TMSA 2022

STRATEGY FOR LEAD GEN + ROI

LEADCOVERAGE

STRATEGY FOR LEAD GEN + ROI

1. **Share Good News**

   a. Content Strategy

      i. Ideal Customer Profile
      ii. Content + Editorial Calendar

   b. Public Relations

   c. Analyst Relations

   d. Deliverables

SUPPLY CHAIN EXPERTISE

Full-service outsourced PR, marketing and sales team.

Tenured Supply Chain Specialists

Will Haraway: PR + Content

Kara Brown: Tech + Measurement

Team of 30 FTEs

SUPPLY CHAIN EXPERTISE

Will Haraway **Chief Content Officer**

He has 20 years of executive experience in B2B Technology Marketing. Will is a certified analyst relations practitioner by the Knowledge Capital Group and has helped companies including Manhattan Associates, Aptos, BluJay, Everstream Analytics, and Rubicon Global improve their brand reputations with marketing results that help increase sales.

Kara Brown **Chief Executive Officer**

Brown was one of the first employees at Echo Global Logistics which grew quickly in three years and her name is on the company's 2009 IPO press release [NYSE: ECHO]. In 2017 after a successful corporate career including SEKO Logistics, OHL (now Geodis), and Rubicon Global, she partnered with Will Haraway, another industry veteran, to start LeadCoverage. Brown is also an active force in empowering women leaders. She is on the board of the Entrepreneur's Organization Atlanta chapter, LaunchPad2x, and co-founded CloseHer, a community for women in sales.

SUPPLY CHAIN EXPERTISE

"SPEED TO MARKET" LEAD GENERATION

PHASE 1
(Branding)

Industry-wide long-term awareness

Tactics:

- Cohesive Messaging
- Thought Leadership
- Events
- Social Media Presence
- Public Relations
- Analyst Relations

Measurement: Share of Voice, Website metrics

PHASE 2
(Demand Generation)

Turn passive interest prospects into active prospects

Tactics:

- List segmentation per product/ICP
- Identify + acquire TAM per campaign
- "Low hanging fruit" re-engage/cross-sell/up-sell
- Content calendar + quarterly development
- Landing-page strategy development
- Paid media (Google, Social) brand-focused

Measurement: Lead to MQL delta, CPC, re-engagement

PHASE 3
(Lead Generation)

Build and deliver strategic content that nurtures brand-aware prospects

Tactics:

- Lead pipeline development
- List segmentation per product/ICP
- Identify/acquire TAM per campaign
- ABM "light" approach
- Hyper specific content + multichannel delivery
- Landing-page specific per campaign
- Follow up + set meetings
- Paid media (Google, Social) lead-gen focused

Measurement: MQL to SQL, SQL to close, CPC, attribution

LEAD GENERATION FORMULA

SHARE GOOD NEWS
(Branding)

- Content + Ideal Client Profile
- Public Relations & Media Buy
- Social Conversion

TRACK INTEREST
(Demand Generation)

- CRM: Prospecting & Tracking
- Email: Marketing & Automation
- Research & Measure

FOLLOW UP
(Lead Generation)

- SDR Dials
- Connect + Sell
- Reporting + Forecasting

THREE FUNNELS

PROSPECT

- PPC (Google)
- Intent Paid (Terminus)
- Intent Enterprise (Demand Base + 6Sense)
- Website (Analytics + Forms + CTA)
- Data Tools (Zoominfo + SalesIntel)
- Cold Email (Woodpecker + Lavender)

NURTURE

- Email (HubSpot + Marketo + Pardot)
- Content Marketing
- Microsites
- Webinars
- Data Append (Clearbit)
- Psychographics (CrystalKnows)
- ABM (HubSpot)
- Sequences (Outreach + SalesLoft)
- Paid Retargeting (Social + PPC)

CUSTOMER

- Closing + Contracting
- Up Sell
- Cross Sell + Resell
- Customer Success
- Revenue Operations
- KPI "Source of Truth"

SHARE GOOD NEWS

LEADCOVERAGE

"Pretty websites don't sell things. Words sell things."

Donald Miller | Building a StoryBrand

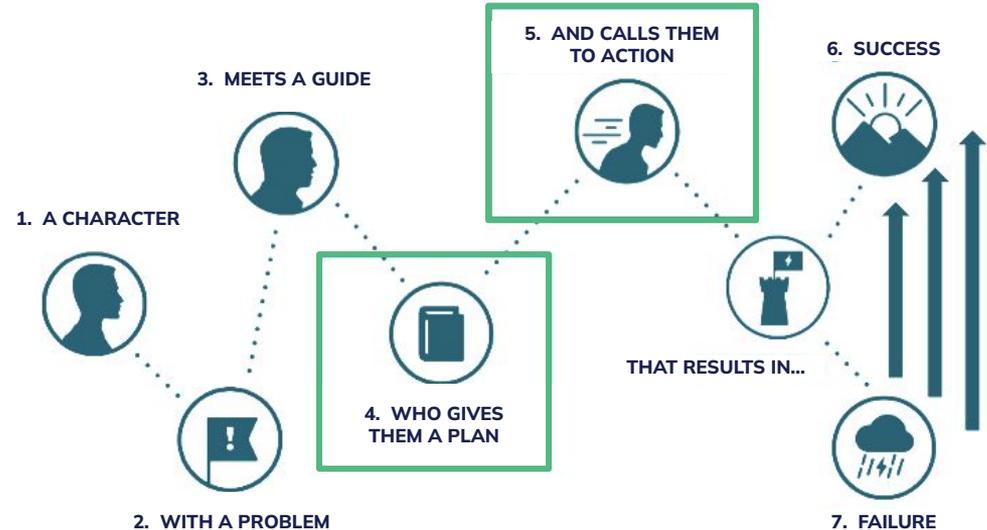## Donald Miller: Building a Storybrand

1. Hero: ICP
2. Internal/External Problem
3. Guide: Empathy/Authority
4. Philosophical Problem
5. The Plan
6. Call to Action
7. Ends in Success or Failure

1. A CHARACTER

2. WITH A PROBLEM

3. MEETS A GUIDE

4. WHO GIVES THEM A PLAN

5. AND CALLS THEM TO ACTION

THAT RESULTS IN...

6. SUCCESS

7. FAILURE

Sample Editorial Calendar

		January	February	March
Problem Solving	Aftermarket control			
	Consumer vs. company safety			
	Putting counterfeiters out of business			
	Your waste equals lost time and money			
	Access the data you didn't know you had			
Value Prop	Digital Proof Points (Birth Cerificate, Adoption Certificate)			
	Authenticate your products and secure your brand reputation			
	Use a great customer experience to create repeat customers			
Thought Leadership	Completely Trackable Supply Chain			
	Case Study: New Food Interviews			
	Upgrade your Grandfather's QR Code			
	Atomic Clock			
Come Back from COVID	Counterfeiting in COVID			
	Tracking Ventilators to Help Save Lives			
	Reshoring and the Post-COVID Supply Chain			

We don't scramble for content.
WE MAP YOUR FULL YEAR

Sample Editorial Calendar

	January	February	March	April	May
Theme	Termites	VIP/Warranty	Pest Control	Get to Know Active	Mosquito
Active Email	Are you taking full advantage of Active's termite protection services? Call us today and we'll make sure you're home is covered from top to bottom.	Active Pest Control's VIP Plan has the best warranty in Georgia. Not only do we cover your entire home, but we also offer free call-back services if a problem arises between service dates.	Make sure you've got Active Mosquito protection to keep your yard a mosquito free zone this summer.	Active Pest Control is a local business that has been protecting what's important to you and our community for the past xx years. Your technician knows your community, knows your home, and knows exactly how to protect you from those pesky pest issues that happen all over your area.	Spring is in the air, and so are the bugs. Active Pest Control is on the job to keep those pesky pests outside and away from your home.
Win-Back Email	Active Pest Control's Termite Service offers both physical and financial protection for you and your home.	Active Pest Control's VIP Plan has the best warranty in Georgia. Not only do we cover your entire home, but we also offer free call-back services if a problem arises between service dates. Call Active today to take advantage our best in class warranty.	Don't let the bugs bug you this summer. Call Active today and schedule your Summer Mosquito Service.	Active Pest Control is a local business that has been protecting what's important to you and our community for the past xx years. Get to know our team and your neighbors by calling Active today.	Spring is in the air, and so are the bugs. Keeps those pesky pests outside and away from your home with Active Pest Control.
Facebook	Don't let termites become a pest in your home.	Retreat & Repair. Prevent & Protect. Active Pest Controls industry leading warranty covers it all.	Don't let mosquitos keep you indoors this summer.	Active Pest Control. Your hometown pest control company.	Active helps you get rid of all of those annoying pests.

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EXEC THOUGHT LEADERSHIP

Our team executes roughly 10 LinkedIn posts a month per executive (roughly 2/week) that cover a mixture of:

>> Industry-specific commentary

Reposting PR content

Longer form commentary on role and world events

Reposting lead generation company events

Highlighting webinars and/or trade show appearances.

PREMIUM

Connect to w

Mark Yeager in
CEO Redwood Logistics | Global Supply Chain & Logistics Expert

Followers   3,103

Talks about #freight, #shipping, #logistics, #technology, and #supplychain

Mark Yeager • Following   • • •
CEO Redwood Logistics | Global Supply Chain & Logistics Expert
1mo • 🌐

A few weeks ago, someone asked my opinion on the increase in **#remote** hiring over the last year and a half.

At Redwood, we're still **#hiring** remotely. Some roles will be permanently remote and others were designed to be hybrid—with or without a pandemic. ...see more

👍🌿❤ 97 • 2 comments

Mark Yeager • Following   • • •
CEO Redwood Logistics | Global Supply Chain & Logistics Expert
2mo • Edited • 🌐

Each team in our organization is filled with innovators who work hard to find a way to help customers tackle challenges—especially in such a volatile market.

Our Managed Services team takes an innovative approach to the market, leveraging the unique technology of **#LPaaS** to customize solutions fo ...see more
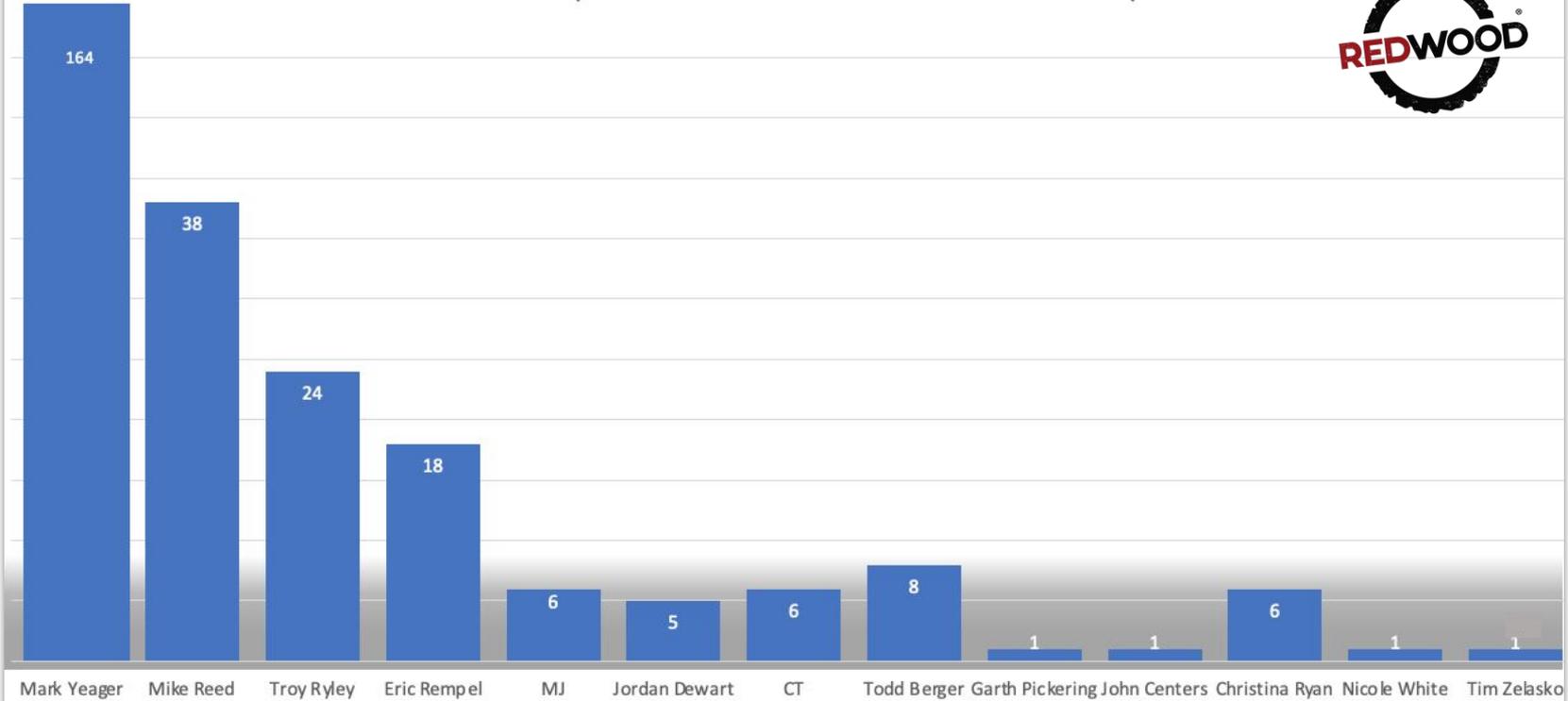
👍🌿 55

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SAMPLE 2022 CONTENT PLAN

Lead Gen	Q1 2022			Q2 2022			Q3 2022			Q4 2022		
	Jan 2022	Feb 2022	Mar 2022	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022	Dec 2022
Paid Ads	Prospect Ads	Prospect Ads	Prospect Ads	Prospect Ads	Prospect Ads	Prospect Ads	Prospect Ads	Prospect Ads	Prospect Ads	Prospect Ads	Prospect Ads	Prospect Ads
	Vendor Ads	Vendor Ads	Vendor Ads	Vendor Ads	Vendor Ads	Vendor Ads	Vendor Ads	Vendor Ads	Vendor Ads	Vendor Ads	Vendor Ads	Vendor Ads
PR + Bylines	Byline		Byline		Byline		Byline		Byline		Byline	
Email	Prospect	Modex Pre Show	Carrier	FreighWaves	FreightWaves	Carrier	Prospects	Peak	Peak	Tech	2023 Planning	Carrier
Index	Monthly	Monthly	Monthly	Monthly	Monthly	Monthly	Monthly	Monthly	Monthly	Monthly	Monthly	Monthly
Account-Based Strategy	Five Below	Bed Bath & Beyond	Foot Locker	Husqvarna Group	Icon H&F	Inteplast/Minigrip	Lifetime Brands	MTD Products	NFI Global	Peloton	Ross Stores	Rooms To Go
	ABM x2	ABM x2	ABM x2	ABM x2	ABM x2	ABM x2	ABM x2	ABM x2	ABM x2	ABM x2	ABM x2	ABM x2
LinkedIn Organic	2x Leadership	2x Leadership	2x Leadership	2x Leadership	2x Leadership	2x Leadership	2x Leadership	2x Leadership	2x Leadership	2x Leadership	2x Leadership	2x Leadership
	Campaign Posts	Campaign Posts	Campaign Posts	Campaign Posts	Campaign Posts	Campaign Posts	Campaign Posts	Campaign Posts	Campaign Posts	Campaign Posts	Campaign Posts	Campaign Posts
Trade Shows Sequence			Modex	FreightWaves Invite Blast	FreightWaves Event	Tradeshow Connect		Invite Blast	EDGE	Supply Chain USA	Tradeshow Connect	
				Email +LP +Social	Email +Social	Email +SDR		Email +LP +Social	Email +Social	Email +Social	Email +SDR	
Lead Nurturing	Chinese New Year / Power Crisis / Covid?	Chinese New Year / Power Crisis / Covid?	2022 Forecasting - Index Content	Tour/Flexible	Tour		Current supply chain events?	Current supply chain events?	Digital Drayage App new features	Peak Planning	Peak Planning	Peak Planning
	Existing Customer Outreach	Existing Customer Outreach	Existing Customer Outreach	Existing Customer Outreach	Existing Customer Outreach	Existing Customer Outreach	Existing Customer Outreach	Existing Customer Outreach	Existing Customer Outreach	Existing Customer Outreach	Existing Customer Outreach	Existing Customer Outreach

EXECUTIVE THOUGHT LEADERSHIP: DEEP BENCH

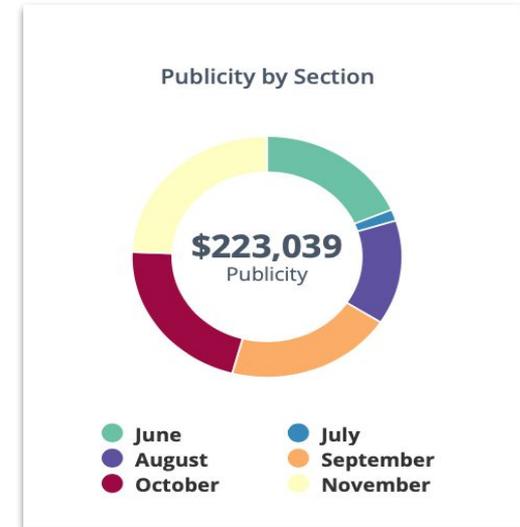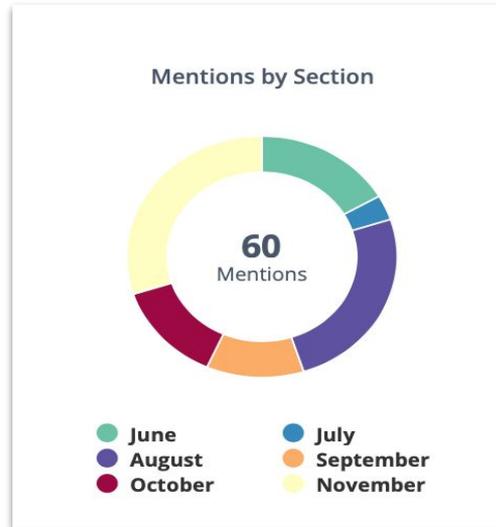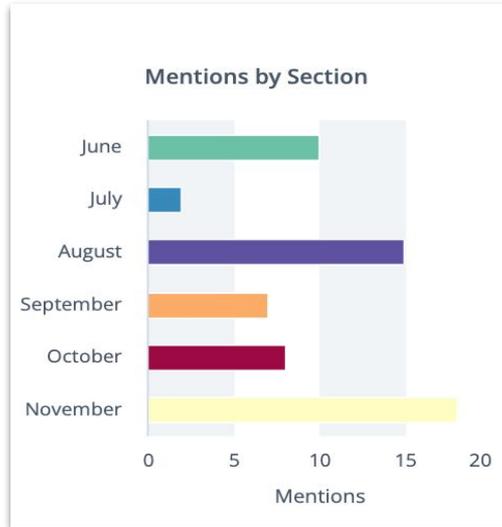2021 Redwood Experts Mentioned in Media – Published & Expected

Name	Value
Mark Yeager	164
Mike Reed	38
Troy Ryley	24
Eric Rempel	18
MJ	6
Jordan Dewart	5
CT	6
Todd Berger	8
Garth Pickering	1
John Centers	1
Christina Ryan	6
Nicole White	1
Tim Zelasko	1

THOUGHT LEADERSHIP: DEEP BENCH

Thought Leader	Area of Expertise	Quoted	Byline	Speaking Engagement	Total
Mark Yeager	Global Supply Chain & Intermodal	160	1	3	164
Mike Reed	Partnerships; Redwood Ventures	36	1	1	38
Troy Ryley	Cross-border; Redwood Mexico	24	-	-	24
Eric Rempel	Tech; LPaaS; Rating API; RedwoodConnect	13	2	3	18
Mike Johnson	Rating API; Fulfillment	2	4	-	6
Jordan DeWart	Cross-border; Redwood Mexico	5	-	-	5
CT	Freight/Trucking	2	4	-	6
Todd Berger	Redwood Culture	8	-	-	8
Garth Pickering	Retail	-	1	-	1
John Centers	LTL	-	1	-	1
Christina Ryan	Redwood Managed Services	6	-	-	6
Nicole White	Redwood Culture	1	-	-	1
Tim Zelasko	Redwood Culture	1	-	-	1

PUBLIC RELATIONS MEASUREMENT

Mention Analytics

Mentions by Section

(Bar chart)
- June
- July
- August
- September
- October
- November

Mentions (0, 5, 10, 15, 20)

Mentions by Section

60 Mentions

Legend:
- June
- August
- October
- July
- September
- November

Publicity by Section

$223,039 Publicity

Legend:
- June
- August
- October
- July
- September
- November

Total Online News Audience:
126, 086,609

Total Online News Publicity:
USD $223,039

Notable Mentions: WSJ Logistics Report, NBC Bay Area, TD Ameritrade, FreightWaves, CSCMP Supply Chain Quarterly, Morningstar.com, SupplyChainBrain, Transport Dive, Quartz, Multichannel Merchant

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"There are about 180 million containers worldwide, but they're in the wrong place"

- Mark Yeager, CEO, REDWOOD LOGISTICS

READ THE ENTIRE ARTICLE @

CNBC

ANALYST RELATIONS = LEAD GEN

Play to your strengths: leverage your
(highly visible & very expensive)
Analyst Relations program for
Lead Gen results

» "Gartner Predicts 2021" report
Press Release
Drives to Landing Page
Form Fill to access Gartner Predicts Report
Captures Prospects/Buying Signals

Market Guide Collateral

— — —

Sent to: 2,824 (Global Marketable)

Opens: 658 (23.5%)

Clicks: 34 (5.2%)

Unsubscribes: 6 (.21%)

Bounces: 23 (.81%)

List of Engaged Contacts by Account
- 653 Contacts
- 484 Accounts

Landing Page Stats:
- 59 Form Fills
- 33 Net New Contacts

Performance by Medium:

SOURCE	PAGE VIEWS	TOTAL FORM SUBMISSIONS	NEW CONTACTS
Organic social	102	18	14
Direct traffic	62	9	6
Email marketing	55	16	1
Referrals	34	16	12
Total	253	59	33

TRACK INTEREST

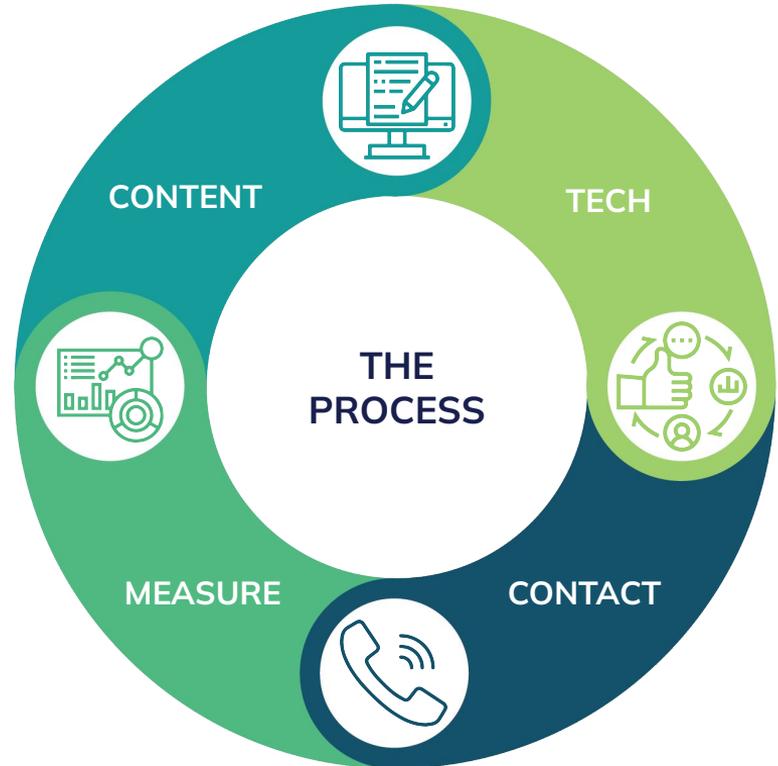LEADCOVERAGE

STRATEGY FOR LEAD GEN + ROI

2. **Track Interest**

    a. Know Your TAM

    b. Ideal Customer Profile

    c. Customer Lifecycle Management

    d. HubSpot/Technology

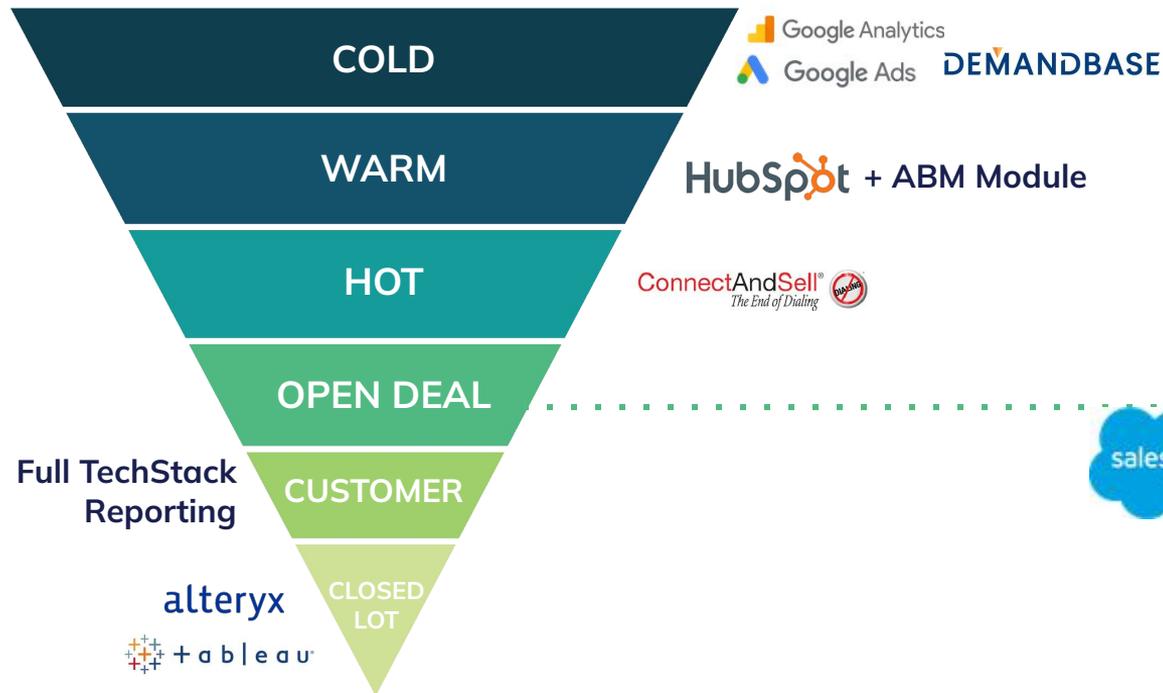   e. Email Domain Authority

    f. Paid Media (Google + Social)

BUYING SIGNALS FEED THE PROCESS

1. Form Submission

2. Website Click

3. Email Open / Click

4. Call to Action Click

5. View Website / Specific Website Pages

6. Clicked on an Ad

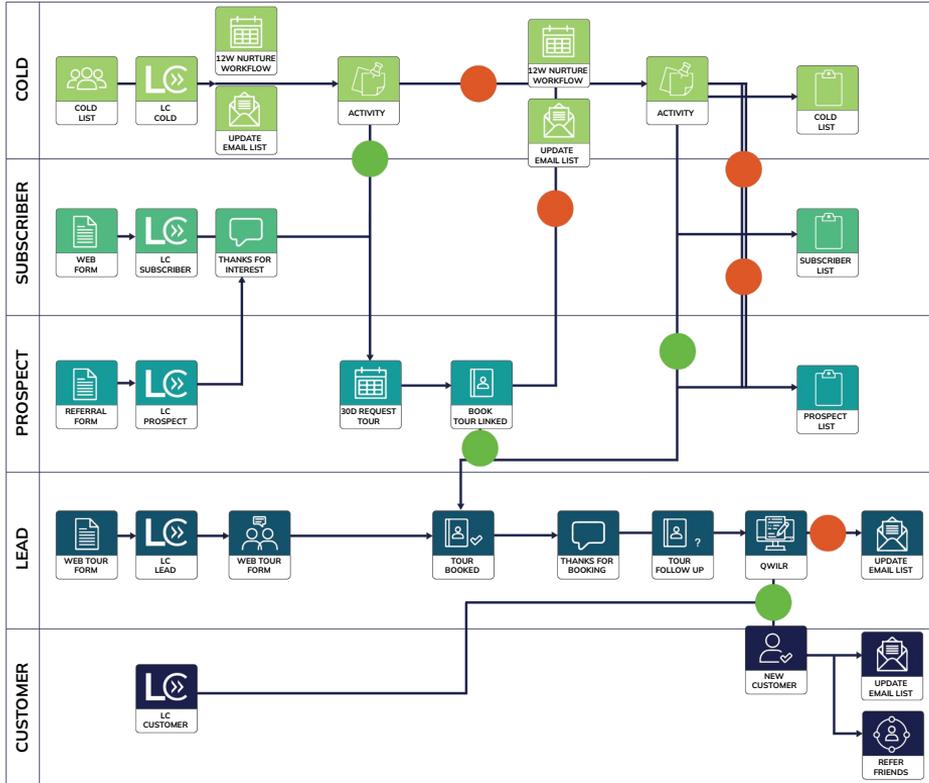7. Engaged with Social Media

8. Requested Free Demo

CONTENT

TECH

THE
PROCESS

MEASURE

CONTACT

TECH STACK SAMPLE

Marketing Funnel:

COLD

WARM

HOT

OPEN DEAL

CUSTOMER

CLOSED LOT

Google Analytics
Google Ads
DEMANDBASE

HubSpot + ABM Module

ConnectAndSell®
The End of Dialing

Full TechStack Reporting

alteryx

+ableau

salesforce

Sales Pipeline:

Demo Scheduled

Demo Run

Docs Out

Docs Signed

Onboarding

Nurture

Lost

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Contacts with no recent activity receive a series of nurture emails to stay top of mind. (Cold)

Contacts who complete a webform, visit the website, are received via referral are subscribers (warm). Sales team receives notification to follow up upon buying signal.

Contacts who request a demo, meeting, or additional info are leads (hot). Receive messages around onboarding and demo feedback.

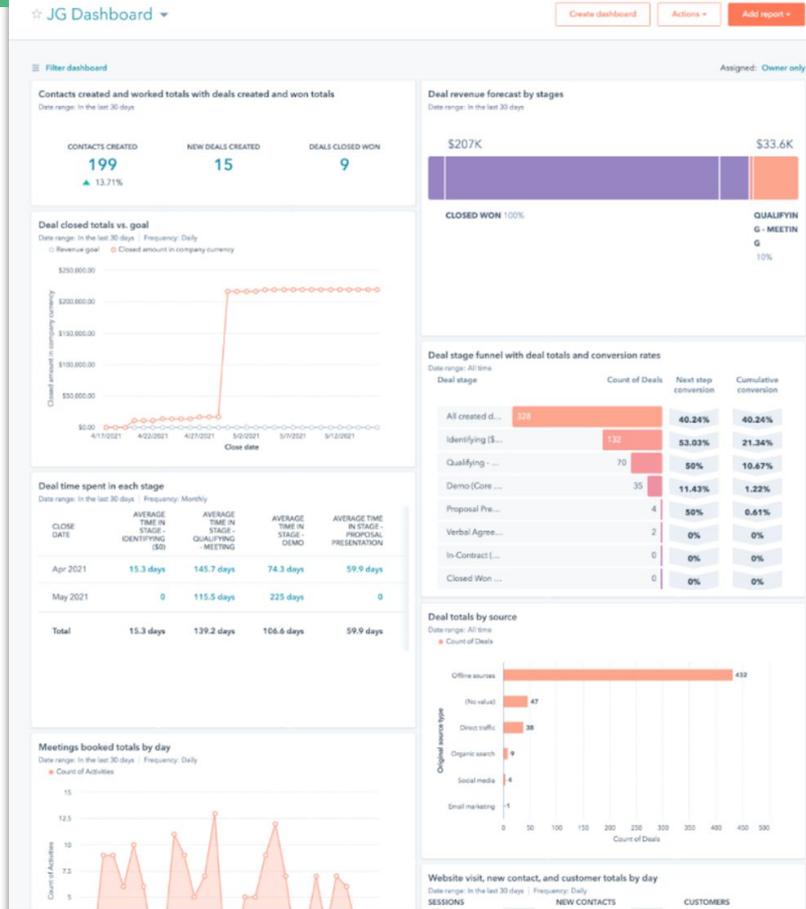Customers receive monthly emails on new promotions and referring friends.

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LEAD GEN STRATEGIES: EXEC REPORTING
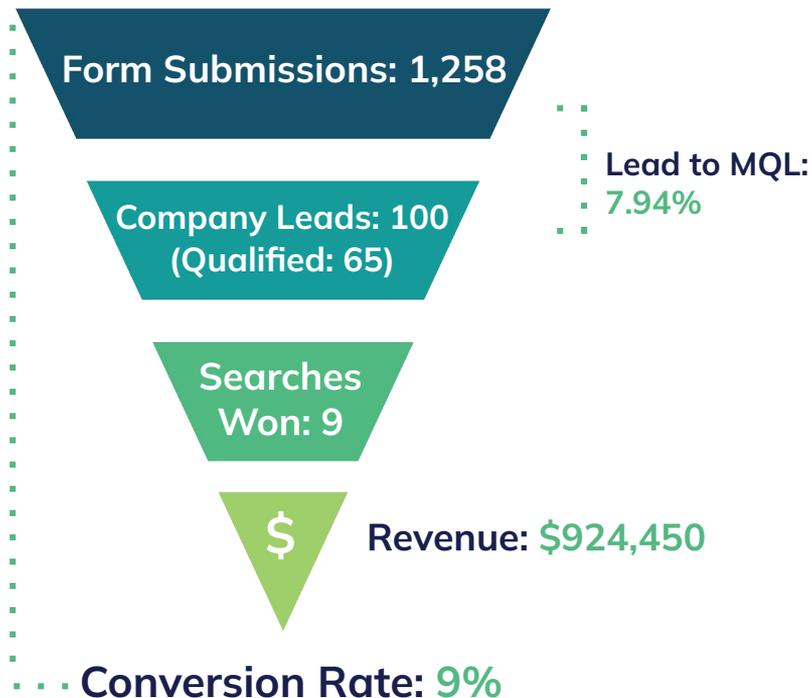
Dashboard:

CURRENT REPORTS:

- New Contacts + Deals Created + Deals Won

- Deal Revenue Forecast by Stage

- Deal Closed Totals vs. Goals

- Deal Stage Funnel w/ Conversion Rates

- Deal Time Spent in Each Stage

- Deal Totals by Source

- Meetings Booked by Day

- Website Traffic by Type

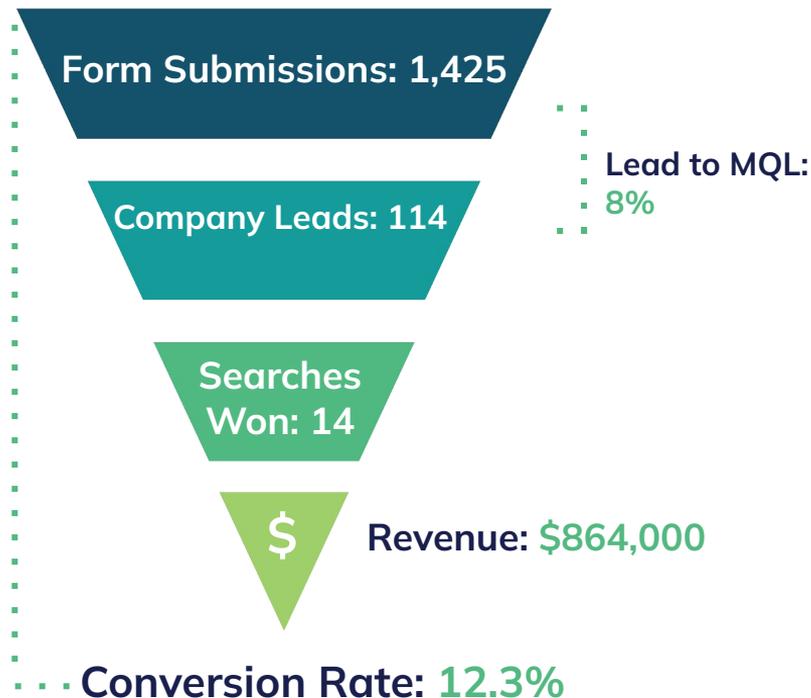- Contact Creation Trend Data

- New Contacts by Source

YTD PAID PERFORMANCE VS. 2021 FORECASTED

YTD Paid Performance:

Form Submissions: 1,258

Company Leads: 100
(Qualified: 65)

Searches
Won: 9

$

Revenue: $924,450

Lead to MQL:
7.94%

Conversion Rate: 9%

2021 Forecasted Paid Performance:

Form Submissions: 1,425

Company Leads: 114

Searches
Won: 14

$

Revenue: $864,000

Lead to MQL:
8%

Conversion Rate: 12.3%

AD PERFORMANCE

2021 YTD INBOUND PERFORMANCE

- 2021 Marketing Budget :
  ## $400k

- ROI YTD:
  ## $1.159M

- All-Time ROI (Multiple Searches):
  ## $3.084M

| Quarterly Paid Performance Breakdown				
Action	2020 Total	Q1	Q2	Q3
Spend	$41,332.23	$32,635.98	$32,970.58	$35,655.61
Impressions	49,898,698	2,903,249	705,063	883,189
Clicks	32,805	16,057	13,929	19,672
Cost Per Click	$1.26	$2.03	$2.37	$1.81
CTR	0.07%	0.55%	1.98%	2.23%
Candidate Leads	379	576	549	293
Client Leads	29	39	38	46
Total Conversion Rate	1.16%	3.59%	3.94%	1.49%
Cost Per Conversion	$109.06	$56.66	$60.06	$121.69

FOLLOW UP

LEADCOVERAGE

STRATEGY FOR LEAD GEN + ROI

2. **Follow Up**

   a. SDR Program

   b. Measurement

   c. Resources
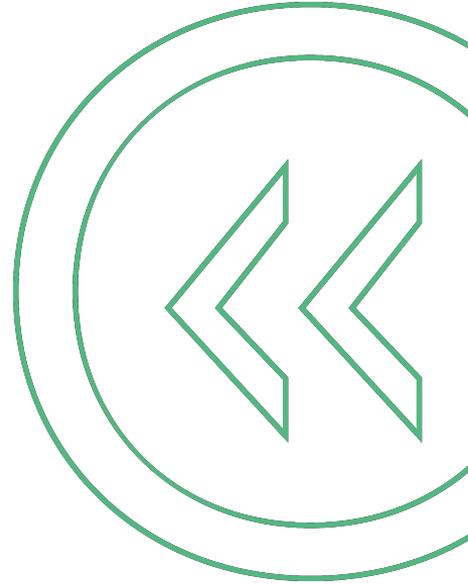
SDR PROGRAM

LEADCOVERAGE SDRS WILL:

- Identify contact targets inside an organization based on a contact list.

- Warm up these targets with hyper-specific content. (1:many + 1:1)

- Monitor for a buying signal. (+DemandBase)

- Make the first call to understand the potential client's needs. (Connect and Sell)

- Hand off qualified lead to AFS sales team to close.

- Connect and Sell (Discounted $.50 a dial)

Onboarding, Training, Management

Custom Sales Script

Outbound Calls

Email Templates

Set Meetings, Deliver Quality Leads

SAMPLE SINGLE CAMPAIGN CALL REPORTING
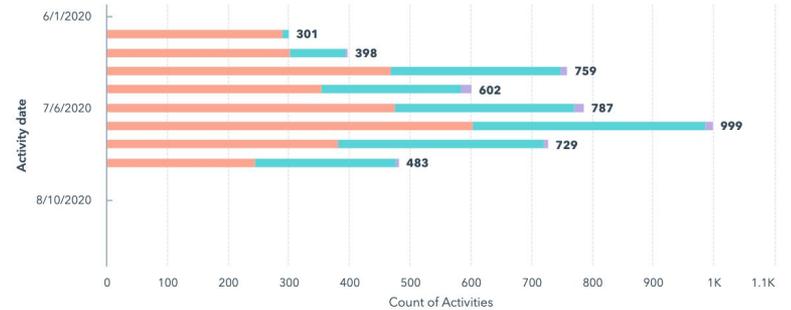
CONNECT & SELL STATS YTD: 4/3/20-7/31/20

- Meetings Booked: **45**

- ML5 - Passed to Sales: **18 accounts**

- ML6 - Sales Accepted: **9 accounts**

- Y1V: **$3-$10M**

- Total Opportunity: ***$36-$120M**

*12-18 month buying cycle

SDR - Activity Report (WOW)

Date range: From 6/5/2020 to 9/1/2020 | Frequency: Weekly

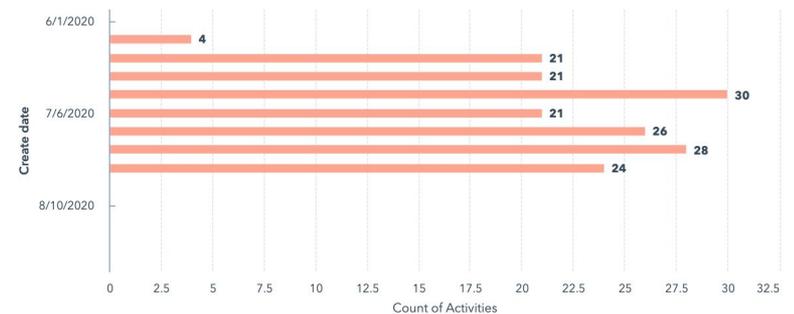● Call ● Email sent to contact ● Email reply from contact

Count of Activities

SDR - Call Outcome (Connects) Report (WOW)   Actions ▾

Date range: From 6/6/2020 to 9/1/2020 | Frequency: Weekly Report settings
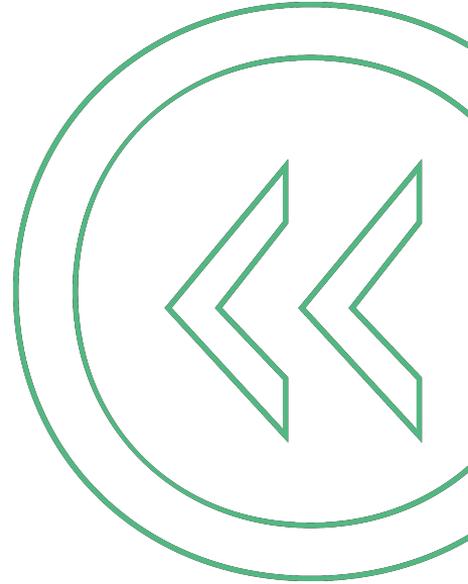
● Connected

Count of Activities

STRATEGY FOR LEAD GEN + ROI

2. **Follow Up**

    a. SDR Program

    b. Measurement

    c. Resources

LEAD GENERATION FORMULA

ROI Model

Total Goal		Product 1		Paid Spend	Marketing Spend	Leads	Lead/MQL Delta	MQL	MQL/SQL Delta	SQL	SQL/CW Delta	CW	Value
	270,000	Lead/MQL Delta	30%	$2,000	$15,000	33	30%	10	20%	2	50%	1	$25,000
	324,000	MQL/SQL Delta	20%	$2,000	$15,000	33	30%	10	20%	2	50%	1	$30,000
	378,000	SQL/CW Delta	50%	$2,000	$15,000	33	30%	10	20%	2	50%	1	$35,000
	540,000			$2,000	$15,000	33	30%	10	20%	2	50%	1	$50,000

VOLUME

VELOCITY

VALUE

35
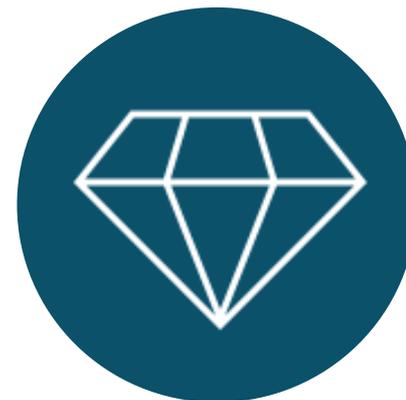
June Website Reporting Dashboard (Full)

Reporting Timeframe

7/1/21-7/20/21

Traffic Sources: Direct | SEO | Referral | Social/Email

| 33.4% | 60.3% | 3.1% | 3.2% |
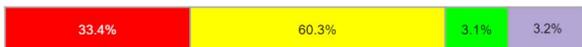
June 2021
Total Visits from SEO: 6,319

Unique Visitors: 11,407

New Visitors: 10,626

# of Sessions: 14,244

Total Page Views: 66,186

July 2021 MTD
Total Visits from SEO: 4,773

Unique Visitors: 7,750

New Visitors: 7,212

# of Sessions: 9,454

Total Page Views: 43,280

Most Viewed Pages:
- Homepage (16,274)
- About (4,130)
- Products (2,239)
- Contact (2,156)
- Ranger Robot Series (2,012)

Top Countries Finding Site:
- India (3,700)
- United States (2,059)
- China (281)
- United Kingdom (213)
- Japan (210)

Top SEO SERP Terms:
- Grey orange
- Grey orange
- Grey orange robotics
- Orange grey
- Grey and orange

MoM Metrics (July vs June)
- Website Traffic is down 33.63%
- SEO Traffic is down 24.47%
- Unique Visitors are down 32.06%
- New Visitors are down 32.13%
- Total Page Views are down 34.61%

YTD Metrics
- SEO Sourced Traffic: 37,378
- Unique Visitors: 67,378
- New Visitors: 65,697
- Web Traffic: 90,501
- Total Page Views: 389,626

Form Fills: 104
- Main Contact Website Form (English): 55
- Spark Report: 29
- Micro Fulfillment Whitepaper: 8
- RMS Whitepaper: 6
- Five Priorities Whitepaper: 2

Full List Asking for Meeting w/ Sales

36
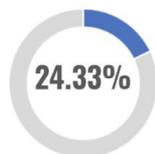
Email Reporting Dashboard (Returns Email 1)

Subject Line: Returns Made Easy...FINALLY!   Send List: Named + Unnamed Accounts

	Emails Sent	Opens	Clicks	Unsubscribes	Bounces
Email 1: Returns Email 1 NAM	2,039	379 (19.1%)	30 (7.9%)	13 (0.65%)	50 (2.45%)
Email 2: Returns Email 1 ROW	979	248 (25.9%)	5 (2%)	6 (0.63%)	20 (2.04%)
Email 3: Returns Email 1 EMEA	888	241 (28%)	7 (2.9%)	9 (1.04%)	26 (2.93%)
Total	3,906	868	42	28	96

Avg. Open Rate	Avg. Click Rate	Avg. Unsubscribe Rate	Bounce Rate
24.33%	4.26%	0.77%	2.47%

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LinkedIn Reporting

Total	Single Image	Video	Carousel	Total
Cost	$465.10	$127.44	$130.04	$722.58
Impressions	22,828	4,407	2,018	29,253
Clicks	258	24	11	293
CTR	1.13%	0.54%	0.55%	1.00%
CPC	$1.80	$5.31	$11.82	$2.47
Conversions	0	0	0	0

- Great initial start from the campaign with CTR above the account average
  - Paused lower performing ads
- Carousel ad earned 3 followers
- 770 people watched the video through to completion
  - 33% Completion Rate

GreyOrange
60,342 followers
Promoted

+ Follow

Sort high volumes of returned goods based on multiple inventory attributes, and optimize your storage with an effective tech solution.

How to recoup most value from returns?

Explore the GreyOrange
Return Management Solution
Fast Induction | High Volume | Minimal Lead-Time

KNOW MORE

Fashion and electronics returns can spike to **40% or more during holidays!**

Increase Customer Loyalty with Easy & Cost Efficient Returns
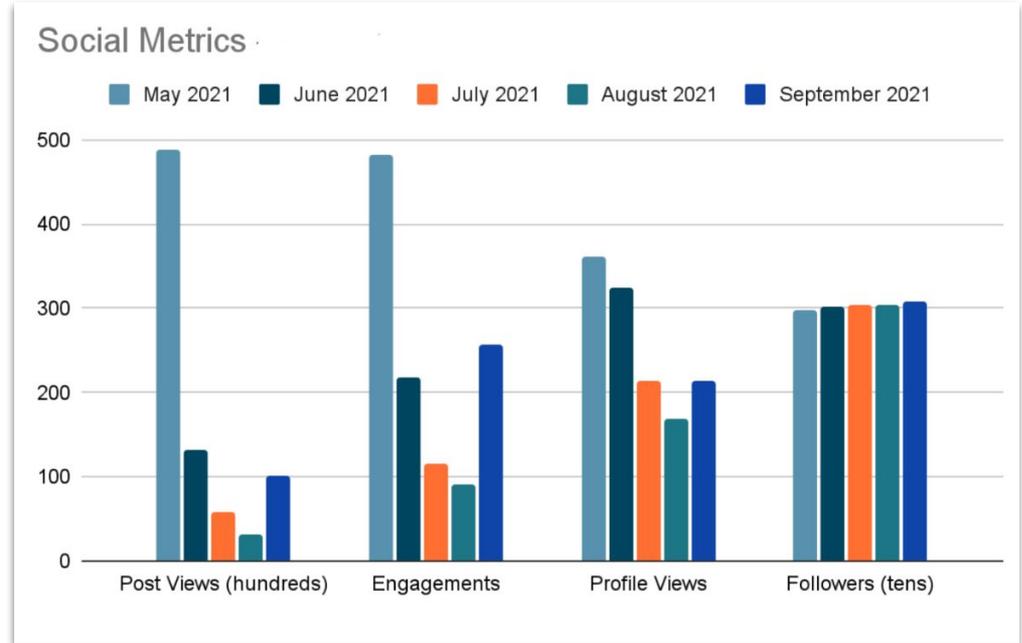
Learn more

go.greyorange.com

Best Performing Ads - 1.30% CTR

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AUGUST 2021:

- Total Posts: 6 **(+2)**

- Views: 10,224 **(+233%)**

- Reactions/Comments/Reshares: **256 (+184%)**

- Engagement Rate (ratio of engagements to total views): 2.50% **(+29%)**

- InMail/Connection Requests*: 4 **(+1)**

- Profile Views: 214 **(+27%)**

- Total Followers: 3,080 **(+1%)**

Social Metrics

Legend: ■ May 2021 ■ June 2021 ■ July 2021 ■ August 2021 ■ September 2021

Chart categories: Post Views (hundreds), Engagements, Profile Views, Followers (tens)

Y-axis: 0, 100, 200, 300, 400, 500

STRATEGY FOR LEAD GEN + ROI

2. **Follow Up**

   a. SDR Program

   b. Measurement

   c. Resources

QUESTIONS

LEADCOVERAGE

REPORTING: LINKEDIN EXAMPLE (PAID + ORGANIC)

LINKEDIN HACKS

1. Canva
2. Autoschedulers:
   - Sprout Social
   - Hootsuite
   - Social Champ

PR

1. Critical Mention: Paid to earned value at scale
2. HARO: Help a Reporter Out

SALES HACKS

1. Lavender: write better email
2. Crystal Knows: psychographic profiles
3. Bombora: Intent data
4. DemandBase: Intent data on steroids
5. Abstrakt: Coach reps in real time
6. Fireflies: Record and transcribe every call

DATA SOURCES

1. ~~Zoominfo~~
2. SalesIntel
3. Clearbit

RESEARCH SOURCES

1. G2 Crowd
2. Trustpilot

BOOKS

1. ABM is B2B
2. Predictable Revenue
3. From Impossible to Inevitable
4. MOVE - GTM
5. Building a Storybrand