# **Performance Force Multiplier**

by shifting to a

**Durable Revenue Engagement Model**



## What is an **Engagement Model?**

Interaction between a buyer and seller  
to close a deal or achieve an outcome



## What is a **Durable Revenue Engagement Model?**

Orchestrated collaboration between buying  
groups and market-facing teams, from first  
touch to upsell to renewal, delivering profitable  
efficient growth for the seller and sustained  
value and great experience for the buyer

# Unlocking growth efficiency requires making the shift

## Status Quo Engagement Model

Growth

Sell products/close a deal

F2F/seller-directed/gatekeep content

Rely on superstars and heroics

Transactional

Powered by data

Chase anything

to

## Durable Revenue Engagement Model

Profitable Efficient Growth

Sell outcomes/build enduring relationships

Digital+F2F/buyer-directed/add value

Rely on AI, data, repeatable success model

Multiple orchestrated revenue streams

Powered by buyer signal/interaction activation

AI-driven prioritization: not all \$ equal

# A Durable Revenue Engagement Model

answers today's tough questions

How **confident** are we that we are **in all** the deals we should be in? Are they the **right** deals?

How do we know when a prospect is **coming on the market** – and engage before our competitors?

Are we engaging **everyone on the buying team**? Across all **digital and human** channels?

Are we **leveraging every possible** cross-sell, upsell and renewal opportunity?

What are the **winning patterns** of our best performers? Can we replicate across 1000s of sellers?

Where are we most **exposed to risk**? Do we know why? And how to get back on track?

Introducing

# Salesloft.

Acknowledged  
**market leader** and  
category creator

Revenue Orchestration  
Platform powering the  
first **Durable Revenue  
Engagement Model**

Helping the most  
demanding companies  
gain a **Performance  
Force Multiplier**

# Salesloft.

Delivering multiple  
dimensions of value to  
unlock growth efficiency



# Gain a Performance Force Multiplier

## 5 key requirements Durable Revenue Engagement Model

1

### **Outcome-first prioritization: insights fuel action**

Integrate and activate all 1st/3rd-party signals; inform actions with real-time context; harness purpose-built AI to continuously prioritize all actions based on outcomes

2

### **Radical repeatability: operationalize success**

Empower every user with prescriptive actions; embed and adapt AI-driven workflows to replicate winning patterns at scale; continuously coach and reinforce; automate the routine

3

### **Industrial-strength platform: unmatched governance and scale**

Scale to handle global, distributed teams, complex GTM models, across multiple languages and jurisdictions; enterprise-grade security and transparent AI guidance; your data is your data

4

### **Truly adaptive buyer experiences: accelerate time to trust**

Orchestrate deep, relevant engagement at every point of the digital/human-assisted journey, across complex buying teams; AI-powered insights, from first touch to renewal to upsell

5

### **Act with confidence: never go it alone**

Go at your pace; single platform for unified experience; rich partner ecosystem and off-the-shelf integrations; industry-leading expertise, best practices, community act as force multiple to ensure customer success



Gain a Performance  
Force Multiplier

**5** key  
requirements  
**Durable  
Revenue  
Engagement  
Model**

- 1 Outcome-first prioritization: insights fuel action
- 2 Radical repeatability: operationalize success
- 3 Industrial-strength platform: unmatched governance and scale
- 4 Truly adaptive buyer experiences: accelerate time to trust
- 5 Act with confidence: never go it alone

# Gaining a Performance Force Multiplier with Salesloft

Driving durable revenue growth



GROWTH

**15%**

revenue growth  
quarter over quarter



EFFICIENCY

**€10B**

TTV target and increase  
margin by 2025



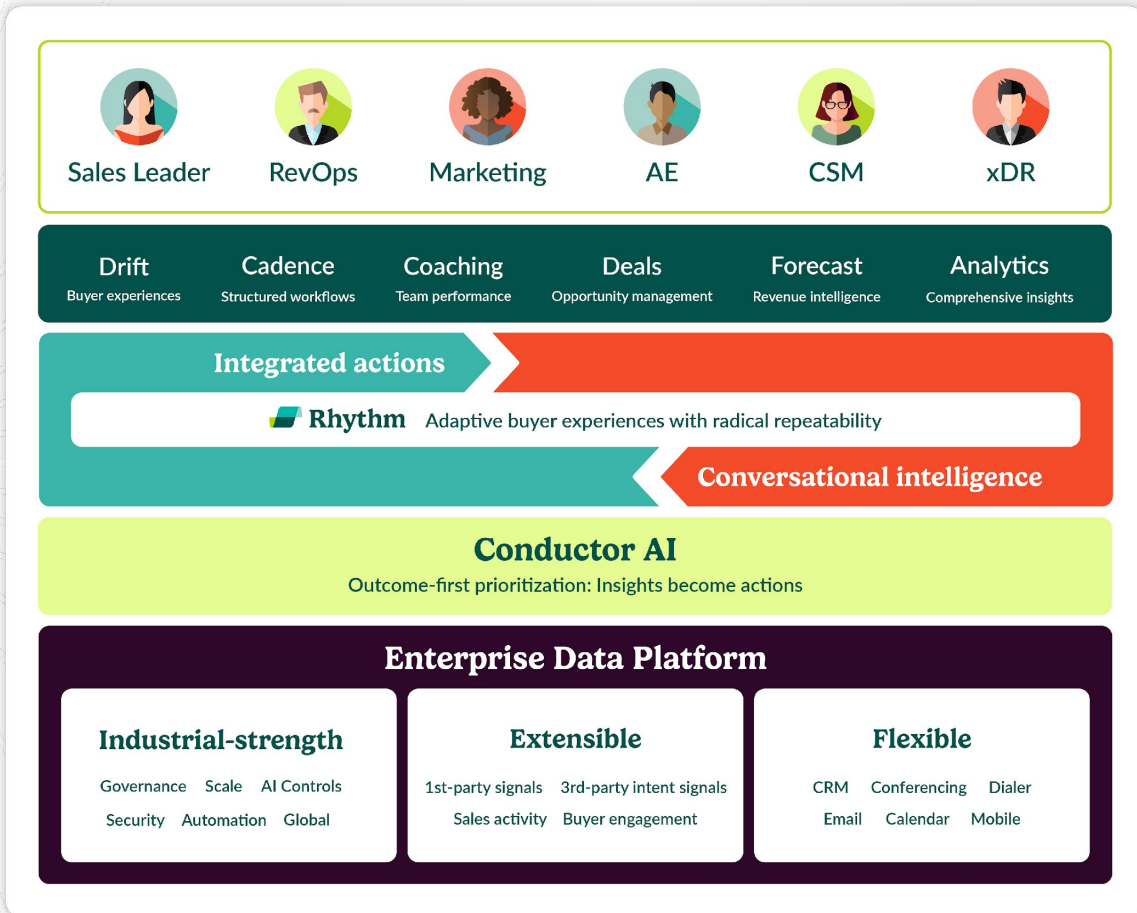
SAVINGS

**\$350K**

sales tech stack savings  
through consolidation

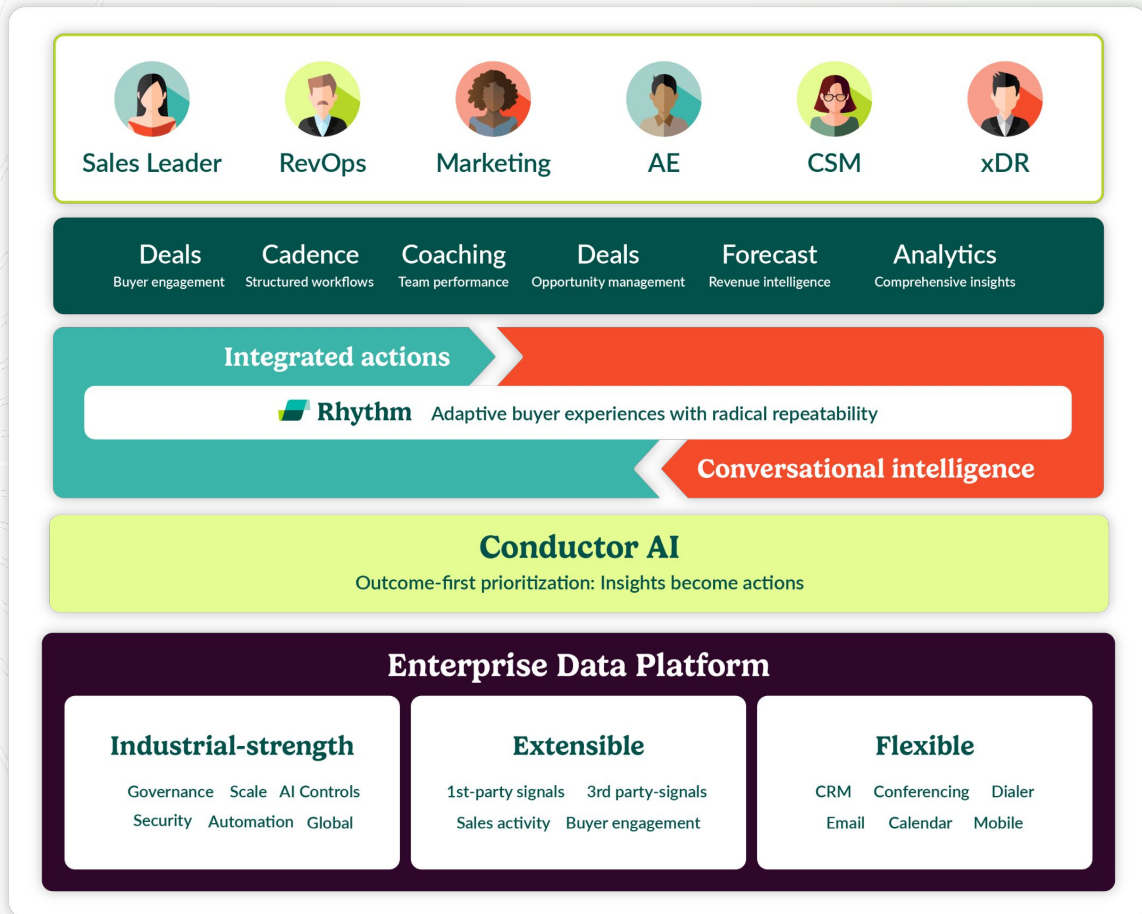
# Salesloft Revenue Orchestration Platform

Delivering the  
first AI-powered  
Durable Revenue  
Engagement Model



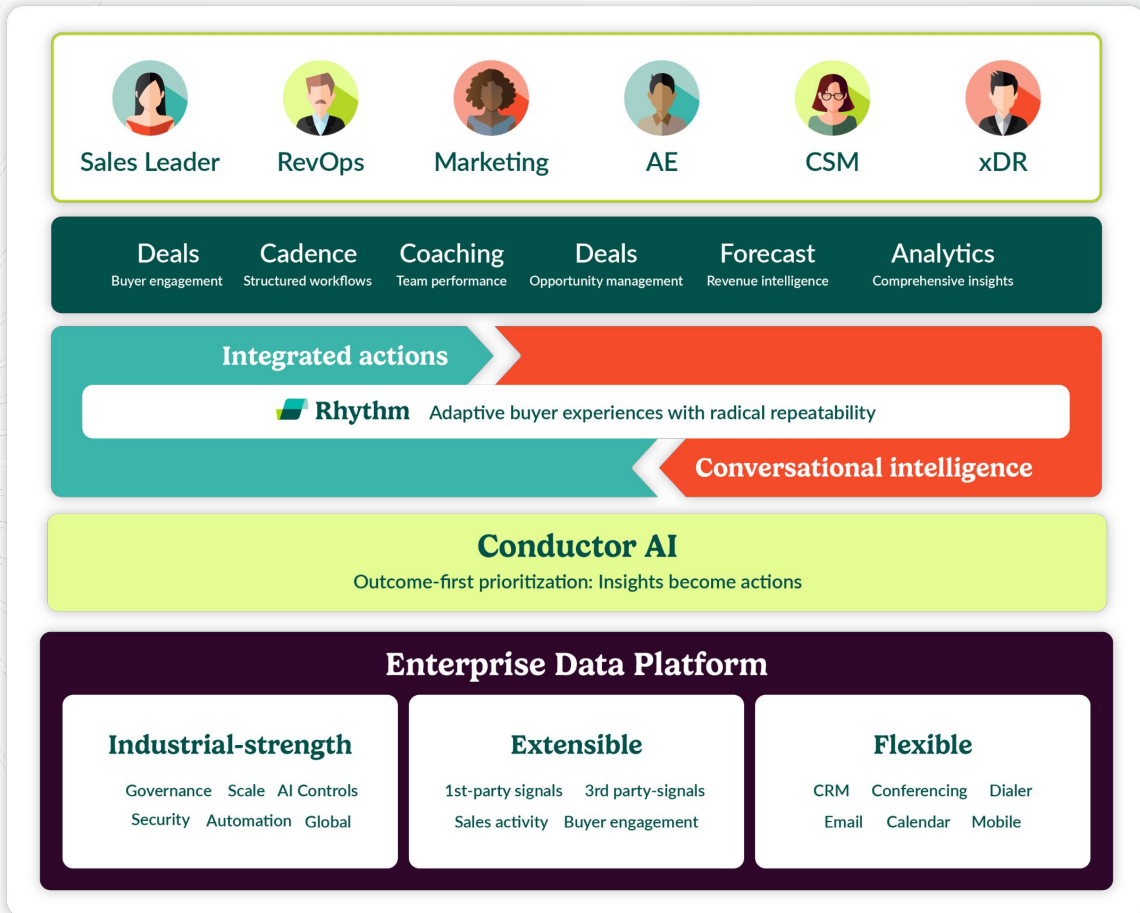
# Salesloft Revenue Orchestration Platform

Delivering the first AI-powered Durable Revenue Engagement Model



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# The Salesloft Experience

## Rapid Implementation

Outcomes-based planning and solution architecture

Platform integration and tech stack implementation

Tool consolidation

Enablement and early adoption to drive quick wins

## Value Realization

Advisory consulting to increase speed-to-value

Optimize signals and partnerships for your business

Funnel diagnostics: troubleshoot from top of funnel to pipeline and beyond

QBRs to drive innovation and revenue performance

## Optimization & Expansion

Expansion planning, grow and scale services

KPI tracking and team performance coaching to tune and govern plays

Continuously adapt buyer experience and orchestrate seller actions

“I was under pressure to transform sales and get reps into the 21st century. Salesloft helped get me ahead of the curve, drove the agenda, took my pain away.” – Mark Antipof, Chief Growth Officer, HBX

# Where to get started

Quick bursts of value | Go at your own pace | De-risk

Extend and scale

Revitalize

Transform

Buyer  
Engagement

Pipeline  
Creation and  
Coverage

Opportunity  
Acceleration  
and  
Management

Customer  
Loyalty and  
Growth

Team  
Productivity  
and  
Performance

Technology  
and Workflow  
Optimization

# Why customers choose Salesloft

## Our differentiators

**Always  
know when  
your world  
changes**

Integrate all 1P & 3P signals  
Continuous insights  
Across buying teams  
First-touch to renewal

**Act first  
on what  
matters most**

AI-driven prioritization  
Intelligent signal activation  
Adaptive experiences  
Outcomes-driven

**Built for  
the most  
demanding  
companies**

Only TRUE enterprise  
platform: global scale  
and governance

**Performance Force Multiplier**  
driven by a Durable Revenue Engagement Model



Who we're for

# Salesloft.

The most demanding  
global companies  
and outperforming  
executives who:



**Are not afraid to  
make a bold move**



**Push beyond the  
status quo**



**Always seek the  
extra edge**

# Salesloft.

Join a movement  
of champions



Thank you.



# Addendum

# Salesloft Revenue Orchestration in Action

Customer Profile:

## Reshaping the digital workspace

Collaborative work management platform of choice for 20,000+ orgs and 2.4M users in over 140 countries

Customer Mission:

## Transforming the way people work

Wrike helps their customers do the best work of their lives

Challenge:

## Unpredictable buyer experience, revenue at risk

Toggling between multiple tools meant wasted seller time and fragmented executive visibility, leading to inconsistent engagement, uneven buyer experience, and delayed or lost deals

Solution:

## A Performance Force Multiplier

With Salesloft's unified platform, Wrike has achieved radical repeatability, empowering every seller to execute prescriptive actions, and orchestrating deep, relevant engagement at every point of the buying journey, from first touch to renewal to upsell.

Impact:

## Better buyer experience and more revenue through sales excellence

Salesloft helps Wrike close the gap between buyers and sellers



# 100%

adoption in the field

# \$350K

savings from sales tech stack consolidation

# Salesloft Revenue Orchestration in Action

## Customer Profile:

### **Empowering travel businesses**

Cloud-based platform of travel products and services: 66k+ travel distributors, 190+ source markets, and 3K local experts in 170+ countries.

## Customer Mission:

### **Simplifying a fragmented industry**

HBX helps all businesses in the B2B travel industry deliver frictionless, efficient services that drive sustainable growth.

## Challenge:

### **Revenue growth, competing priorities, point solutions**

Toggleing between multiple tools meant wasted seller time and fragmented executive visibility, leading to inconsistent engagement, uneven buyer experience, and delayed or lost deals

## Solution:

### **Durable Revenue Growth**

A business value assessment delivered a diverse set of key goals. With Salesloft's unified platform in place, HBX is increasing pipeline creation and coverage, improving team collaboration and performance improvements, and optimizing technology and workflows.

## Impact:

### **Increasing revenue, driving predictability, and reducing cost**

Salesloft helps HBX support their customers' growth as they drive their own



**-80%**

Complexity – 5 separate pipeline spreadsheets reduced to one

**+2400%**

Growth in licensed Salesloft users in just three months

# Salesloft Revenue Orchestration in Action

## Customer Profile:

### From data to insight to action

Data integration, analytics, and AI solutions that transform data into insights that drive strategic business outcomes for 40k+ organizations worldwide.

## Customer Mission:

### Unlocking the value of data

Qlik helps customers extract real-time, real-world value from all of their data by uncovering insights and driving action that leads to business success.

## Challenge:

### Inconsistent messaging, decreased processing efficiency

Existing tools – with manual processes and a lack of cohesion between prescribed steps, templates, social media activity, and a dialer – could not properly power a global demand center.

## Solution:

### Efficient Growth, Accountable Action

A full 96% of Qlik BDRs in its high-volume demand center have adopted Salesloft's unified platform, using impactful onboarding, gap-free engagement tracking across the buying journey, and silo-breaking collaboration to amplify the value of each action 3x for durable ROI.

## Impact:

### Accountability and continuity that deliver daily value and ROI

Salesloft helps Qlik reps at all experience levels achieve continuous sales excellence



# Salesloft Revenue Orchestration in Action

## Customer Profile:

### Top-of-funnel mastery

AI-enabled sales developer of choice for top companies in competitive industries from tech (Google, Salesforce, and AWS) to pro sports (NFL, MLB, and NHL).

## Customer Mission:

### Book the best meetings, faster.

Demand Inc is laser-focused on bringing high-quality, tough-to-book meetings to sales organizations faster and at higher volume.

## Challenge:

### Lacking proper tools to execute a revolutionary vision

Without fine-grained control, optionality, and testable personalization that scaled, the company could not properly perform their core service.

## Solution:

### Fine-grained, scalable performance

Using Salesloft's unified platform, Demand Inc can promote continuous iteration with variant-level visibility while personalizing outreach at scale — achieving profitable, repeatable revenue for themselves and more importantly, their sales-development customers.

## Impact:

### Accelerating top of funnel through booked meetings for clients

Salesloft helps Demand Inc deliver results using scalability with control and personalization

100K

meetings booked using  
Salesloft exclusively

\$7B

client pipeline  
winnings



# Salesloft Revenue Orchestration in Action

## Customer Profile:

### **Making tomorrow possible**

Software portfolio empowering 35,000 market leaders and disruptors across major manufacturing verticals around the world.

## Customer Mission:

### **Enabling innovative impact**

PTC helps manufacturing companies quickly and efficiently design, create, and service products that enrich lives every day, worldwide.

## Challenge:

### **Outdated website engagement, stalled pipeline progression**

Rigid, limited engagement with website visitors and traditional, form-based lead qualification meant they were missing opportunities and leaving revenue on the table.

## Solution:

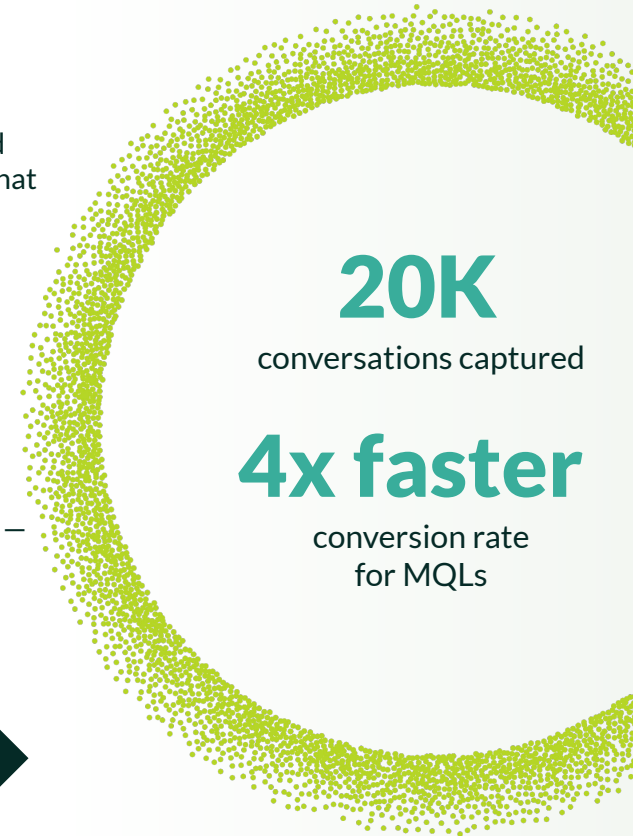
### **Customer-centric selling**

With Salesloft's Drift tool, new flexibility, predictive analytics, and account intelligence means that customers are now engaged at in personalized sales and marketing conversations – at peak interest points in real time – to drive efficient, durable revenue.

## Impact:

### **An intelligent, efficient, scalable demand engine that customers love, too**

Salesloft helps PTC drive demand while providing exceptional value to customers



# Salesloft Revenue Orchestration in Action

workiva

Customer Profile:

## Transforming data reporting

Seamless collaboration and deep workflow integration simplifies and improves audit-ready financial and ESG reporting for 6K+ customers in 180+ countries.

Customer Mission:

## Powering a better world

Transparent reporting using Workiva's fit-for-purpose, connected cloud platform drives a positive impact for a better world.

Challenge:

## Top-of-funnel conversions, long buying cycles, unclear visibility

Existing tool couldn't provide the visibility and engagement needed to speed the sales cycle and achieve the sales team's 40% share of organizational pipeline.

Solution:

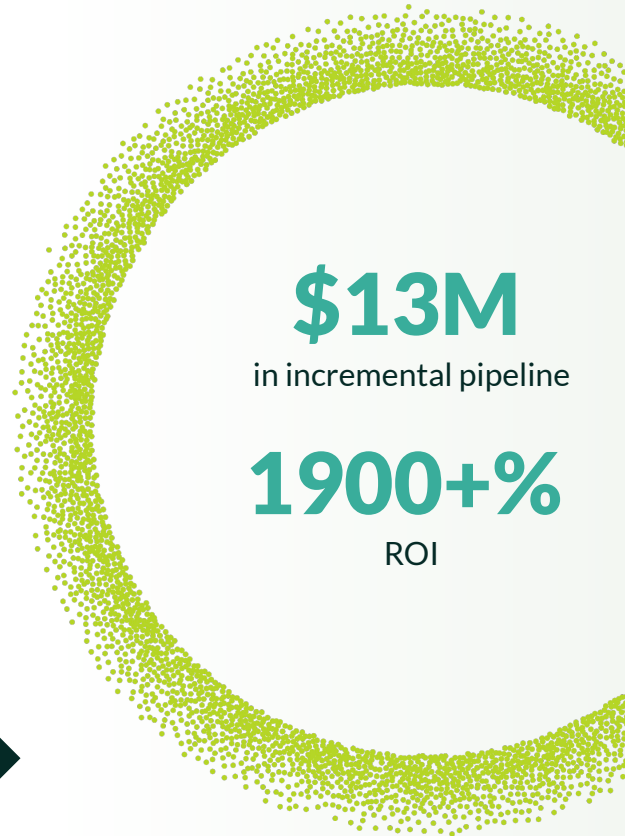
## Efficient, high-intent connections

Using Drift's conversational sales tools, Workiva has multiplied their team performance by interacting with prospects at the right time on the right channels, auto-prioritizing target accounts, and engaging bigger buying groups —while still shortening the sales cycle.

Impact:

## Revamped business model for better buyer experiences — and more sales

Salesloft helps Workiva build buyer connections that build better pipelines



# Salesloft Revenue Orchestration in Action



Customer Profile:

## Insight-chasing innovators

Supporting educational institutions and corporations for 40+ years with best practice research, technologies, enrollment, and marketing services.

Customer Mission:

## Making education smarter

From K-12 to college to career, EAB is solving education's toughest challenges to help schools and students thrive.

Challenge:

## Improving website experiences

An existing technology was being underutilized, leaving value on the table by under-serving visitors to the company's website, and unfamiliarity with AI was holding back improvements.

Solution:

## Crawl-Walk-Run to AI

By expanding their Drift footprint, EAB created a red-carpet experience for high-intent customers – with more visitors served at a high volume, same-day scheduling, and less outreach required from BDRs – while also satisfying low-intent visitors through AI.

Impact:

## Better, faster, more satisfying experiences for website visitors

Salesloft helps EAB scale to better serve visitors of all intent levels





# Salesloft Revenue Orchestration in Action

## Customer Profile:

### **From mining to manufacturing**

Founded as the Minnesota Mining and Manufacturing Company, 3M today makes 60+K products used in homes, businesses, schools, and hospitals worldwide.

## Customer Mission:

### **A brighter world through science**

3M has crafted a century-old history of innovation by unlocking the power of people, ideas, and science to reimagine what's possible.

## Challenge:

### **Needing sales-process visibility and faster new-hire ramp-ups**

Improving the sales process meant investing in tools that could get new hires producing faster, provide clear data from sales activities, and scale with growth.

## Solution:

### **One tool delivering multiple impact**

Salesloft's one-stop-shop platform unleashed greater performance productivity for 3M, with standardized, automated processes aligning all sellers for success; while optimized workflows and deeper customer insights leading to new business as well as upsells and cross-sells.

## Impact:

### **Consistent sales excellence leads to greater reach and more closed deals**

Salesloft helps 3M align their approach to optimize customer engagement and results

**-60%**

in time to close

**1,000**

customers reached in first week of first Cadence

# A **Durable Revenue Engagement Model** answers today's tough questions

How confident  
are we about  
**changing  
individual  
behavior?**

Are we spending  
time and  
resources on  
**wrong deals?**

Are we certain  
our sellers are  
**following best  
practices?**

Can we  
**consistently  
identify the next  
best action** at the  
right time to  
drive upsell /  
renewals?

Can we make  
**quick pivots** to  
get ahead of  
changing  
priorities or  
conditions?