

BEST SALES DEVELOPMENT TOOLS TO USE IN 2015

★ PART II ★

[A PANEL DISCUSSION WITH]

RALPH BARSI, *Achievers*

ANDREW MCGUIRE, *Zendesk*

SEAN KESTER, *SalesLoft*

DAVID DULANY, *Infer*

THURSDAY, JUNE 4 AT 10 AM Pacific



BrightTALK™

BEST SALES DEVELOPMENT TOOLS TO USE IN 2015

Let's recap!

DATANYZE

Find, reach prospects when they're looking to change technology providers

MAILLIFT

Handwritten letter service for sales and marketing teams

GOOGLE DOCS

Collaborate across functions with shared docs and forms

TRELLO

Track progress of company, team, and individual priorities

DISCOVERORG

Deep sales intel on IT, marketing, and finance organizations

PROSPECTOR, CADENCE

Prospect and schedule 3x more appointments and demos

ATEXT

Accelerate typing by replacing abbreviations with frequently used phrases

RIVALRY

Sales coaching platform that drives a team's transparency and accountability

BITLY

Shorten URL links to own, understand, and activate your audience

ANDREW MCGUIRE



SALES EFFICIENCY MANAGER



[in/amcguire](https://www.linkedin.com/in/amcguire)



[@andrewcmcguire](https://twitter.com/andrewcmcguire)



zendesk[®]

KIMONO LABS

Automatically build prospect lists using your own API

API created, Bam! Check it out at [/apis/3yrlaroy](https://apis/3yrlaroy).

The screenshot shows a website for an event. At the top, there is a search bar with 'kimono' and a dropdown menu showing '1'. Below the search bar is a navigation bar with links: HOME, EVENT DETAILS, PROGRAM (which is highlighted in blue), SOCIALIZING, SOLUTIONS GALLERY, SPONSORS, and HELP. The main content area is titled '2015 SPEAKER LIST'. It features eight speaker cards arranged in two rows of four. Each card includes a photo, the speaker's name, their title, and a brief description of their talk.

Speaker	Title	Description
Manolo Almagro	Managing Director, Digital & Retail Technology TPN	SOLD OUT: Leveraging Digital/Mobile to Amp Up Tried & True Tactics into Tomorrow & Beyond
Sue Barkalow	Shopper Marketing Team Leader Mars Chocolate North America	SOLD OUT! Impulse vs. Planned Purchases: What Makes Me Buy and Why?
Tara Bartelt	Sr. Manager, Strategic Partnerships The Coca-Cola Co. Institute Faculty	We Challenged Ourselves to Create Great Shopper Marketing
Kent Bassett	VP, Consumer & Shopper Insights VF Corp.	Understanding Shopper Decision Gates: Best Practices for Improving Performance In-Store
Ken Bausch	SVP, Interactive Marketing World Kitchen Institute Faculty	The Love Triangle: E-Commerce, Content & Social Media
Michael Becker	Co-Founder & Managing Partner mCordis Institute Faculty	Directed Shopping: Connecting with the Mobile Shopper in Real Time
Justin Behar	CEO & Co-Founder Quri	Stop the Guessing: How In-Store Measurement Will Forever Change Your Promotional Strategy
Bitsy Bentley	VP, Data Visualization GfK	Ensuring You Get the Most from Your Insights

KIMONO LABS

Automatically build prospect lists using your own API

Shopper Summit 2016 [Rename](#)

ENDPOINTS [json](#) | [csv](#) | [rss](#)

SOURCE URL <http://www.shoppersummit.com/speaker-grid> [Edit](#)

CRAWL STATUS Successful

[Clone API](#) [Edit API](#)

[DATA PREVIEW](#) [CRAWL SETUP](#) [CRAWL HISTORY](#) [MODIFY RESULTS](#) [USE DATA](#) [API DOCS](#)

ROW	COMPANY	NAME.HREF	NAME.TEXT	SESSION.HREF	SESSION.TEXT	PROPERTY2	INDEX	URL
1	TPN	http://www.shoppersummit.com/speaker/manolo-almagro	Manolo Almagro	http://www.shoppersummit.com/e-tactics-tomorrow-beyond	SOLD OUT: Leveraging Digital/Mobile to Amp Up Tried & True Tactics into Tomorrow & Beyond	Managing Director, Digital & Retail Technology	1	http://www.shoppersummit.com/speaker-grid
2	Mars Chocolate North America	http://www.shoppersummit.com/speaker/sue-barkalow	Sue Barkalow	http://www.shoppersummit.com/what-makes-me-buy-and-why	SOLD OUT! Impulse vs. Planned Purchases: What Makes Me Buy and Why?	Shopper Marketing Team Leader	2	http://www.shoppersummit.com/speaker-grid
3	The Coca-Cola Co.	http://www.shoppersummit.com/speaker/tara-bartelt	Tara Bartelt	http://www.shoppersummit.com/e-great-shopper-marketing	We Challenged Ourselves to Create Great Shopper Marketing	Sr. Manager, Strategic Partnerships	3	http://www.shoppersummit.com/speaker-grid
4	VF Corp.	http://www.shoppersummit.com/speaker/kent-bassett	Kent Bassett	http://www.shoppersummit.com/proving-performance-store	Understanding Shopper Decision Gates: Best Practices for Improving Performance In-Store	VP, Consumer & Shopper Insights	4	http://www.shoppersummit.com/speaker-grid
5	World Kitchen	http://www.shoppersummit.com/speaker/ken-bausch	Ken Bausch	http://www.shoppersummit.com/ercent-social-media	The Love Triangle: E-Commerce, Content & Social Media	SVP, Interactive Marketing	5	http://www.shoppersummit.com/speaker-grid

TOOFR

Upload a CSV and gather valid emails

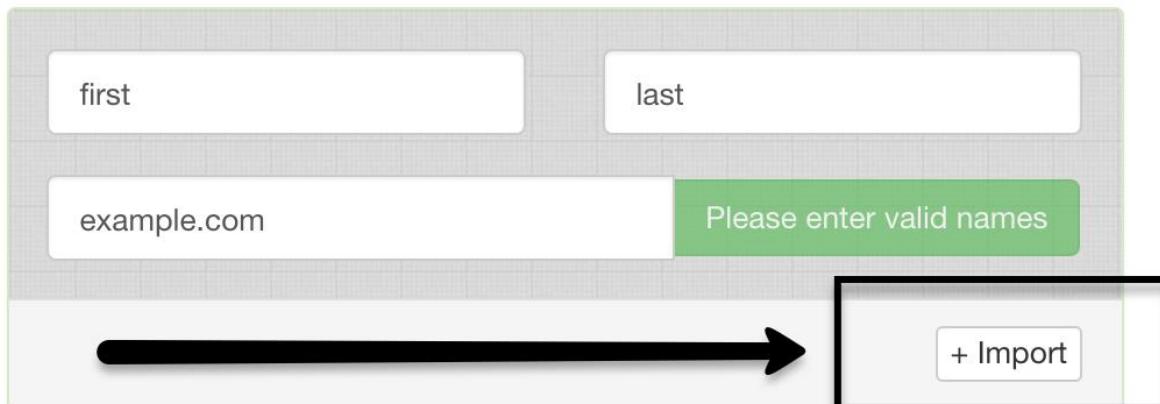


emails > **Guess Emails**

Domains > This form takes first and last names along with any domain to create and test 17 unique email addresses, including our own proprietary pattern and email database. We charge one credit for every email address generated.

Please enter valid names

+ Import



DAVID DULANY



DIRECTOR, SALES DEVELOPMENT



in/davidkdulany

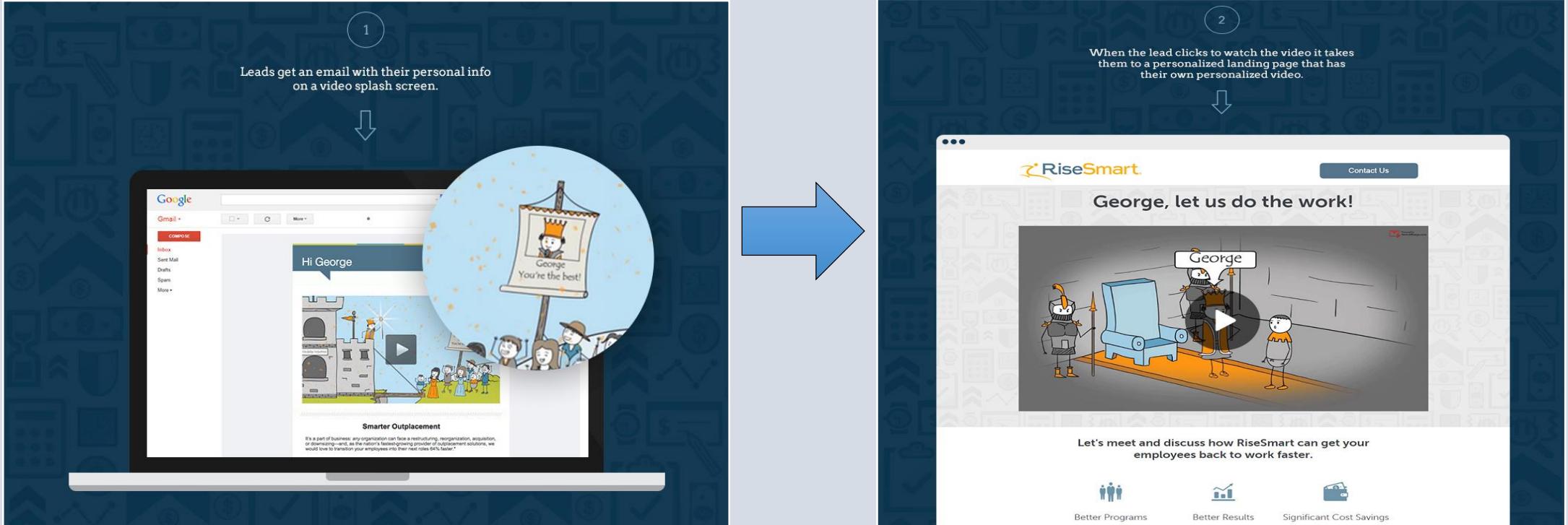


@dkdinsf



SWITCH MERGE

Mail merge for video



Personalized Videos for prospects

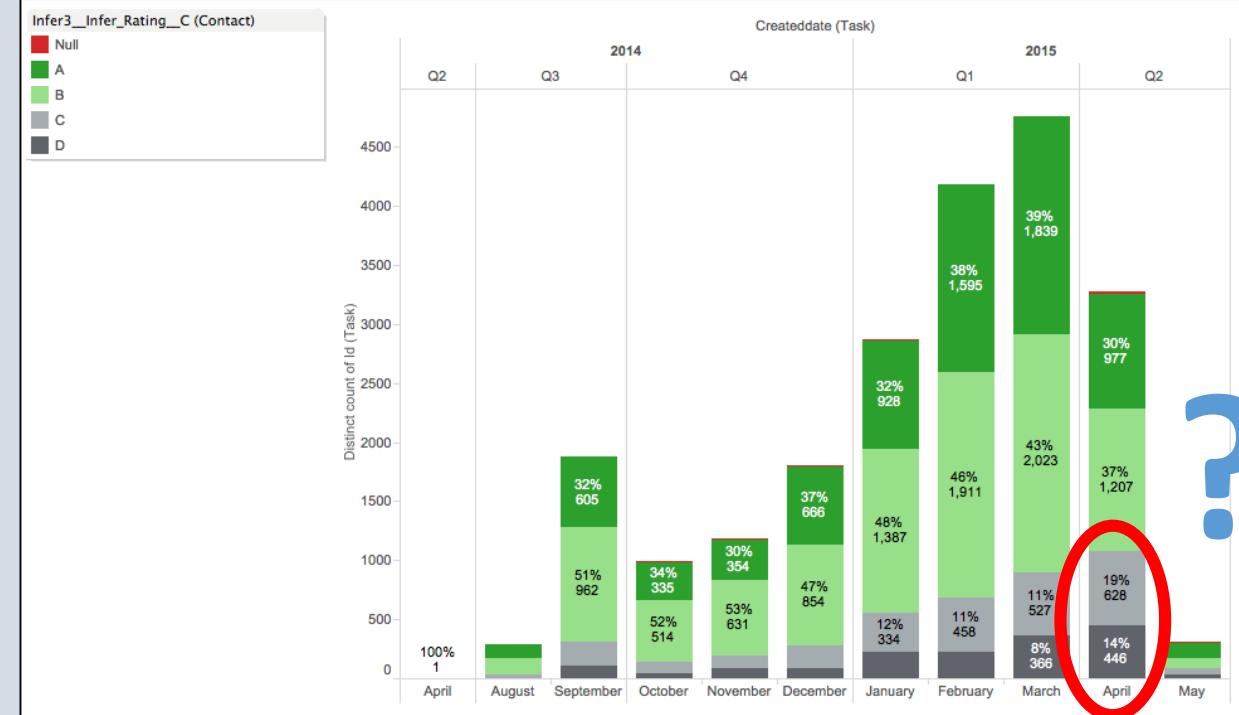
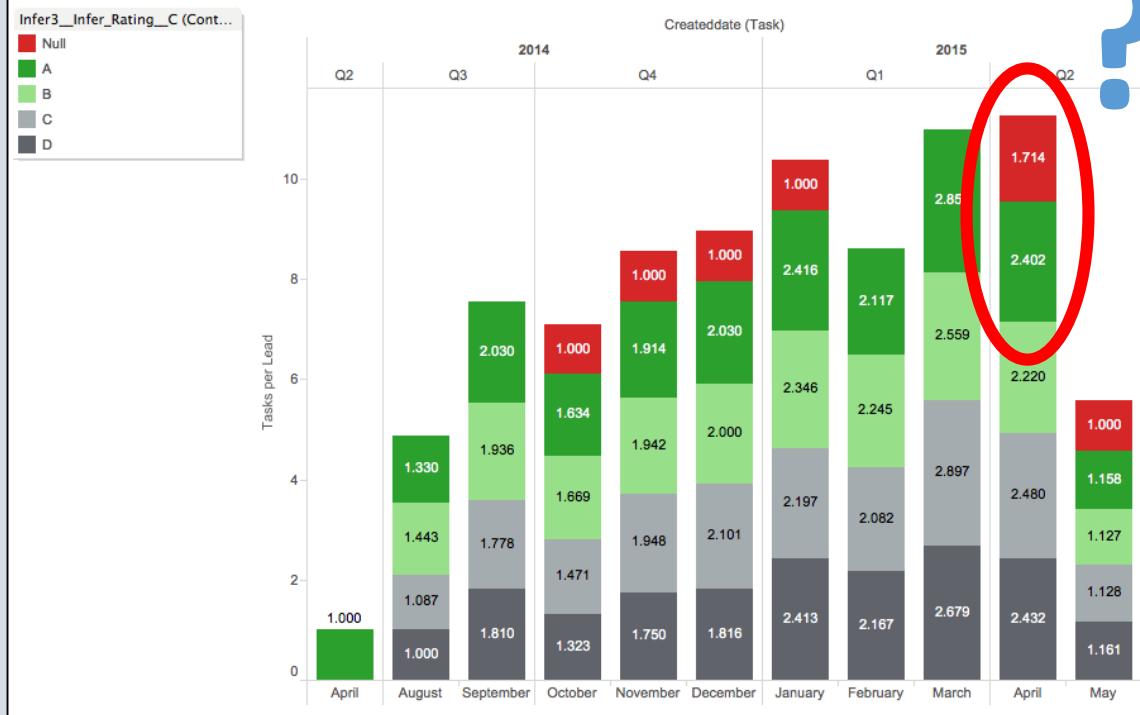
Add email address of prospect

Everything is trackable in Salesforce and SalesLoft

Increase CTR by 300% and email video engagement by 30%

INFER + TABLEAU

Predictive scoring meets data visualization



Using Predictive to identify how SDR efforts are spent

Average number of Tasks per Contact rating

Number of overall Tasks by Contact rating

Number of Contacts added to Accounts by Rating

Number of Leads generated by Rating

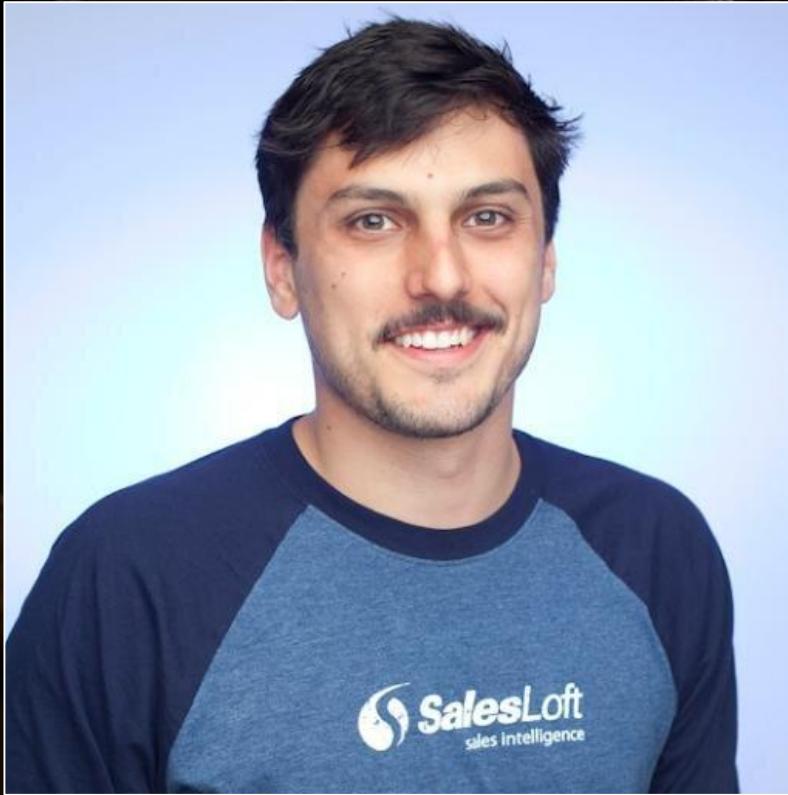


in/davidkdulany



@dkdinsf

SEAN KESTER



HEAD OF PRODUCT



in/theseankest



@theseankest

 SalesLoft

CALENDLY

Simple, beautiful scheduling



← Dashboard

Event types

+ Add new event type

Event Type	Active	Duration	Clone	Settings
30 min meeting	YES	30 min	Clone	Settings
4 hours audition	YES	30 min	Clone	Settings
Project presentation	YES	6 hrs	Clone	Settings
120 min meeting	YES	120 min	Clone	Settings
Business dinner	NO			

1 PICK EVENT 2 PICK DATE & TIME 3 ENTER DETAILS

30 minutes meeting with John Doe

This is a meeting description which is set by Publisher. In this case it would be like quick skype call or something like that. This description would be limited to a reasonable length.

← Jun 02 - Jun 08 → Times shown for: GMT-05:00 Eastern Time

Day	AM	PM
Sun Jun 02	0 open spots	0 open spots
Mon Jun 03	38 open spots	12 open spots
Tue Jun 04	38 open spots	12 open spots
Wed Jun 05	38 open spots	12 open spots
Thu Jun 06	0 open spots	12 open spots
Fri Jun 07	38 open spots	12 open spots
Sat Jun 08	0 open spots	0 open spots

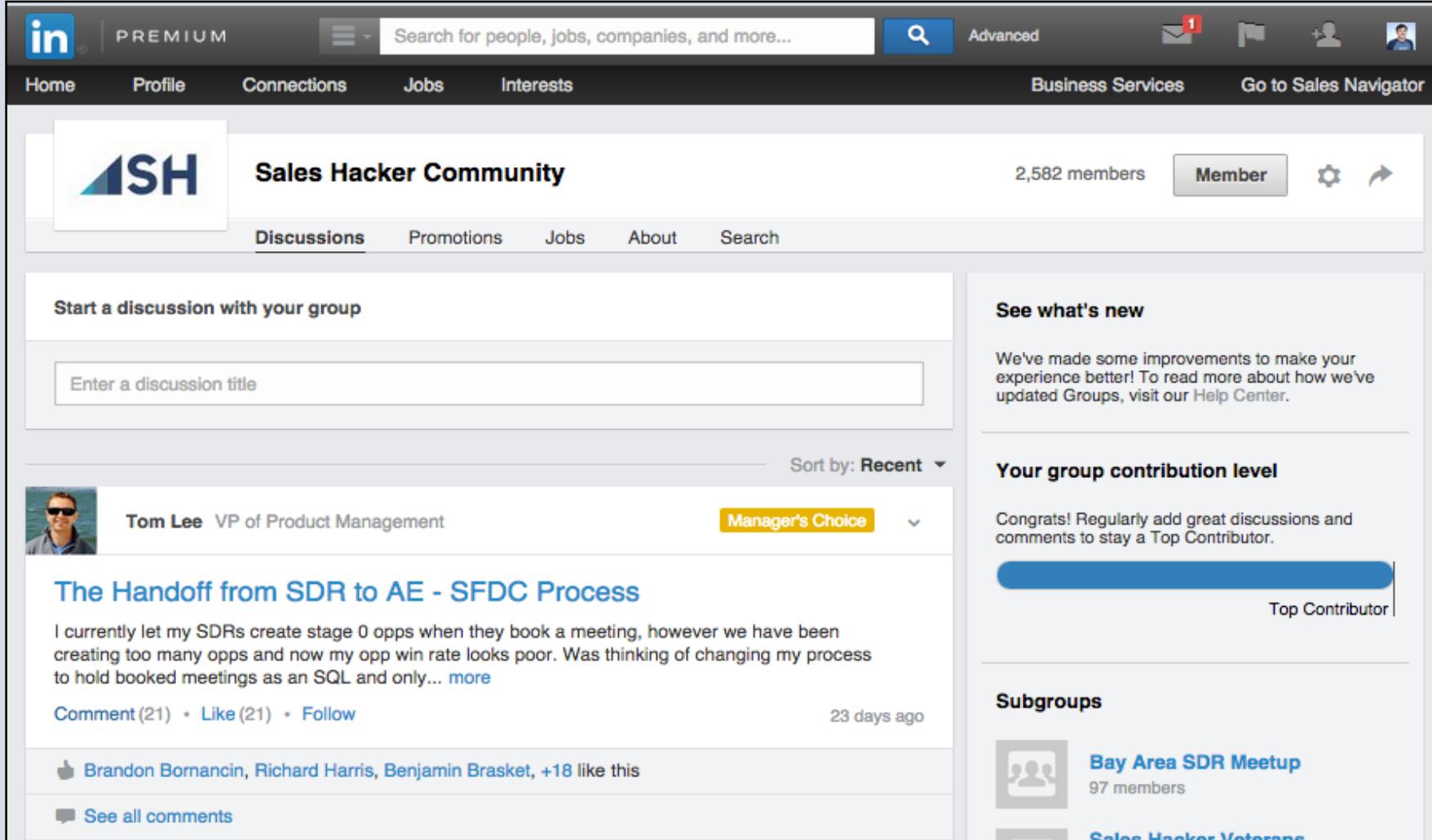
powered by Calendly

← Mar 31 - Apr 6, 2013 →

Sun 3/31	Mon 4/01	Tue 4/02	Wed 4/03	Thu 4/04	Fri 4/05	Sat 4/06
8 am 08:30 - 09:00 am			9 am 09:00 - 09:30 am			
9 am 09:45 am John Portman			10 am 10:15 - 10:45 am			
10 am 11:00 am Jane Fleming			11:15 am Bob Portman			
11 am 12:30 pm Chris Soder			12:45 pm Keith Ferguson			
12 pm 01:00 pm Chris Abrams			1:15 pm Sam Taylor			
1:15 pm 02:45 pm Edward Kamei			2:45 pm 03:45 pm			
2:45 pm 04:45 pm			3:45 pm 04:45 pm			
3:45 pm 05:45 pm			4:45 pm 05:45 pm			
4:45 pm 06:45 pm			5:45 pm 06:45 pm			
5:45 pm 07:45 pm			6:45 pm 07:45 pm			
6:45 pm 08:45 pm			7:45 pm 08:45 pm			
7:45 pm 09:45 pm			8:45 pm 09:45 pm			
8:45 pm 10:45 pm			9:45 pm 10:45 pm			
9:45 pm 11:45 pm			10:45 pm 11:45 pm			
10:45 pm 12:45 am			11:45 pm 12:45 am			
11:45 pm 12:45 am			12:45 am 1:15 pm			
12:45 am 1:15 pm			1:15 pm 2:45 pm			
1:15 pm 2:45 pm			2:45 pm 4:15 pm			
2:45 pm 4:15 pm			4:15 pm 5:45 pm			
4:15 pm 5:45 pm			5:45 pm 7:15 pm			
5:45 pm 7:15 pm			7:15 pm 8:45 pm			
7:15 pm 8:45 pm			8:45 pm 10:15 pm			
8:45 pm 10:15 pm			10:15 pm 11:45 pm			
10:15 pm 11:45 pm			11:45 pm 12:45 am			
11:45 pm 12:45 am			12:45 am 1:15 pm			
12:45 am 1:15 pm			1:15 pm 2:45 pm			
1:15 pm 2:45 pm			2:45 pm 4:15 pm			
2:45 pm 4:15 pm			4:15 pm 5:45 pm			
4:15 pm 5:45 pm			5:45 pm 7:15 pm			
5:45 pm 7:15 pm			7:15 pm 8:45 pm			
7:15 pm 8:45 pm			8:45 pm 10:15 pm			
8:45 pm 10:15 pm			10:15 pm 11:45 pm			
10:15 pm 11:45 pm			11:45 pm 12:45 am			
11:45 pm 12:45 am			12:45 am 1:15 pm			
12:45 am 1:15 pm			1:15 pm 2:45 pm			
1:15 pm 2:45 pm			2:45 pm 4:15 pm			
2:45 pm 4:15 pm			4:15 pm 5:45 pm			
4:15 pm 5:45 pm			5:45 pm 7:15 pm			
5:45 pm 7:15 pm			7:15 pm 8:45 pm			
7:15 pm 8:45 pm			8:45 pm 10:15 pm			
8:45 pm 10:15 pm			10:15 pm 11:45 pm			
10:15 pm 11:45 pm			11:45 pm 12:45 am			
11:45 pm 12:45 am			12:45 am 1:15 pm			
12:45 am 1:15 pm			1:15 pm 2:45 pm			
1:15 pm 2:45 pm			2:45 pm 4:15 pm			
2:45 pm 4:15 pm			4:15 pm 5:45 pm			
4:15 pm 5:45 pm			5:45 pm 7:15 pm			
5:45 pm 7:15 pm			7:15 pm 8:45 pm			
7:15 pm 8:45 pm			8:45 pm 10:15 pm			
8:45 pm 10:15 pm			10:15 pm 11:45 pm			
10:15 pm 11:45 pm			11:45 pm 12:45 am			
11:45 pm 12:45 am			12:45 am 1:15 pm			
12:45 am 1:15 pm			1:15 pm 2:45 pm			
1:15 pm 2:45 pm			2:45 pm 4:15 pm			
2:45 pm 4:15 pm			4:15 pm 5:45 pm			
4:15 pm 5:45 pm			5:45 pm 7:15 pm			
5:45 pm 7:15 pm			7:15 pm 8:45 pm			
7:15 pm 8:45 pm			8:45 pm 10:15 pm			
8:45 pm 10:15 pm			10:15 pm 11:45 pm			
10:15 pm 11:45 pm			11:45 pm 12:45 am			
11:45 pm 12:45 am			12:45 am 1:15 pm			
12:45 am 1:15 pm			1:15 pm 2:45 pm			
1:15 pm 2:45 pm			2:45 pm 4:15 pm			
2:45 pm 4:15 pm			4:15 pm 5:45 pm			
4:15 pm 5:45 pm			5:45 pm 7:15 pm			
5:45 pm 7:15 pm			7:15 pm 8:45 pm			
7:15 pm 8:45 pm			8:45 pm 10:15 pm			
8:45 pm 10:15 pm			10:15 pm 11:45 pm			
10:15 pm 11:45 pm			11:45 pm 12:45 am			
11:45 pm 12:45 am			12:45 am 1:15 pm			
12:45 am 1:15 pm			1:15 pm 2:45 pm			
1:15 pm 2:45 pm			2:45 pm 4:15 pm			
2:45 pm 4:15 pm			4:15 pm 5:45 pm			
4:15 pm 5:45 pm			5:45 pm 7:15 pm			
5:45 pm 7:15 pm			7:15 pm 8:45 pm			
7:15 pm 8:45 pm			8:45 pm 10:15 pm			
8:45 pm 10:15 pm			10:15 pm 11:45 pm			
10:15 pm 11:45 pm			11:45 pm 12:45 am			
11:45 pm 12:45 am			12:45 am 1:15 pm			
12:45 am 1:15 pm			1:15 pm 2:45 pm			
1:15 pm 2:45 pm			2:45 pm 4:15 pm			
2:45 pm 4:15 pm			4:15 pm 5:45 pm			
4:15 pm 5:45 pm			5:45 pm 7:15 pm			
5:45 pm 7:15 pm			7:15 pm 8:45 pm			
7:15 pm 8:45 pm			8:45 pm 10:15 pm			
8:45 pm 10:15 pm			10:15 pm 11:45 pm			
10:15 pm 11:45 pm			11:45 pm 12:45 am			
11:45 pm 12:45 am			12:45 am 1:15 pm			
12:45 am 1:15 pm			1:15 pm 2:45 pm			
1:15 pm 2:45 pm			2:45 pm 4:15 pm			
2:45 pm 4:15 pm			4:15 pm 5:45 pm			
4:15 pm 5:45 pm			5:45 pm 7:15 pm			
5:45 pm 7:15 pm			7:15 pm 8:45 pm			
7:15 pm 8:45 pm			8:45 pm 10:15 pm			
8:45 pm 10:15 pm			10:15 pm 11:45 pm			
10:15 pm 11:45 pm			11:45 pm 12:45 am			
11:45 pm 12:45 am			12:45 am 1:15 pm			
12:45 am 1:15 pm			1:15 pm 2:45 pm			
1:15 pm 2:45 pm			2:45 pm 4:15 pm			
2:45 pm 4:15 pm			4:15 pm 5:45 pm			
4:15 pm 5:45 pm			5:45 pm 7:15 pm			
5:45 pm 7:15 pm			7:15 pm 8:45 pm			
7:15 pm 8:45 pm			8:45 pm 10:15 pm			
8:45 pm 10:15 pm			10:15 pm 11:45 pm			
10:15 pm 11:45 pm			11:45 pm 12:45 am			
11:45 pm 12:45 am			12:45 am 1:15 pm			
12:45 am 1:15 pm			1:15 pm 2:45 pm			
1:15 pm 2:45 pm			2:45 pm 4:15 pm			
2:45 pm 4:15 pm			4:15 pm 5:45 pm			
4:15 pm 5:45 pm			5:45 pm 7:15 pm			
5:45 pm 7:15 pm			7:15 pm 8:45 pm			
7:15 pm 8:45 pm			8:45 pm 10:15 pm			
8:45 pm 10:15 pm			10:15 pm 11:45 pm			
10:15 pm 11:45 pm			11:45 pm 12:45 am			
11:45 pm 12:45 am			12:45 am 1:15 pm			
12:45 am 1:15 pm			1:15 pm 2:45 pm			
1:15 pm 2:45 pm			2:45 pm 4:15 pm			
2:45 pm 4:15 pm			4:15 pm 5:45 pm			
4:15 pm 5:45 pm			5:45 pm 7:15 pm			
5:45 pm 7:15 pm			7:15 pm 8:45 pm			
7:15 pm 8:45 pm			8:45 pm 10:15 pm			
8:45 pm 10:15 pm			10:15 pm 11:45 pm			
10:15 pm 11:45 pm			11:45 pm 12:45 am			
11:45 pm 12:45 am			12:45 am 1:15 pm			
12:45 am 1:15 pm			1:15 pm 2:45 pm			
1:15 pm 2:45 pm			2:45 pm 4:15 pm			
2:45 pm 4:15 pm			4:15 pm 5:45 pm			
4:15 pm 5:45 pm			5:45 pm 7:15 pm			
5:45 pm 7:15 pm			7:15 pm 8:45 pm			
7:15 pm 8:45 pm			8:45 pm 10:15 pm			
8:45 pm 10:15 pm			10:15 pm 11:45 pm			
10:15 pm 11:45 pm			11:45 pm 12:45 am			
11:45 pm 12:45 am			12:45 am 1:15 pm			
12:45 am 1:15 pm			1:15 pm 2:45 pm			
1:15 pm 2:45 pm			2:45 pm 4:15 pm			
2:45 pm 4:15 pm			4:15 pm 5:45 pm			
4:15 pm 5:45 pm			5:45 pm 7:15 pm			
5:45 pm 7:15 pm			7:15 pm 8:45 pm			
7:15 pm 8:45 pm			8:45 pm 10:15 pm			
8:45 pm 10:15 pm			10:15 pm 11:45 pm			
10:15 pm 11:45 pm			11:45 pm 12:45 am			
11:45 pm 12:45 am			12:45 am 1:15 pm			
12:45 am 1:15 pm			1:15 pm 2:45 pm			
1:15 pm 2:45 pm			2:45 pm 4:15 pm			
2:45 pm 4:15 pm			4:15 pm 5:45 pm			
4:15 pm 5:45 pm			5:45 pm 7:15 pm			
5:45 pm 7:15 pm			7:15 pm 8:45 pm			
7:15 pm 8:45 pm			8:45 pm 10:15 pm			
8:45 pm 10:15 pm			10:15 pm 11:45 pm			
10:15 pm 11:45 pm			11:45 pm 12:45 am			
11:45 pm 12:45 am			12:45 am 1:15 pm			
12:45 am 1:15 pm			1:15 pm 2:45 pm			
1:15 pm 2:45 pm			2:45 pm 4:15 pm			
2:45 pm 4:15 pm			4:15 pm 5:45 pm			
4:15 pm 5:45 pm			5:45 pm 7:15 pm			
5:45 pm 7:15 pm			7:15 pm 8:45 pm			
7:15 pm 8:45 pm			8:45 pm 10:15 pm			
8:45 pm 10:15 pm			10:15 pm 11:45 pm			
10:15 pm 11:45 pm			11:45 pm 12:45 am			
11:45 pm 12:45 am			12:45 am 1:15 pm			
12:45 am 1:15 pm			1:15 pm 2:45 pm			
1:15 pm 2:45 pm			2:45 pm 4:15 pm			
2:45 pm 4:15 pm			4:15 pm 5:45 pm			
4:15 pm 5:45 pm			5:45 pm 7:15 pm			
5:45 pm 7:15 pm			7:15 pm 8:45 pm			
7:15 pm 8:45 pm			8:45 pm 10:15 pm			
8:45 pm 10:15 pm			10:15 pm 11:45 pm			
10:15 pm 11:45 pm			11:45 pm 12:45 am			
11:45 pm 12:45 am			12:45 am 1:15 pm			
12:45 am 1:15 pm			1:15 pm 2:45 pm			
1:15 pm 2:45 pm			2:45 pm 4:15 pm			
2:45 pm 4:15 pm			4:15 pm 5:45 pm			
4:15 pm 5:45 pm			5:45 pm 7:15 pm			
5:45 pm 7:15 pm			7:15 pm 8:45 pm			
7:15 pm 8:45 pm			8:45 pm 10:15 pm			
8:45 pm 10:15 pm			10:15 pm 11:45 pm			
10:15 pm 11:45 pm			11:45 pm 12:45 am			

LINKEDIN GROUPS

One of the most powerful social business tools on the Web



The screenshot shows the LinkedIn interface for the "Sales Hacker Community" group. At the top, there's a search bar and a "Member" button. Below the header, the group's name "Sales Hacker Community" is displayed with 2,582 members. The "Discussions" tab is selected. On the left, there's a form to "Start a discussion with your group" and a text input field for "Enter a discussion title". On the right, there's a "See what's new" section with a message about improvements and a "Your group contribution level" section indicating "Top Contributor". Below these, there's a "Subgroups" section with "Bay Area SDR Meetup" and "Sales Hacker Veterans". At the bottom, there's a post by "Tom Lee" titled "The Handoff from SDR to AE - SFDC Process" with 21 comments, 21 likes, and 23 days ago.

Join Power Groups

Listen & monitor discussions
Treat it like a cocktail reception

Start a discussion

Share & amplify

Make it a routine

Drive your brand

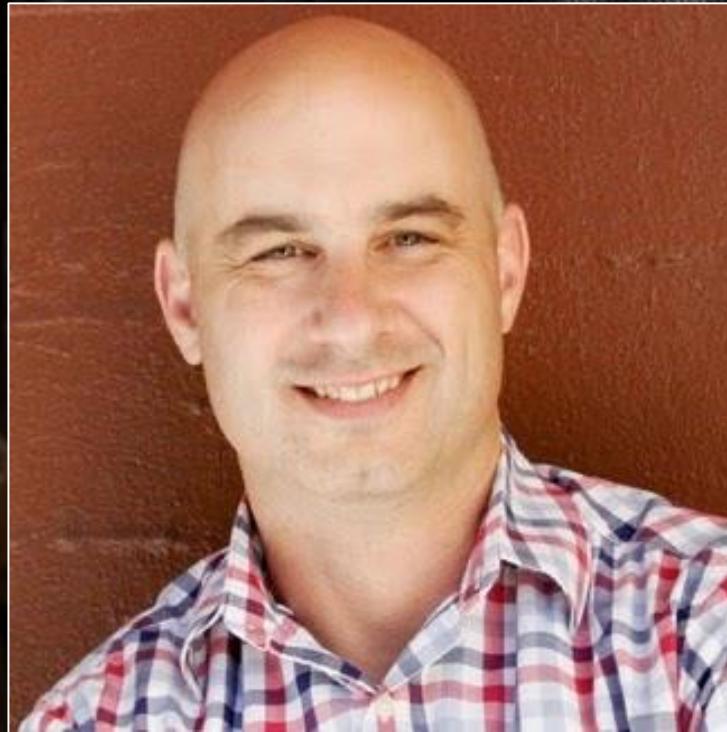


in/theseankester



@theseankester

RALPH BARSI



VP, FIELD OPERATIONS



in/ralphbarsi



@rbarsi

Achievers

CHARLIE

Get current briefings on meeting attendees

Charlie <charlie@charlieapp.com>
to me

Hey Ralph,

Here's a brief on [Paul Pedrazzi at CA Technologies](#) for your 6:00 PM meeting today.

4 ways to start the conversation

1. Have an opinion on their recent tweet

"Whole-grain consumption does not decrease body weight compared with control consumption" <http://t.co/bN1mDYNF0q>

1 day ago — Twitter

2. Comment on their company's recent news

[SAP names new MD for Australia and New Zealand](#) -- Ruthven transitioned to chief operating officer for SAP A/NZ in August 2014, when he led SAP's local presales, industry value engineering and sales operations teams. He has previously held roles including, senior vice president of international sales at Zuora and general manager of emerging markets at CA Technologies. Ruthven will also join the SAP APJ senior executive team, reporting to regional President Adaire Fox-Martin. SAP president, Asia Pacific Japan, Adaire Fox-Martin, said the company had achieved spectacular growth in Australia and New Zealand over the past year.

2 days ago — ARN

3. Congratulate them on the exciting company event

News about their company

[Global Network Management Software Market 2015 Shares, Scope, Drivers, Trends, Vendors](#)
2 days ago — [solarplaza.com](#)

[CA Technologies integrates Docker containers to enhance DevOps continuous delivery](#)
5 days ago — Silicon Angle

Big moments on social

@CAinc Awarded Best #IdentityManagementSolution at the 2015 #SCAwards - #Awards #WhaTech <http://t.co/2IVsztkaD7>
26 days ago — Twitter via @WhaTechAU

#partnership with #CAInc #channel <https://t.co/3d5Qw6k7Bf>
1 month ago — Twitter via @rolfester

Just announced @CAinc is a @Marketo Revvie Award winner x 2 for Enterprise Team & Exec @RASCAR_19 #MKTGnation
1 month ago — Twitter via @JenniferClegg

Want to dive deeper?



Know what's up

Based on Google Calendar entries
Learn about recent news or tweets

Have conversation starters
Keep it about them, not you
It's free

Get briefings emailed to you 1-hour prior to your meeting!

MOMENTUM

Daily focus



Links

57° DANVILLE

8:32

Good morning, Ralph.

Today
Creating space

"Live your dream, and wear your passion."

5 THINGS TO DO

- Crush the BrightTALK webinar
- Attract 50 more blog subscribers
- Reconcile team results v. plan
- Finish writing 3 working articles
- Pare down all mtgs to 20 minutes

New todo

Todo

Chamonix, France



in/ralphbarsi



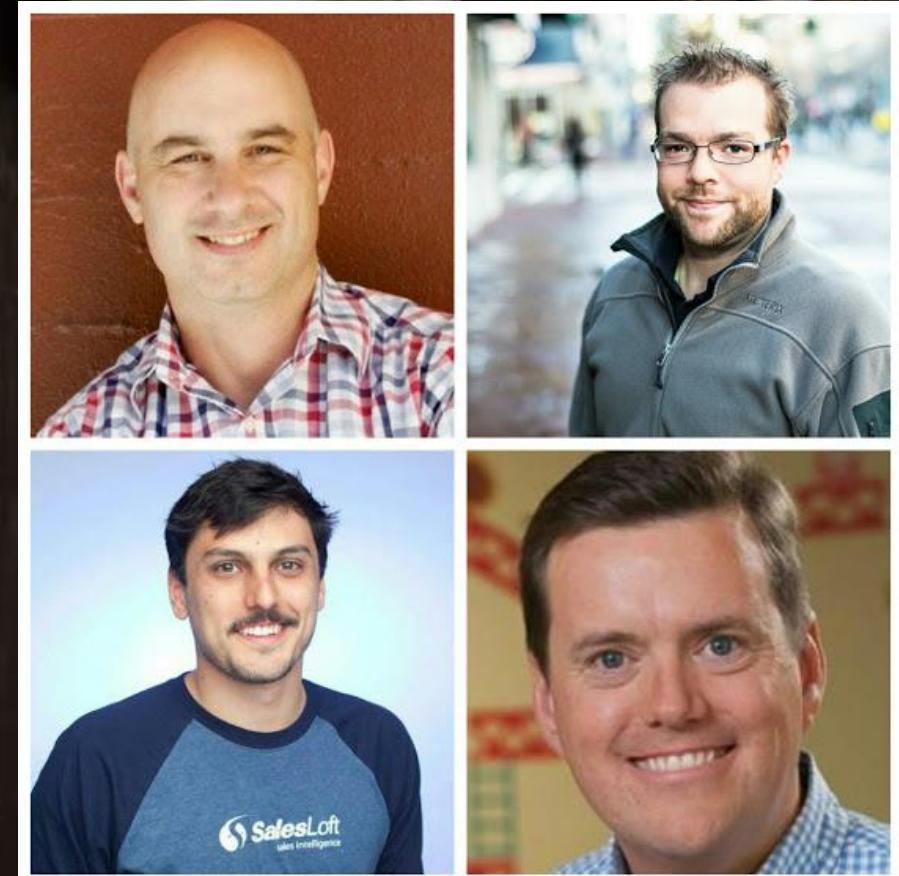
@rbarsi

BEST SALES DEVELOPMENT TOOLS TO USE IN 2015

★ PART II ★

Thank you!

ralph@achievers.com
amcguire@zendesk.com
sean@salesloft.com
david@infer.com



BrightTALK™