

# 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>.

kimono

Name

1

+

HOME

EVENT DETAILS

PROGRAM


SOCIALIZING

SOLUTIONS GALLERY

SPONSORS

HELP


2015 SPEAKER LIST



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



in/amcguire

@andrewcmcguire

# KIMONO LABS

*Automatically build prospect lists using your own API*

Shopper Summit 2016

Rename

Clone API

Edit API

ENDPOINTS

json | csv | rss

SOURCE URL

http://www.shoppersummit.com/speaker-grid

Edit

CRAWL STATUS

Successful

DATA PREVIEW

CRAWL SETUP

CRAWL HISTORY

MODIFY RESULTS

USE DATA

API DOCS

COLLECTION1

FILTER

OPTIONS

-- none --

CSV

RSS

JSON

Download

Copy

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/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/erce-content-social-media	The Love Triangle: E-Commerce, Content & Social Media	SVP, Interactive Marketing	5	http://www.shoppersummit.com/speaker-grid



in/amcguire




@andrewcmcguire

# 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 from various sources, including our own proprietary pattern and email database. We charge one credit for every email address tested.
	<div><div>first</div><div>last</div><div>example.com</div><div>Please enter valid names</div><div>+ Import</div></div>



# DAVID DULANY



**DIRECTOR, SALES DEVELOPMENT**

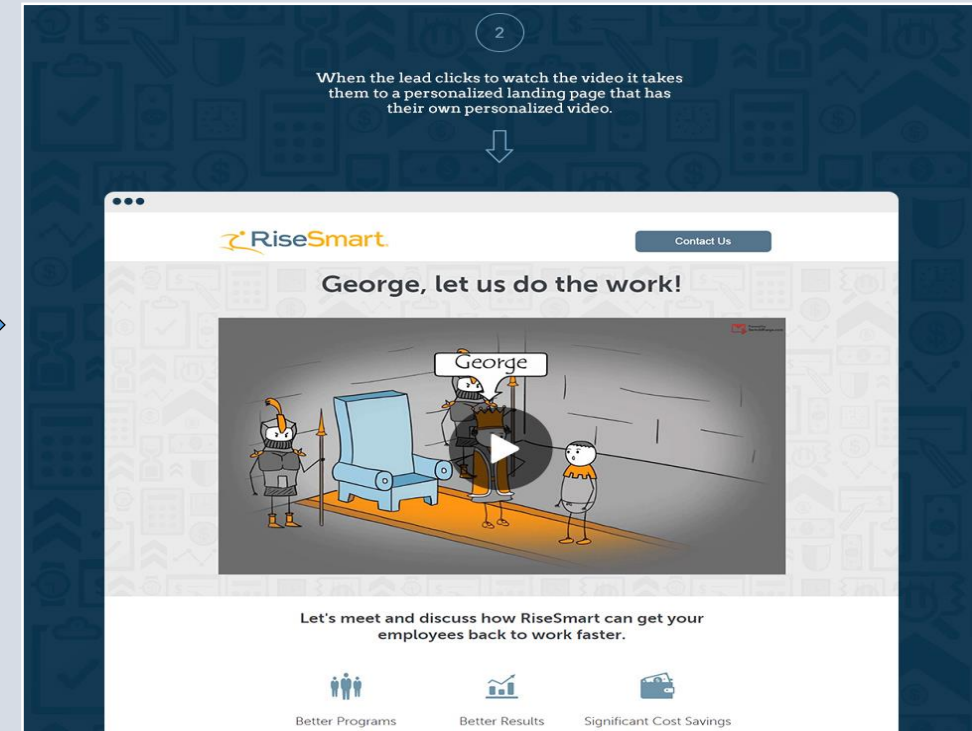
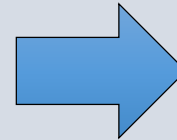
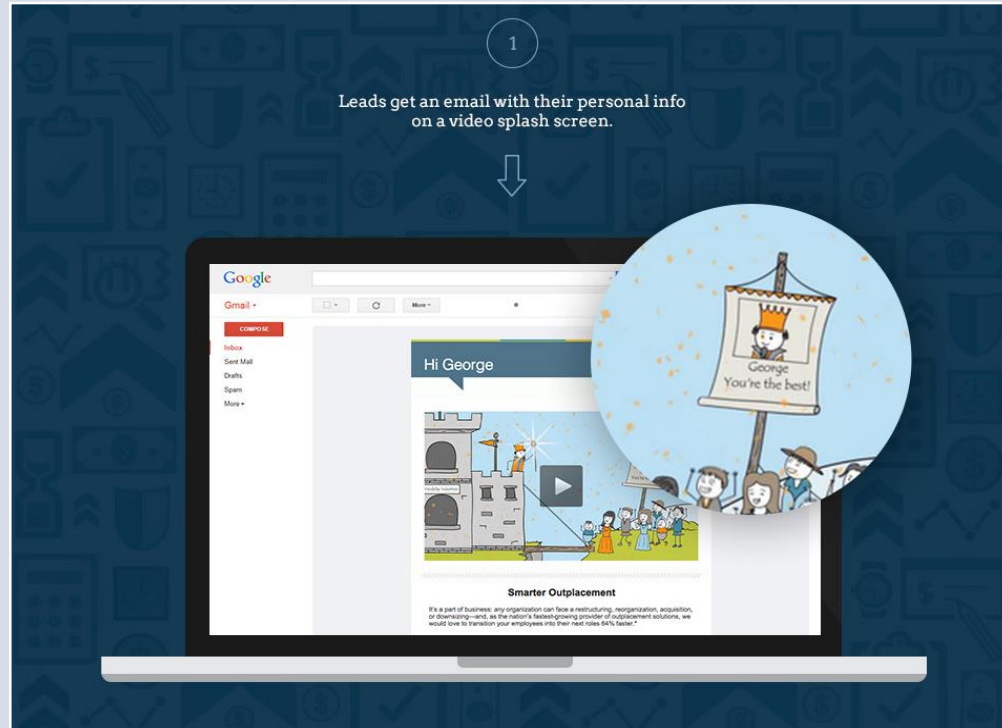
 [in/davidkdulany](https://www.linkedin.com/in/davidkdulany)

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

The logo for 'infer' features a green swoosh line that starts under the 'i' and curves upwards and to the right, ending under the 'r'. The word 'infer' is written in a grey, lowercase, sans-serif font.

# SWITCH MERGE

*Mail merge for video*



***Personalized Videos for prospects***

Add email address of prospect

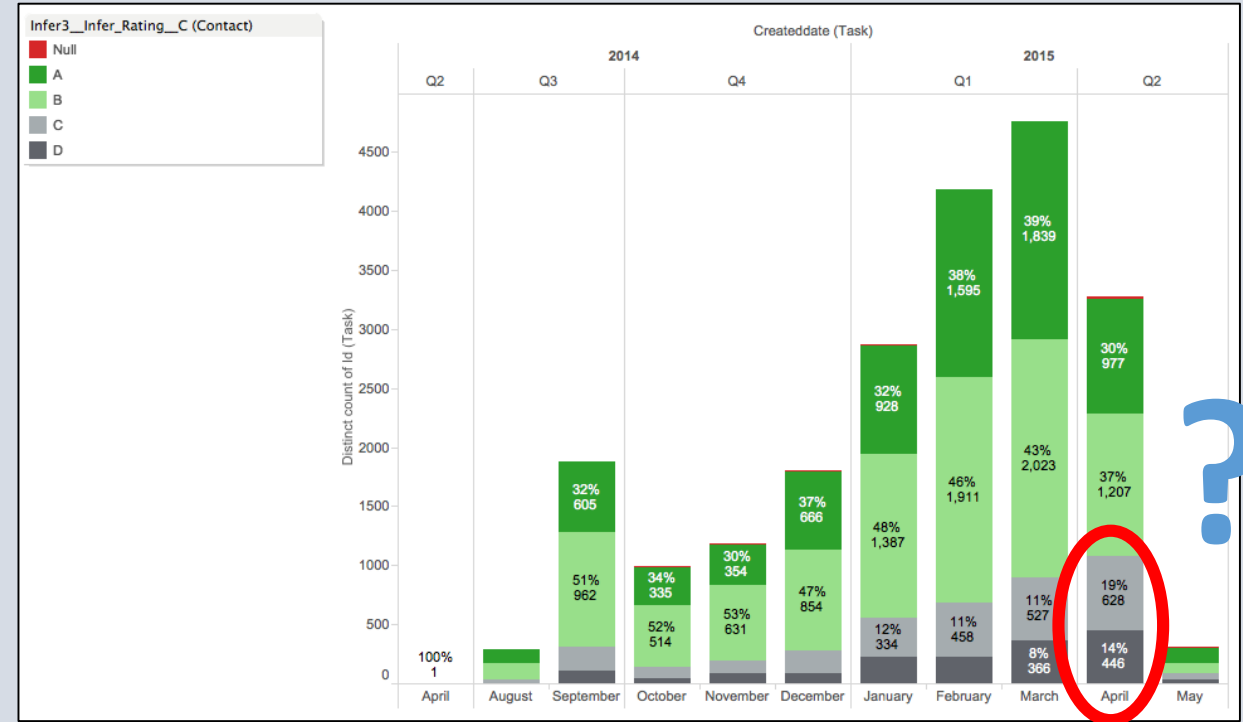
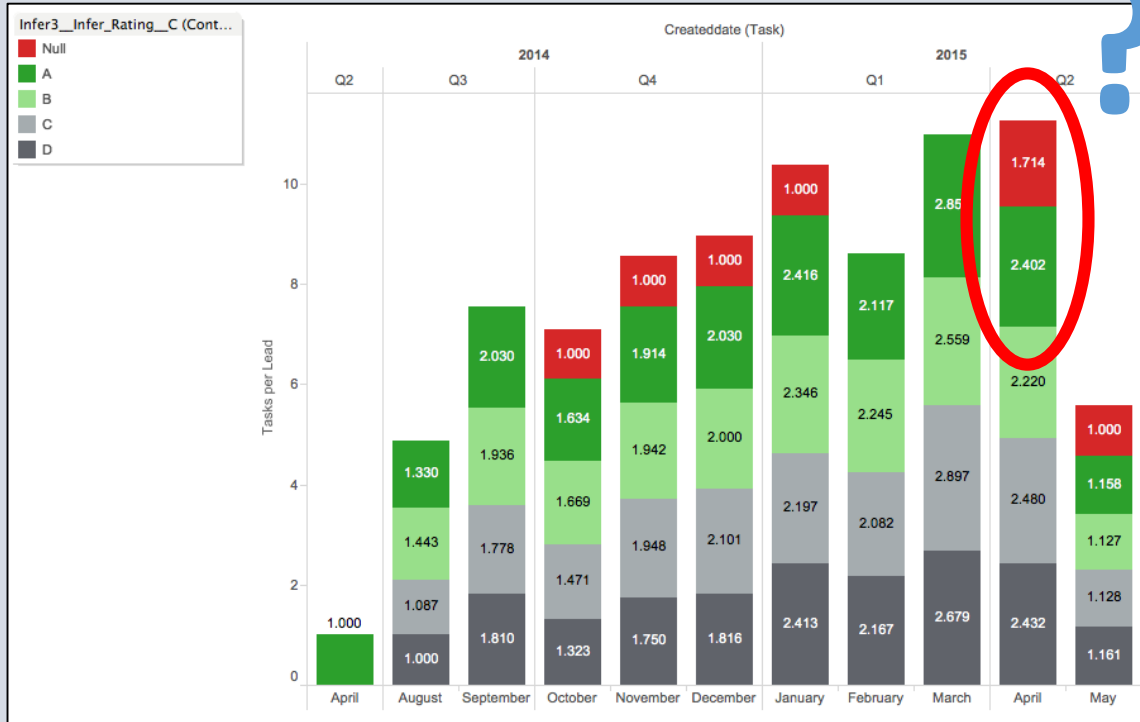
Everything is trackable in Salesforce and SalesLoft

**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

# SEAN KESTER



HEAD OF PRODUCT

 in/theseankester

 @theseankester



# CALENDLY

*Simple, beautiful scheduling*

calendly

The image displays three screenshots of the Calendly interface. The left screenshot shows the 'Event types' page with three event types: '30 min meeting' (Active, 30 min duration), '4 hours audition' (Active, 30 min duration, None description), and '120 min meeting' (Active, 120 min duration). The middle screenshot shows a calendar view for the week of March 31 to April 6, 2013, with a pop-up for a 'Jane Fleming' 60-minute meeting on Thursday, April 4th. The right screenshot shows a booking flow for a '30 minutes meeting with John Doe' on June 2nd to June 8th, with a grid of available spots for each day and time slot.

**Event types**

← Dashboard + Add new event type

**30 min meeting** Edit

Active (accept new events) YES

Duration: 30 min Clone Settings

**4 hours audition** Edit

Active (accept new events) YES

Duration: 30 min Clone Settings

Description: None

Weekly recurring availability:

Monday 09:00 am - 01:00 pm  
02:00 am - 06:00 pm

Tuesday 09:00 am - 05:00 pm

Wednesday 09:00 am - 01:00 pm  
02:00 am - 06:00 pm  
07:00 am - 10:00 pm

Thursday 09:00 am - 05:00 pm

Friday 09:00 am - 05:00 pm

**Project presentation** Edit

Active (accept new events) YES

Duration: 6 hrs Clone Settings

**60 min meeting** Edit

Active (accept new events) NO

**120 min meeting** Edit

Active (accept new events) YES

Duration: 120 min Clone Settings

**Business dinner** Edit

← Mar 31 - Apr 6, 2013 →

Google busy time 15 minutes meeting 30 minutes meeting 60 minutes meeting

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 - 09:30 am

9 am 09:45 am John Parkman

10 am 11:15 am Jane Fleming

11 am 11:15 am - 11:45 pm 11:15 am Bob Farmer 11:30 am Keith Rogers

12 am 12:30 pm Dave Secker 12:15 - 12:45 pm 12:15 pm Keith Rogers 12:30 pm

1 01:00 pm Chris Adams 01:15 pm Amy Taylor 02:00 pm Edward Hamed 02:45 - 03:45 pm

**Jane Fleming**

60 minutes meeting

Thursday, Apr 4th

09:00 - 10:00 am

+380 67 870 5351

jandry.khondel@adobe.com

**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 lenght.

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

Sun Jun 02 Mon Jun 03 Tue Jun 04 Wed Jun 05 Thu Jun 06 Fri Jun 07 Sat Jun 08

AM 0 open spots 38 open spots 38 open spots 38 open spots 0 open spots 38 open spots 0 open spots

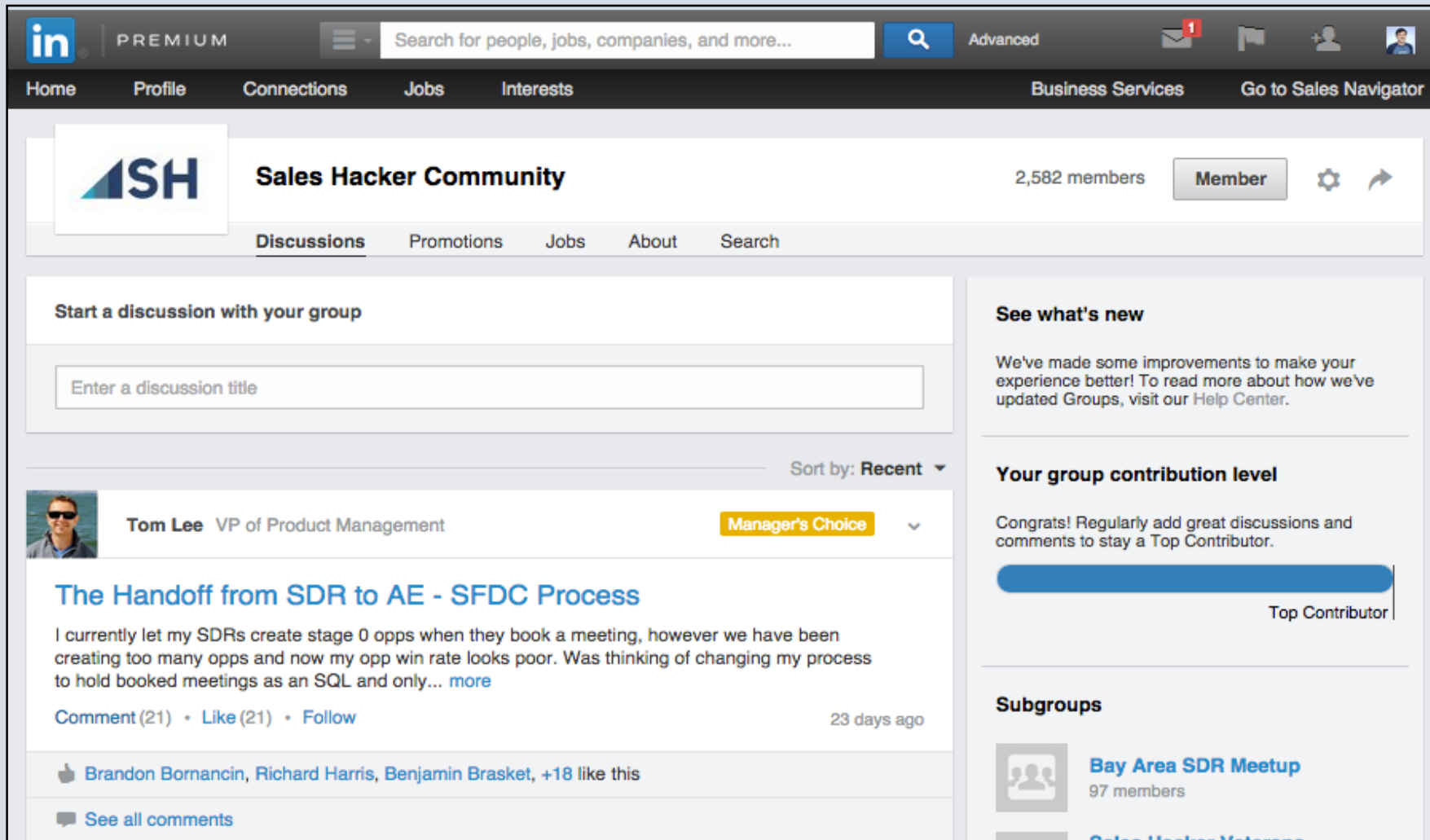
PM 0 open spots 12 open spots 12 open spots 12 open spots 12 open spots 12 open spots 0 open spots

powered by Calendly



# LINKEDIN GROUPS

*One of the most powerful social business tools on the Web*

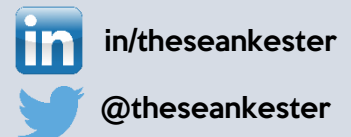


The screenshot shows the LinkedIn interface for the 'Sales Hacker Community' group. At the top, the LinkedIn navigation bar is visible with the 'Premium' badge and a search bar. The group header includes the 'SH' logo, the group name 'Sales Hacker Community', and a 'Member' button. Below the header, there are tabs for 'Discussions', 'Promotions', 'Jobs', 'About', and 'Search'. The main content area features a 'Start a discussion with your group' section with a text input field. Below this, a post by Tom Lee, VP of Product Management, is displayed. The post title is 'The Handoff from SDR to AE - SFDC Process' and the text describes a process change for SDRs. The post has 21 comments, 21 likes, and was posted 23 days ago. To the right of the post, there is a 'See what's new' section with a message about improvements and a 'Your group contribution level' section showing a progress bar and the status 'Top Contributor'. At the bottom right, there is a 'Subgroups' section listing 'Bay Area SDR Meetup' and 'Sales Hacker Veterans'.

## *Join Power Groups*

Listen & monitor discussions  
Treat it like a cocktail reception

Start a discussion  
Share & amplify  
Make it a routine  
Drive your brand



# 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 ANZ in August 2014, where 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

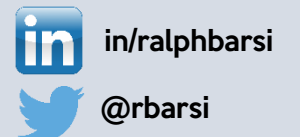
Want to dive deeper?

## *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

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

Chamonix, France

"Live your dream, and wear your passion."

Todo



in/ralphbarisi



@rbarisi

# BEST SALES DEVELOPMENT TOOLS TO USE IN 2015

★ PART II ★

*Thank you!*

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

