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The 2021 Sales & Marketing Kick-off  
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“BEST PRACTICE” PROSPECTING IS A BAD HABIT

The bottom of the slide features a series of white, wavy lines that flow across the width of the image, creating a sense of motion and depth against the blue background.

# INTRODUCTION

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Kronologic is the world's first Calendar Monetization Engine that automatically schedules high-value conversations to maximize revenue-generating opportunities for your business.

## Kronologic is trusted by:



THOMSON REUTERS™



# AGENDA

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- Top 3 reasons “Best Practices” are a bad habit
- How do I change?
- The Calendar 1st™ approach

## Why?

Here are three of the top reasons:

# WE SPEND BIG MONEY TO INTERRUPT

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1. SDRs are trained and equipped to perfectly time the interruption of an executive's day with just the right message but only to book a meeting, not to have the full discovery.

Why do we continue to optimize unannounced interruptions?

The median annual technology spend per sales rep is \$10,000.<sup>1</sup>

**20 reps = \$200,000 annually**

**200 reps = \$2,000,000 annually**

<sup>1</sup> Source: Gartner

# PROSPECTS ARE AT THE MERCY OF SDR FOLLOW UP

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2. Prospects, even if they are a target account, are often at the mercy of a junior sales development rep to be able to buy your solution.

**31%** of sales reps' time is spent setting up meetings every week.<sup>2</sup>

**68%** of sales reps would rather spend that time building pipeline.<sup>2</sup>

“Our reps aren’t chasing meetings. They hold meetings.”

– CDW

<sup>2</sup> Source: Kronologic 2021 Benchmark Report

# LINK-BASED SCHEDULERS DISREGARD THE CUSTOMER

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3. Link-based scheduling puts ALL the work on the prospect/customer.

“A lot of prospects are put off by having to schedule their own meetings to talk to a sales development rep. When you’ve got an executive on the hook for scheduling time with a young SDR, it puts the relationship on the wrong foot.”

– David Pitta, CMO, BrightTalk

# CALENDAR COMPARISON TOOLS DISREGARD THE CUSTOMER

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The Calendar Comparison Tool - Seller's Experience

## **Sales rep experience:**

Please click the link below to find a time that works for you (aka. fits MY schedule).

# CALENDAR COMPARISON TOOLS DISREGARD THE CUSTOMER

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## The Calendar Comparison Tool - Buyer's Experience

### **Buyer's experience:**

1. Open the reps calendar link
2. Open your calendar in another tab
3. Manually click back and forth to find a time that works for the rep

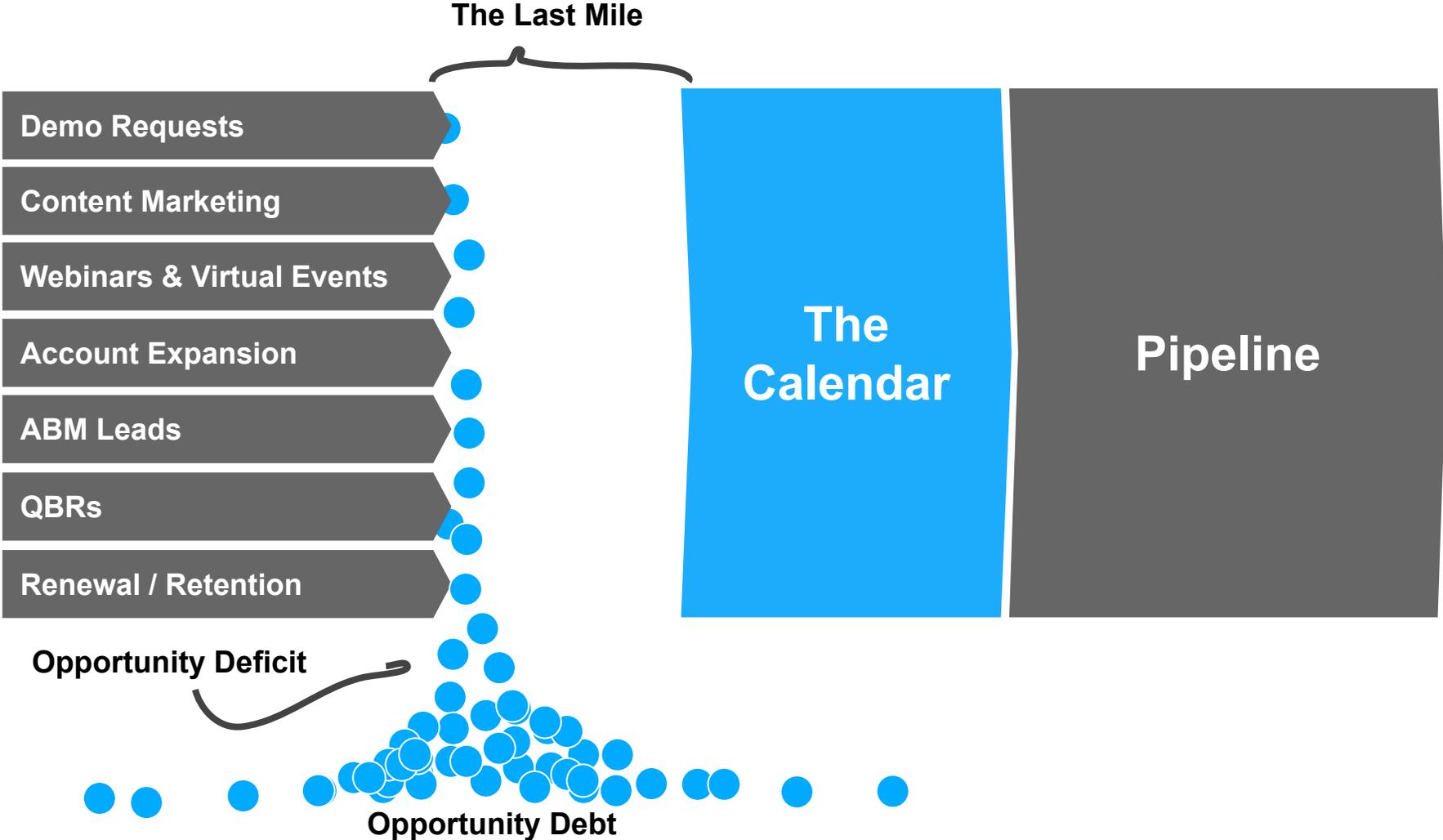
### **Phew, are we done? NOPE**

5. Pick the type of meeting from a list of options

### **Okay, NOW are we done? NOPE**

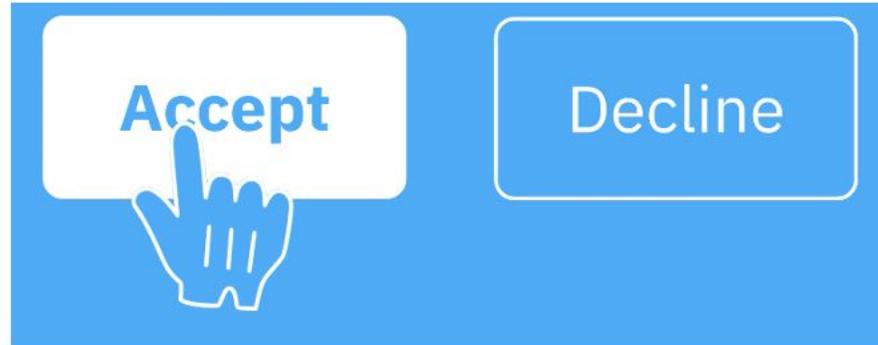
6. Please complete this form with your contact info and a meeting description

# THIS FRICTION CAUSES LEADS TO BE LOST



**So how do we fix this  
calendar-last approach?**

**With a Calendar 1st approach**  
It's all about that 1-click.



# CALENDAR 1<sup>st</sup> SHOWS IMMEDIATE RESULTS

## B Our results: 12,400% ROI

The business impact was a 39%\* increase in opportunity creation and a return over \$500k in closed-won business

\*net increase based on avg. request > opp creation of 48% → 70% conversion in 90 days

Automation of virtual meetings

	Q1 CY2019	Q2 CY2019	Q3 CY2019	Q4 CY2019	Q1 CY2020
Demo requests					
Opps					
Conv. %	52%	44%	51%	44%	<b>70%</b>
Won					
Conv. %	26%	33%	27%	20%	<b>19%</b>
Request/Win %	13%	15%	14%	9%	<b>13%</b>

# CALENDAR 1<sup>st</sup> METHODOLOGY SOLVES THE LAST MILE PROBLEM

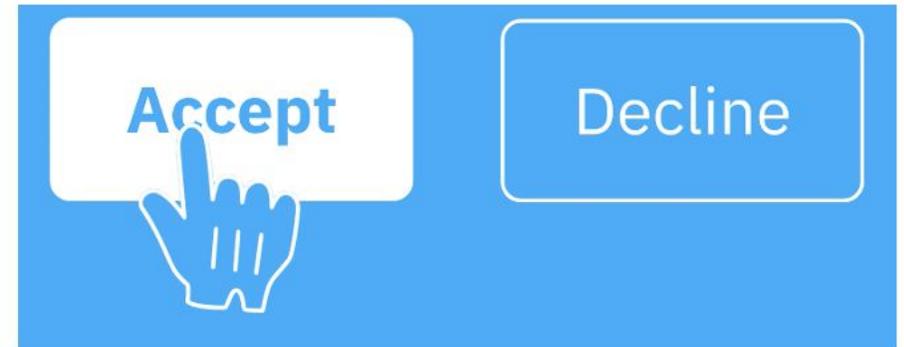
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**Intent to Buy:** If their engagement is to a point where you are willing to verbally ask for a meeting, then you should remove the friction and send them a Tailored and Timely invite. Your data shows their qualification and intent.

**Anchor Strong:** Start things off with clearly defining the purpose and outcome of the meeting.

**Value = Accepts:** If you're bringing value, then you are doing the prospect a favor. If not, then you're a jerk.

**Email Additional Context:** Send a meeting invite immediately after you send the invite to draw attention to it and offer additional context and content.



# MEETING INVITE NO-NOs

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## 8 Deadly Meeting Invite Mistakes

1. Valueless agendas
2. Lengthy descriptions
3. Meaningless titles like “sync” or “catch up”
4. No clear deliverable(s)
5. Pasting all the text from your meeting link or bridge
6. Not testing your meeting link or bridge
7. Asking if you can ask to meet
8. Creating too many steps

# ANATOMY OF A VALUABLE MEETING INVITE

Valuable

## Anatomy of a ~~Great~~ Meeting Invite

1. Title: Meeting type name
2. Location: No junk! Super clean link.
3. Date & Time
4. Description: Quick copy paste
5. Agenda: Where the magic happens!

1. {{your\_company}} || {{meeting\_type\_name}}

2. {{meeting\_link}}

3. *date*

*time*

4. {{description}}

5. Agenda

1. {{value\_statement}}
2. {{pointed\_question}}
3. {{hot\_take}}
4. {{todays\_deliverable}}
5. {{next\_deliverable}}

# FOCUS ON THE MEETING



## The Email

Focus on the meeting

1. Subject: Meeting type name
2. The Ask
3. Optional Sell-It Sentence
4. Call-to-Action: Where the magic happens!

1. *subject*



{{greeting}}

2. How does {{proposed\_time}} work for your {{meeting\_type}}?

3. {{optional\_sell-it\_sentence}}.

4. I sent you an invite for {{day\_of\_week}} with the following agenda as a starting point, happy to adjust if need be.

{{signature}}

# YOUR MEETING NEEDS TO SOUND VALUABLE

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## The {{meeting\_type}} Name Test

Can your prospect successfully ask the following to one of their coworkers?

They can? Congrats, you picked a great name for your {{meeting\_type}}!

***Bianca***

*Hey Emma, want to join me for a {{meeting\_type}} at 10am?*

**Emma**

***“SURE!”***

# KEY TAKEAWAYS

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- **Key takeaway #1.** Identify the bad habits in your last mile process.
- **Key takeaway #2.** Create a Calendar 1<sup>st</sup> approach and build value in your messaging.
- **Key takeaway #3.** Use the calendar metrics to more accurately forecast.

**On average the Calendar First™ approach books meetings using:**

**1.2 invites in 8-10 days at a 2-4X higher conversion rate.**

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We'll be sharing session recordings after the event.