

Signals

MASTERING 2023

**A Compilation of Success Strategies
from 50+ Top Influencers**

Marketing in a Volatile Economy

“[Every department] needs to be prepared to support the sales process by providing resources such as case studies, ROI analysis, air coverage for the brand market, etc.... which brings us to a shift in positioning. The buyer needs to feel that this is a must-have solution, this is something that is going to drive [their] bottom line, it will help [them] be more efficient, and all this to justify to the [buying committee] to write the check and buy.” -Dave Elkington

- Pivoting into profitability and efficiency
- Know your data, get it real time and make quick decisions
- How to prepare cost saving initiatives and what to consider
- Prioritize what matters most and distribute your resources appropriately
- Have deal flexibility in terms, price, bundles and timing



Rick Tolman

VP of Global
Demand Gen



Mark Maughan

CAO



David Elkington

Founder



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Jon Miller

CMO



GTM Strategies: A Look at What Works

“There are going to be people that are influencing your deal that sales are not engaged with... which makes alignment between departments critical. Hold account stand-ups where sales and marketing discuss the needs of potential buyers... and focus on quality metrics and not just quantity metrics.”

- Demand generation today is like a soccer/football game, it isn't a hand off
- Buyers are more privacy aware, so the focus needs to be on account data
- Orchestrate all the account data with buyer data from enrichment tools, calls, emails, etc.
- Data is valuable, but insufficient on its own

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Billy Bateman

Co-Founder & VP of Operations



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Let's Build an Account-Based Cadence

"A good way to think about account-based cadence is you're running two playbooks at the same time and they feed into one another.... Each persona has its own hierarchy and waterfall, but then at the same time I'm going below the line and reaching out to individual contributors to generate information that I can bring up to the top of the waterfall."

- How to successfully 'break the ice' with cold emails.
- How to find success with follow up.
- 'Dumbing down' your emails helps boost your reply rates by up to 50%.
- We should reach out to prospects via email in an informal way – similar to text – to open the door for comfortable communication.



**Will
Allred**

VP of Marketing



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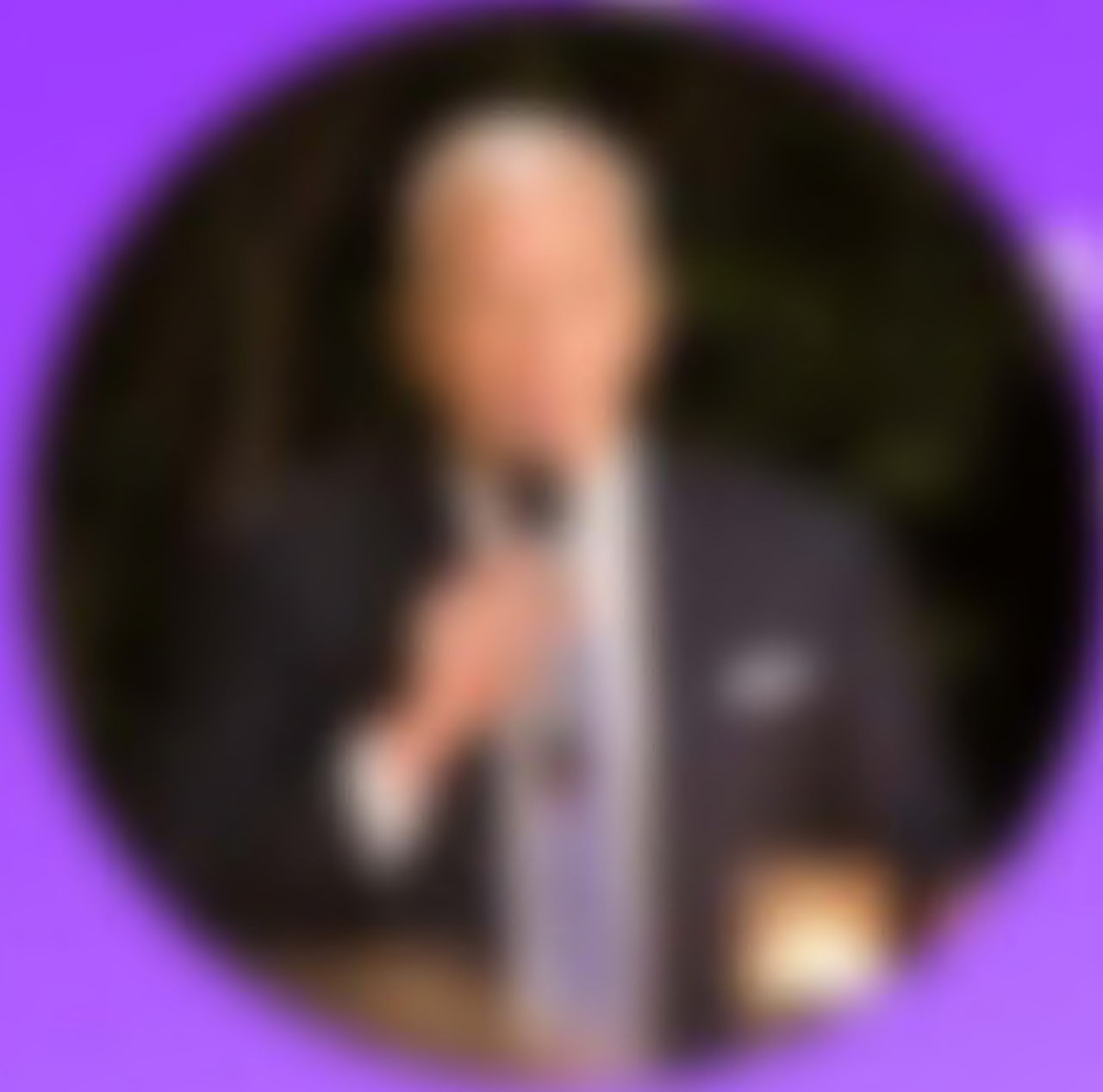
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Dr. [Name]



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