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 tat drives a team's transparency and accountability
BITLY	Shorten URL links to own, understand, and activate your audience

bit.ly/BestSalesDevTools

ANDREW MCGUIRE

SALES EFFICIENCY MANAGER

in/amcguire

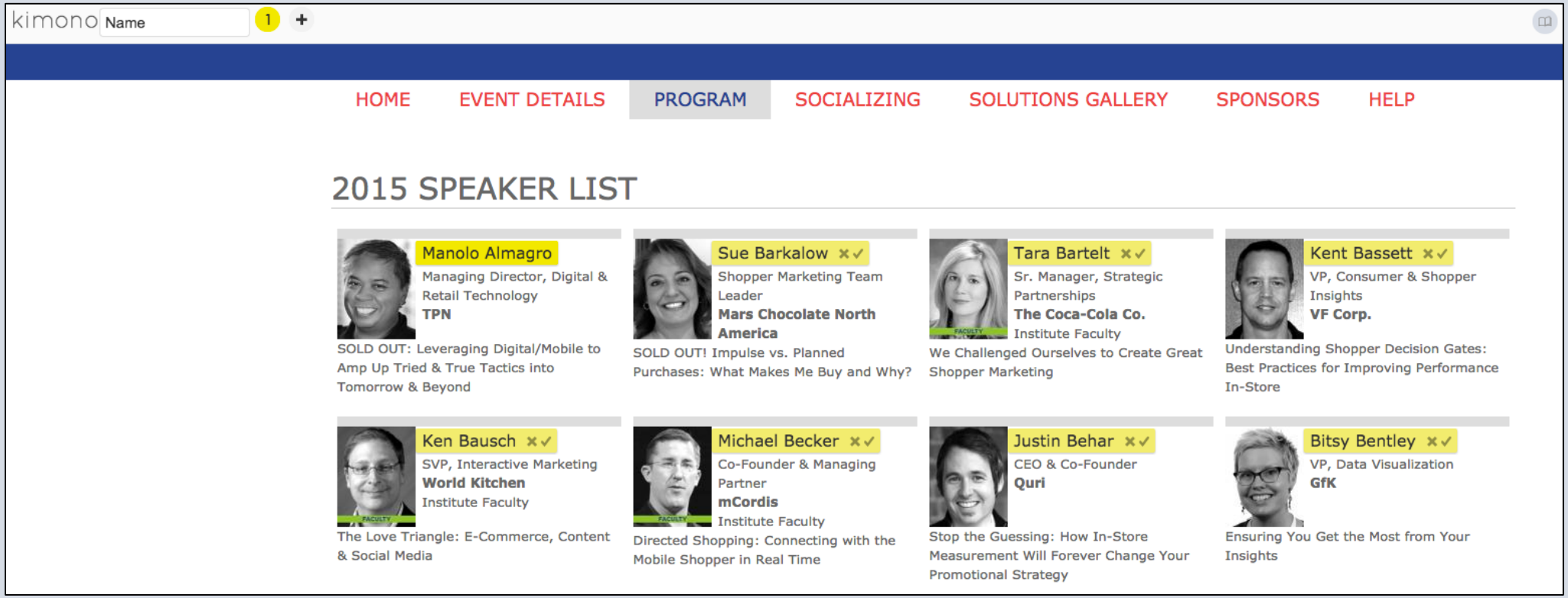
@andrewcmcguire

zendesk®

KIMONO LABS

Automatically build prospect lists using your own API

API created. Bam! Check it out at /apis/3yrlaroy.



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@andrewcmcguire

KIMONO LABS

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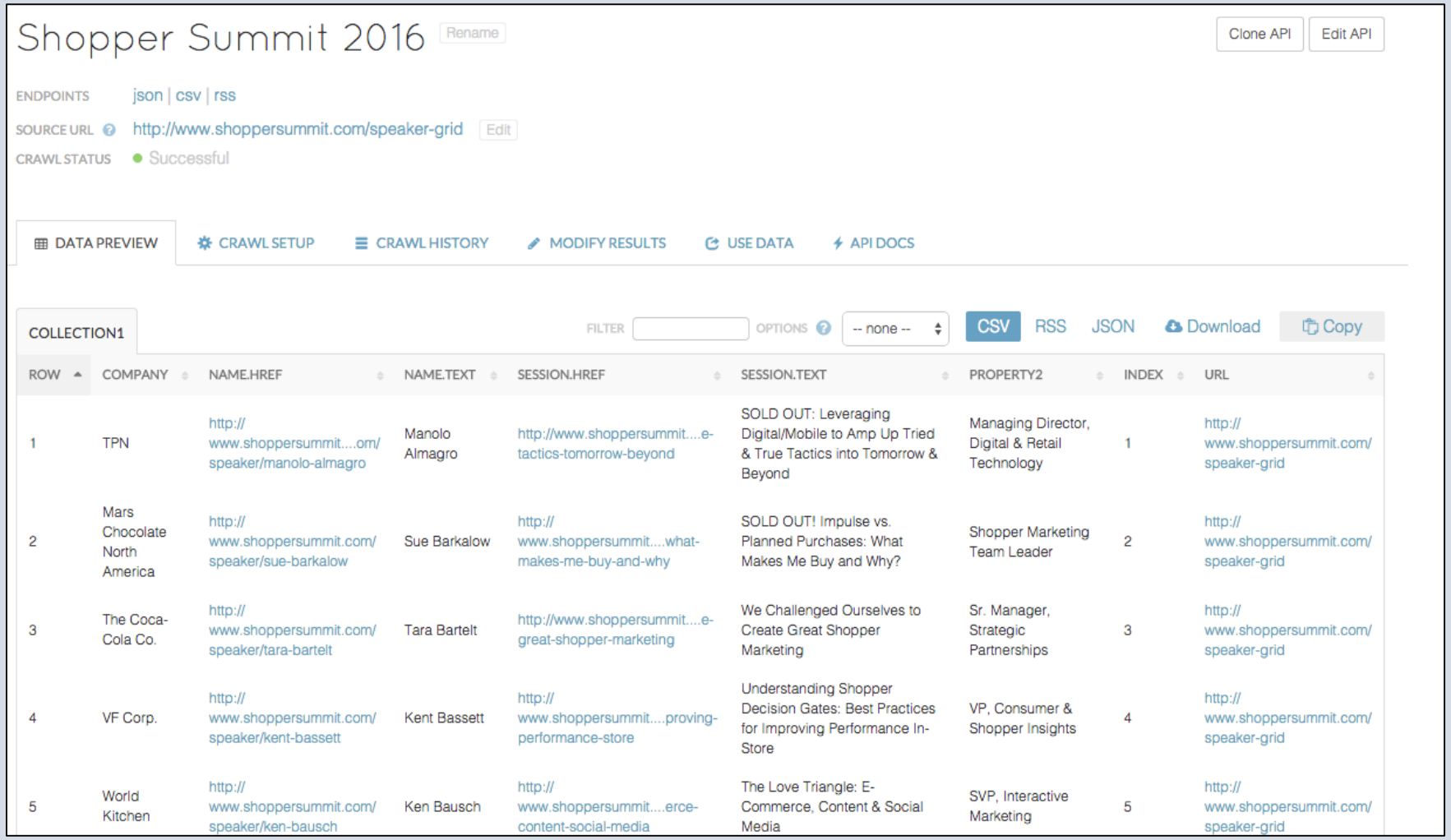

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1	TPN	http://www.shoppersummit....om/speaker/manolo-almagro	Manolo Almagro	http://www.shoppersummit....e-tactics-tomorrow-beyond	SOLD OUT: Leveraging Digital/Mobile to Amp Up Tried & True Tactics into Tomorrow & Beyond	Managing Director, Digital & 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....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....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....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....erce-content-social-media	The Love Triangle: E-Commerce, Content & Social Media	SVP, Interactive Marketing	5	http://www.shoppersummit.com/speaker-grid

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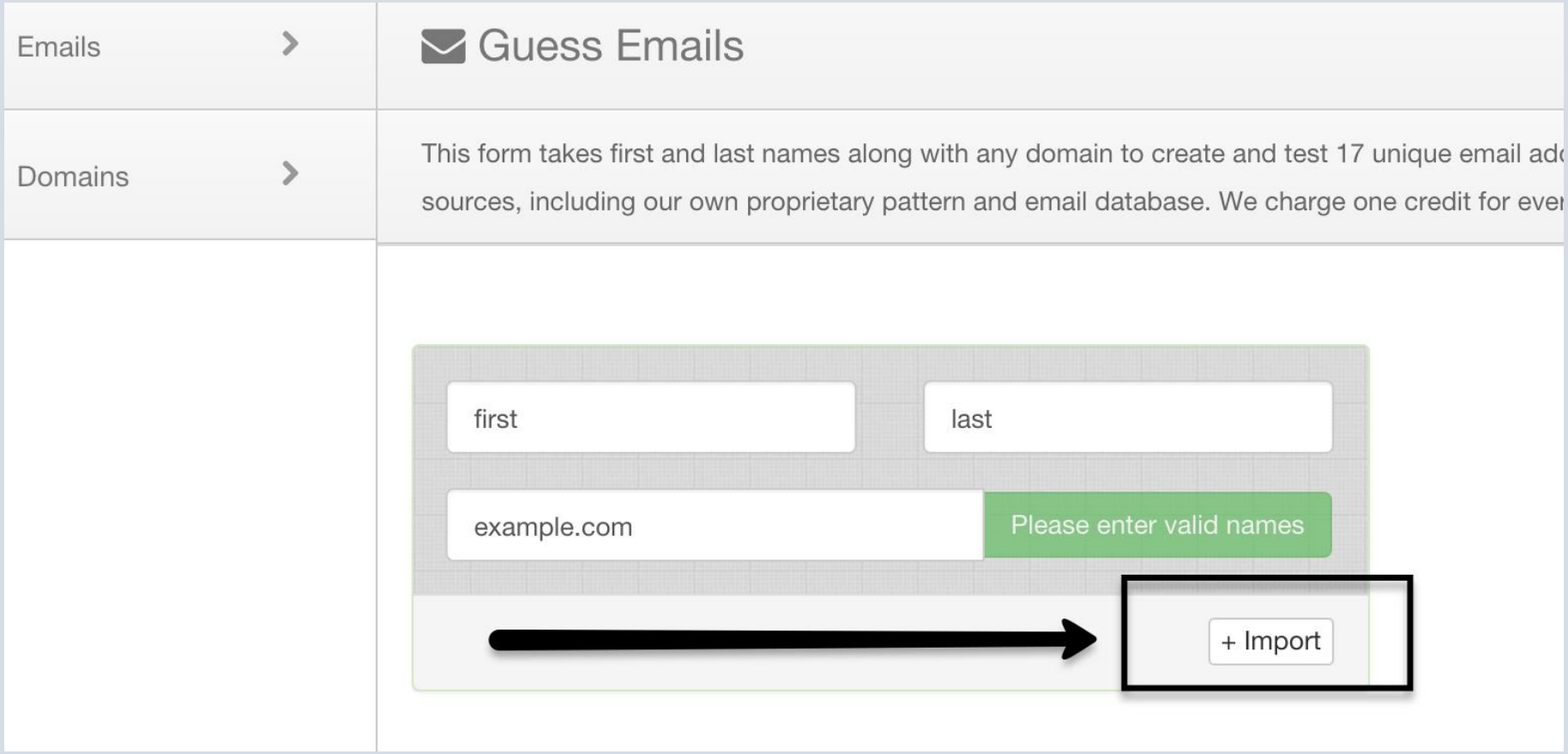
@andrewcmcguire

TOOFR

Upload a CSV and gather valid emails



in/amcguire

@andrewcmcguire

DAVID DULANY

DIRECTOR, SALES DEVELOPMENT

in/davidkdulany

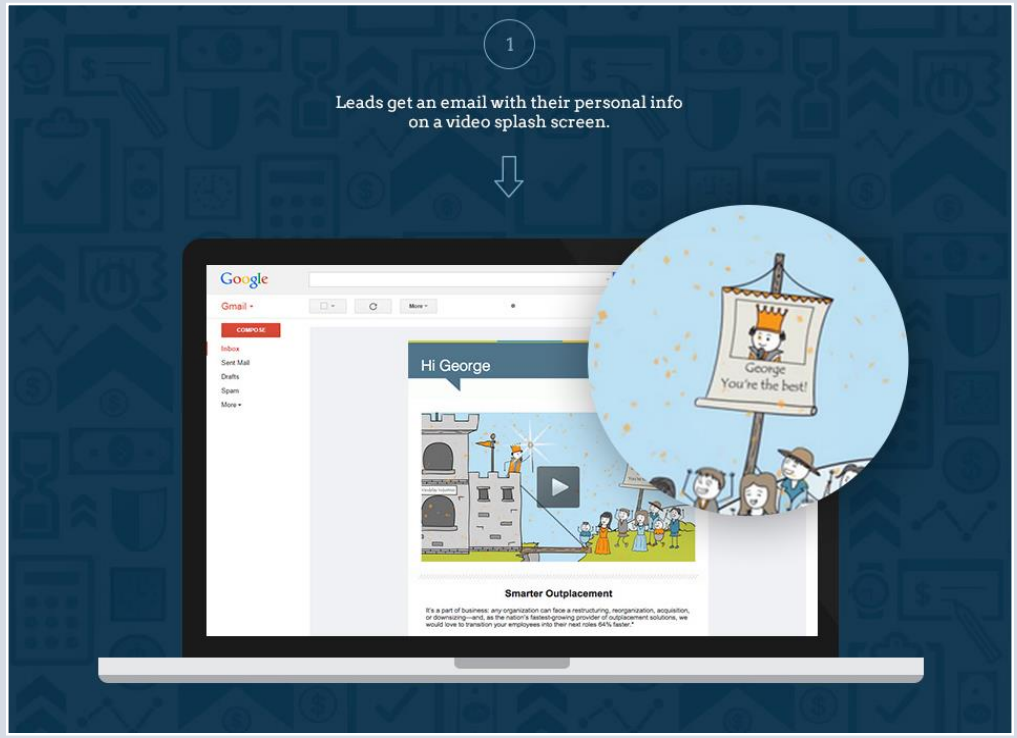
@dkdinsf

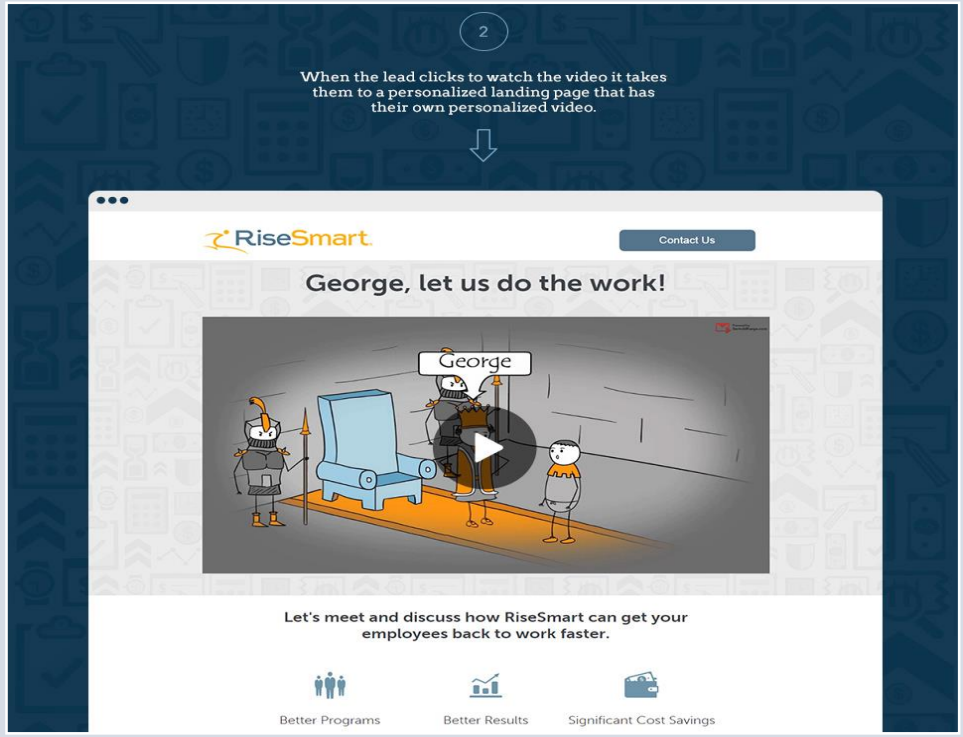
infer

SWITCH MERGE

Mail merge for video

Switch Merge
mailmerge for video





Personalized Videos for prospects

Add email address of prospect

Everything is trackable in Salesforce and SalesLoft

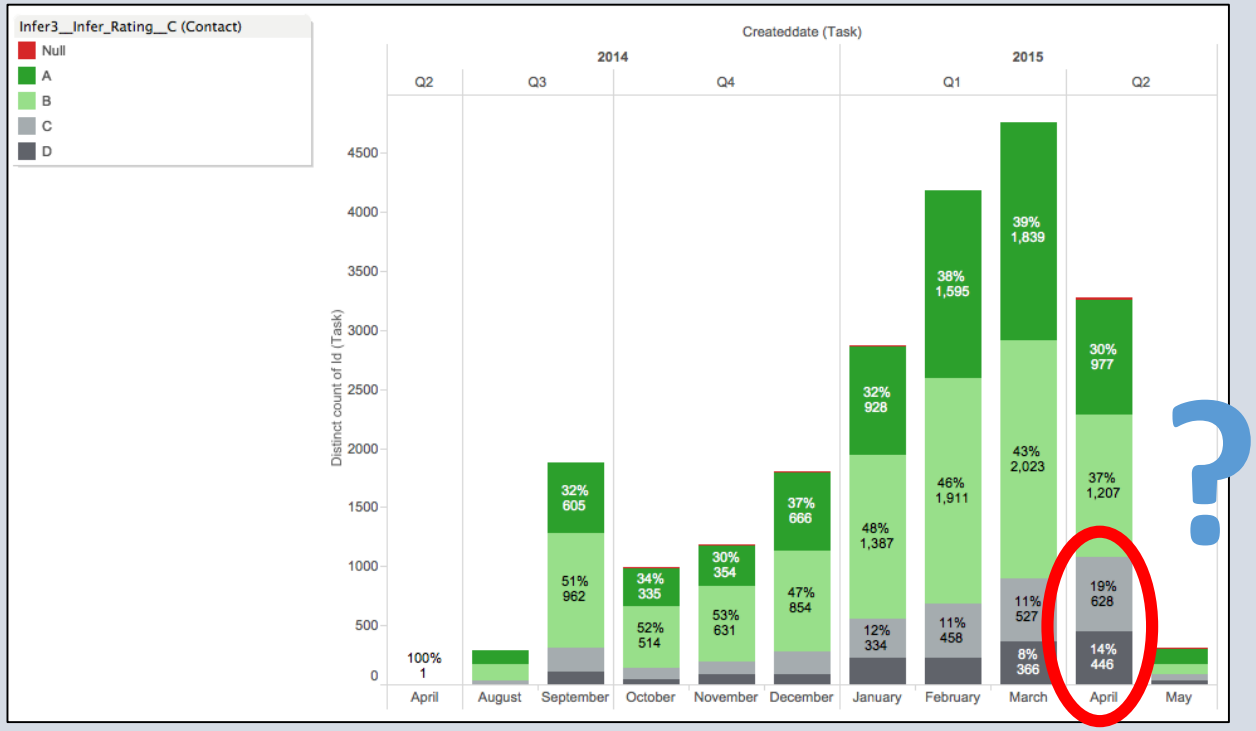
Increase CTR by 300% and email video engagement by 30%

in/davidkdulany

@dkdinsf

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

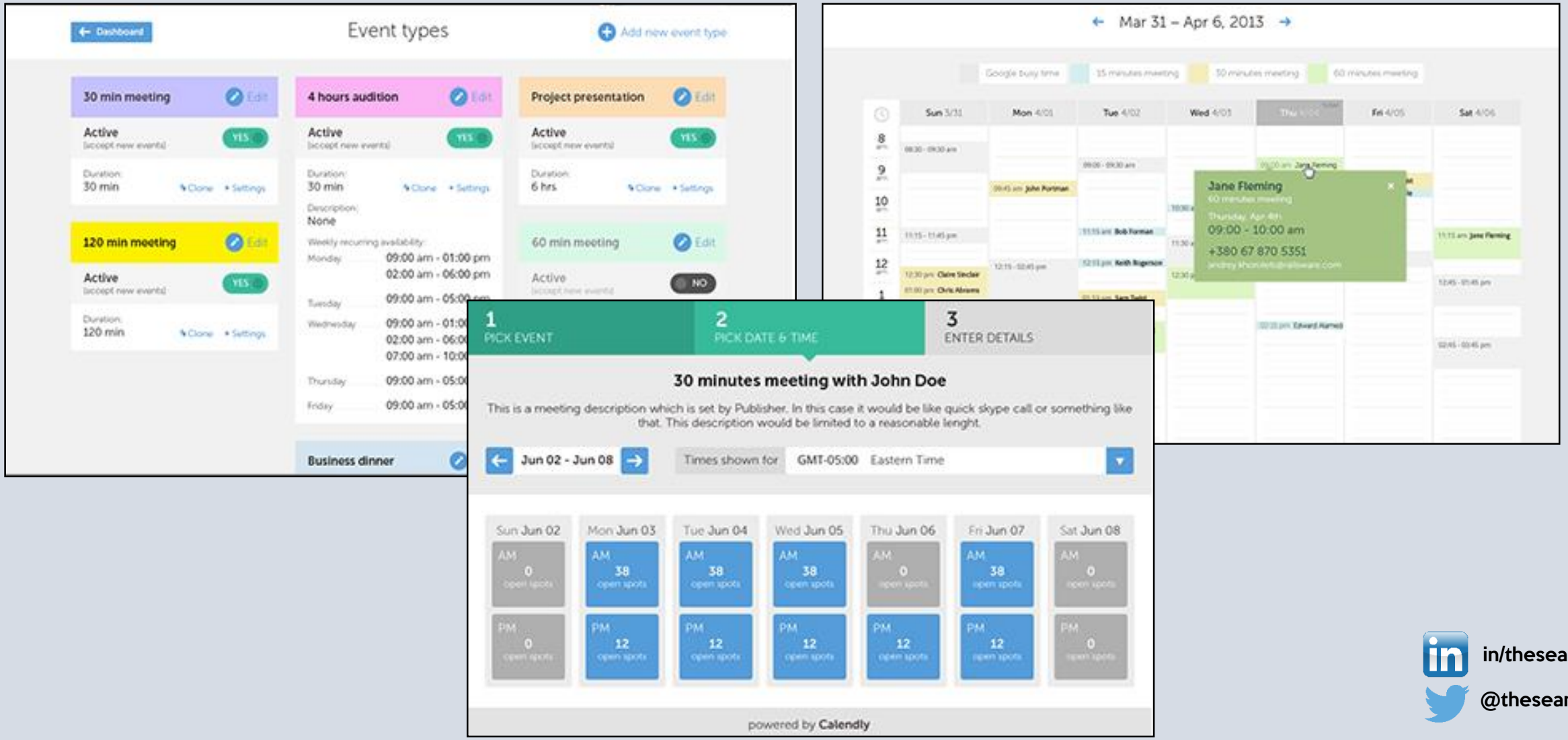
in/theseankester

@theseankester

SalesLoft

CALENDLY

Simple, beautiful scheduling



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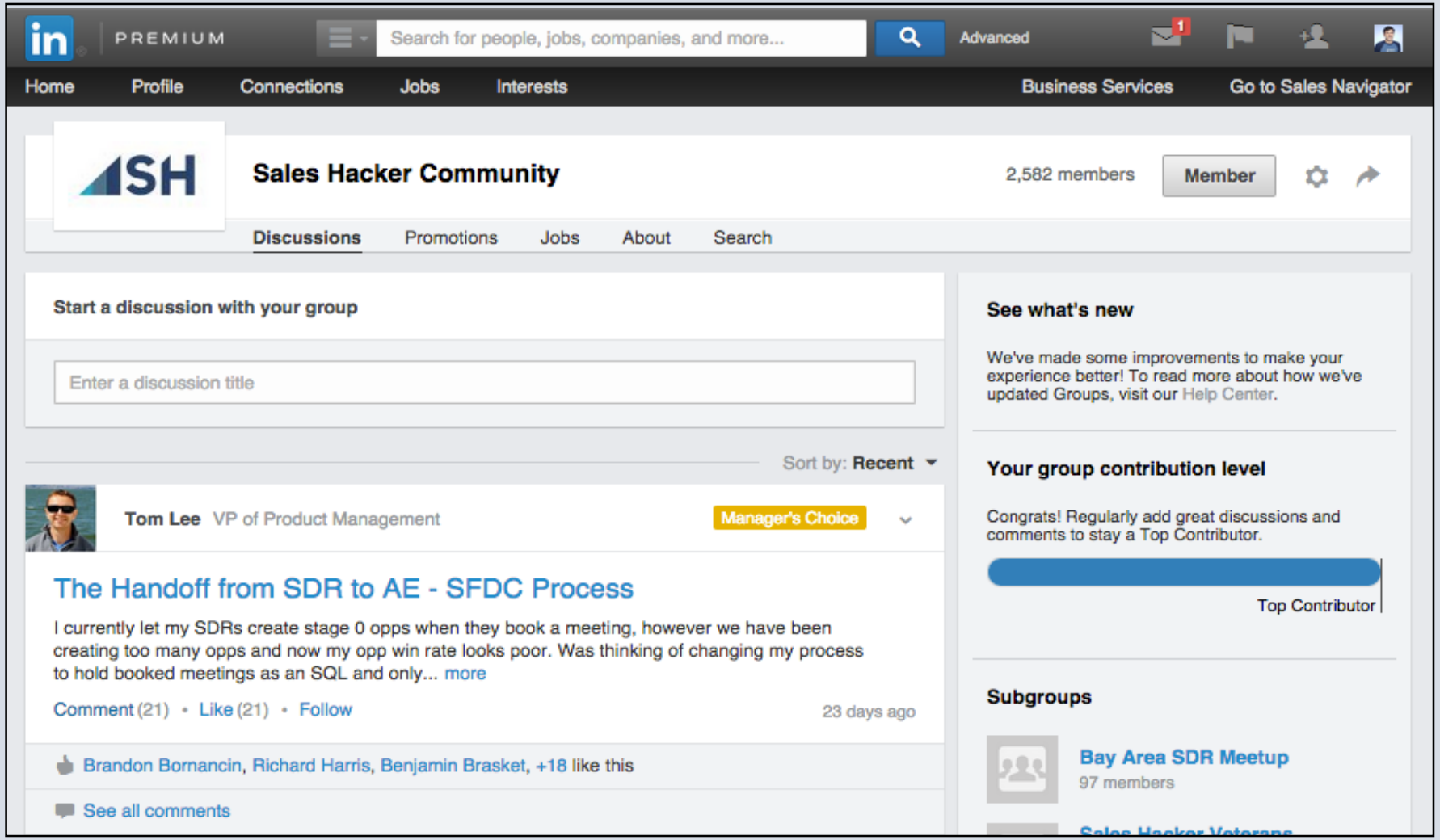
LINKEDIN GROUPS

One of the most powerful social business tools on the Web



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 <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, 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 emergin 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/2lVsztkaD7

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

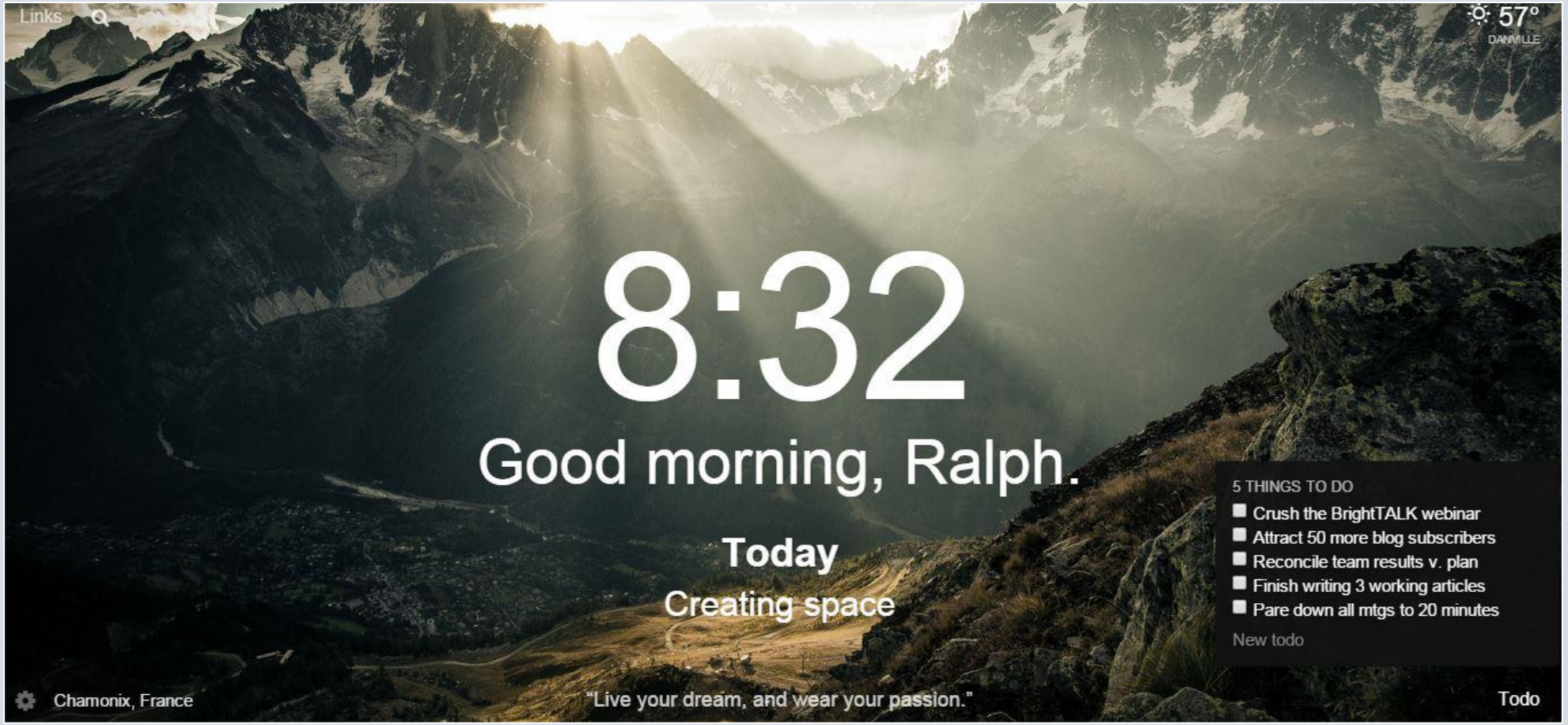
Based on Google Calendar entries
Learn about recent news or tweets
Have conversation starters
Keep it about them, not you
It's free

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

in/ralphbarsi
@rbarsi

MOMENTUM

Daily focus



in/ralphbarsi

@rbarsi

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Thank you!

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