



SKALED

Keeping Executives Engaged in a Zoom World

Jake Dunlap

Founder & CEO, Skaled

Istdibs

bungalo

duetto

fictiv

LinkedIn

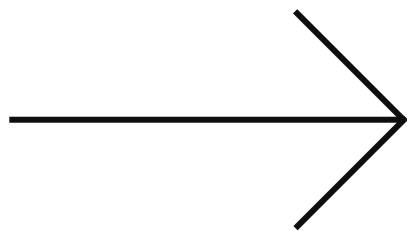
Microsoft



Outreach



The Seven



01

Stay Focused

02

Give Information
Freely With No Ask

03

Pre-Meeting
Engagement

04

Keep People
Engaged During
Meetings

05

Post-Meeting
Engagement &
Connections

06

Multi-Thread &
Create Other
Contacts

07

Keeping Engaged
& Building
Relationships

#1 Stay Focused

1,030,000 minutes
2,145 days

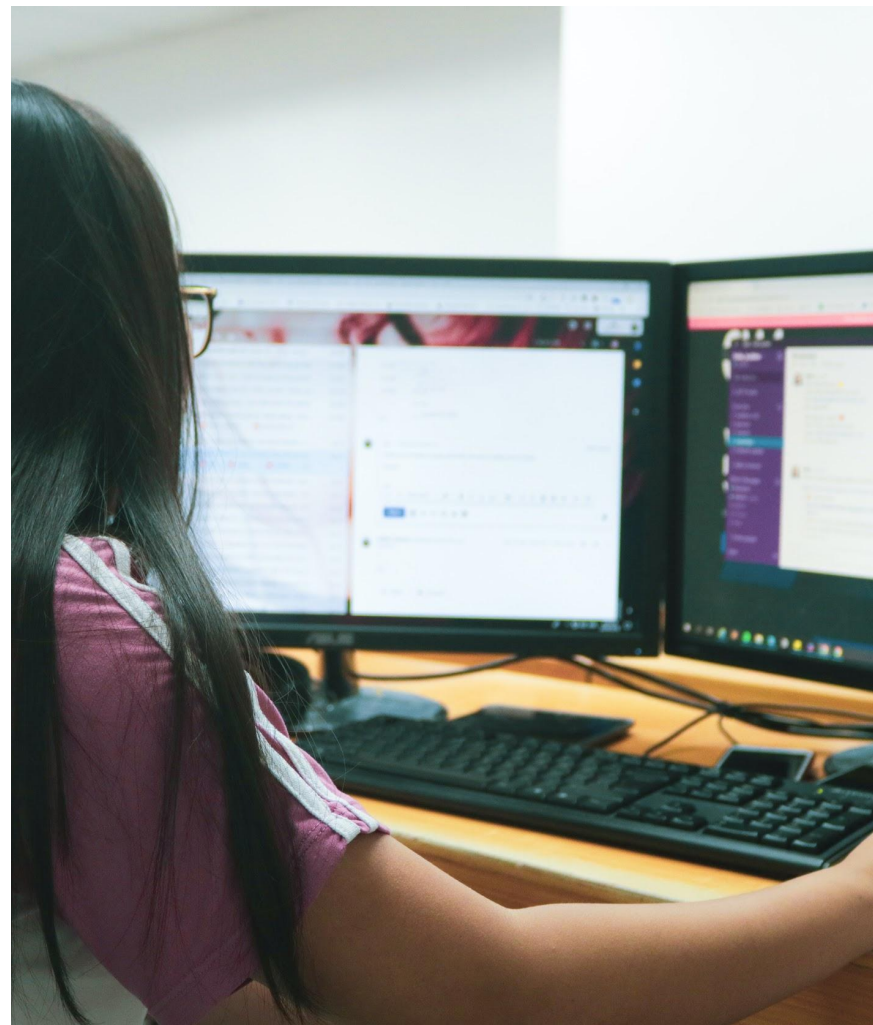
Skaled's Zoom meeting
data in the last 12 months



We Have an Unprecedented Focus Problem

How many emails and meetings do you
engage with everyday?

How many meetings while we email? 😄





It's more than a sale - We have to get people engaged in the meeting, off email, and tell a better ROI story than ever before

Multi-tasking and Meeting Overload

Key problems

Your customers are on email...

They are looking at their phones

People have too many meetings...you are
just one more

Budgets

More people

More scrutiny



#2 Give Information Freely With No Ask

State of Sales

A large, bold, blue font displays the number '80' followed by a percentage symbol '%'. The characters are thick and have a slight shadow effect.

B2B Sales Interactions between
buyers and suppliers will occur in
digital channels – Gartner Sales
Trends, 2020

- More self-guided information
- 44% of Millennials do not want to talk to a salesperson in a B2B sales process



Sales Reps that talk about the competition and pricing in the first call have a higher close rate than those that don't. – Gong.io and Transparency Sale

2021 Trends

The best
experience can
beat the best
product/price

Sales Experience

Customer Experience

Ease of doing business

How Will You Adapt?

01

Getting people to focus

02

Getting more people on the call and engaged

03

Handling more of the process digitally

04

Bringing more transparency in your pitch...



How do we get executives excited
and keep them engaged during
virtual sales calls?

#3 Pre-meeting Engagement

Buying behavior has changed, so the way we sell needs to **modernize.**

Pre-meeting

During the meeting

Post-meeting

Throughout the process



Pre-meeting - Send them
Content!

Industry Through
Leadership

Relevant Industry Articles

Shares on LinkedIn, Xing,
or Industry sites from
other leaders

Curate 2-3 posts that are relevant trends -
social proof

No Product
Sheets or Pitches

Nobody is going to read it sorry...

#4 Keeping People Engaged During Meetings

Key 12-month Milestones

Milestone

Priority Level

Details

Keeping People Engaged During Meetings

SOLO BRAINSTORM

GROUP BRAINSTORM

Individual Partner Pages	Updating DP pages - bringing old landing pages	Social media integrations	Site tracking tool like hotjar/full story	Open dialogue or forum on sales and sales challenges	Better navigation for service pages
Service pages customized to Size	Increase breadth of Case Studies/ companies we work w/	Meeting booking integration	Updating Assessment and tree	Website data and analytics tracking	
Increase CMS Design functionality - dates for create new pages faster - updates Templates	Improve lead capture options	More in-depth about Consultants; showing their work	Updating Images and more "Skated Imagery" - Actual people	Create more interactive content - Rock Content example	Build your own consultant team - Journey based on needs of the company
Marketplace - for early stage companies	Customer Framework section		Forms include UTM parameters so we know what page a person was on when they filled out a form.	Interactive Content - "Passive Gating"	Pop up or alert functionality for events/important messages

Vote

FACEBOOK

- 1 Overview
- 2 Let's get started
- 3 Top 5 Questions
- 4 Q1
- 5 Q2
- 6 Q3
- 7 Q4
- 8 Q5
- 9 Brainstorming Rules
- 10 Solo Brainstorm

All changes saved

Zoom settings

Screen sharing

Screen share the [article](#)

Screen share the top influencers

The screenshot shows a web browser window with the URL labcompare.com. The page title is "Using LIMS and AI to Optimize Crop Output to Feed a Growing Global Population". The article is dated Friday, November 13, 2020, and is by Ajay Shrestha. It includes social media sharing options for Twitter, Facebook, LinkedIn, and Email. The main text discusses the importance of soil analysis in crop development and the challenges of conventional data management. A sidebar on the right features a "Submit a Review" button and an advertisement for USP Chemicals, highlighting "1200 USP CHEMICALS.COM" and "from bottles to BULK".

Using LIMS and AI to Optimize Crop Output to Feed a Growing Global Population

Friday, November 13, 2020 | Ajay Shrestha [Twitter](#) [Facebook](#) [Share 2](#) [LinkedIn](#) [Share](#) [Email](#)

Soil analysis is a necessary tool in crop development. In order to make optimal, fully informed decisions on crop, soil and nutrient management, farmers must have a complete picture of the chemical, physical and biological status of their soil.

However, conventional methods of data management for soil analysis are challenging due to their largely manual and disparate nature: data is not collected or organized in an automated way, requiring significant time and resource investment by laboratory personnel. In response to these challenges, soil analysis – and, in fact, the agricultural industry as a whole – is experiencing a push towards digitalization. Digitalization offers new ways to integrate advanced technologies and data strategies into operations, and create an environment in which information is used to its full potential to optimize business processes, drive revenue, and create new opportunities for innovation.

Digitalization is an especially important consideration for the agricultural industry given the ever-increasing nutritional needs of a growing global population. To overcome production difficulties and help meet these needs, laboratories can utilize advanced laboratory information management systems (LIMS) and artificial intelligence (AI) technologies to centralize their data and optimize crop output.

The Challenges of Conventional Data Management

Traditionally, workflows for managing soil analysis data rely heavily upon manual processes – and encounter a number of challenges associated with this lack of automation. These methods require extensive and time-consuming use of software such as Excel, and data must be captured, recorded, reviewed, analyzed and organized manually. Such processes are highly time- and resource-intensive, and tie up laboratory expertise that could be used more productively elsewhere.

Manual workflows are especially complex for soil analysis laboratories receiving and processing a large number of samples, as delays and bottlenecks can significantly limit throughput and performance. Distributed networks also experience additional hurdles: for laboratory setups that operate across numerous different regions and countries, manual and disparate data management processes stymie collaboration. In agriculture, being able to share soil analysis information quickly and reliably between regions is essential to drive best practice, advance research, and enable efficient, informed decision-making.


[Submit a Review](#)

Browse the longest selection of USP chemicals in the industry.

1200 USP CHEMICALS.COM

from bottles to BULK

[Selected Products](#)



#5 Post-Meeting Engagement & Connections

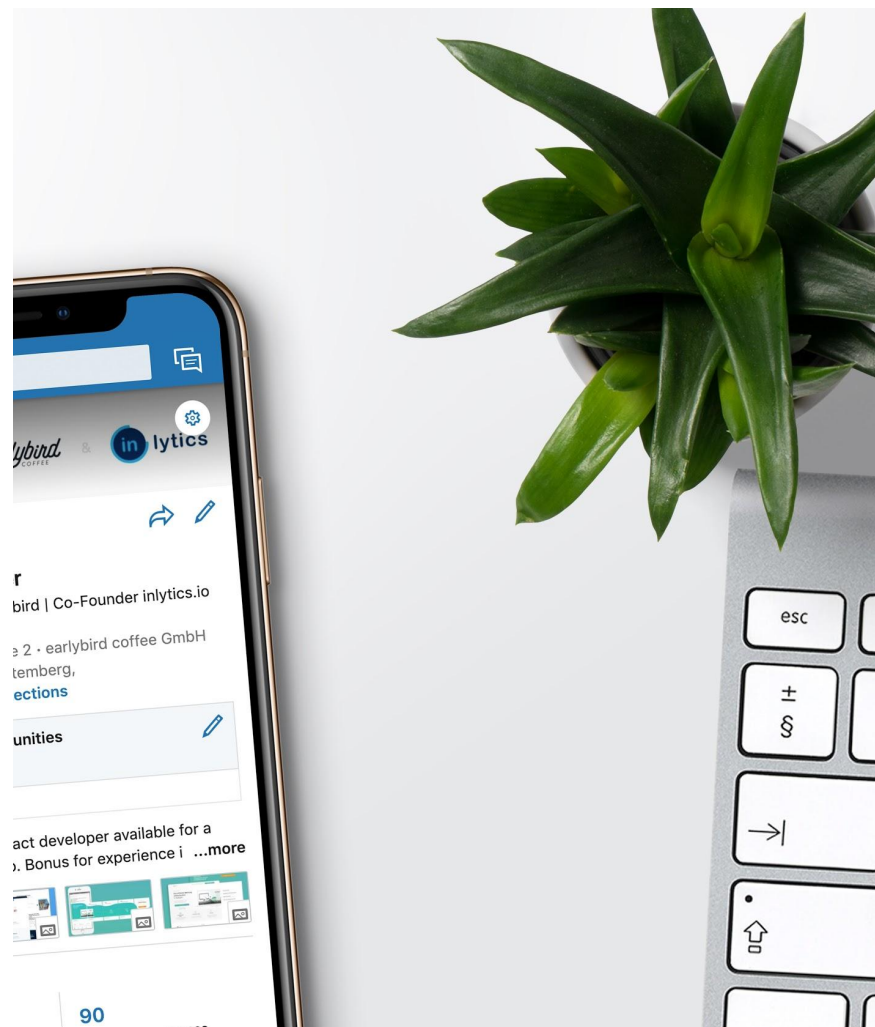
LinkedIn

Connect on LinkedIn

Engage on LinkedIn

Multi-threading

Creating Momentum throughout the
process



Post-Meeting Engagement & Connections

The screenshot displays the LinkedIn Sales Navigator interface. The top navigation bar includes 'SALES NAVIGATOR', 'Home', 'Lists', 'Saved searches', 'Smart Links', 'Messaging', and 'Admin'. A search bar for leads and accounts is visible, along with 'All filters' options.

On the left sidebar, there is a 'Your Sales Navigator Coach' section with an 'EXPERT' badge and a 'Try 1 action to level up' section with a 'Smart Links' feature. Below this is a 'Who's Viewed Your Profile' section showing a 1206% increase since last week.

The main content area is divided into several sections:

- Highlights for you:** A card titled 'Hireology is seeing changes in decision makers.' with a 'View Decision Makers' button.
- Alerts:** A list of alerts sorted by Relevance. The top alert is from 'axiom' (Legal Services, 1001-5000 employees) with a 'View Decision Makers' button. Other alerts include 'Parry Headrick' (Crackle PR, Founder) and 'Ben Wharfe MBA' (F&B, Chief People Officer).
- Recommended leads:** A list of leads including 'Eleonora Rocca' (Founder & Managing Director) and 'Christopher Adamo' (Co-Founder at Flexi).
- See all:** A section for 'Jump back in' based on recent activities, featuring 'Chief Sales Officer, Chief Executive Officer, Head of Sales' and 'HR Tech Campaign - Target C's - 4'.
- Recommended accounts:** A list of accounts including 'Fannie Mae' and 'Freddie Mac'.

On the right, an 'Alert details' window is open, showing a post from 'Thinking Big Inc.' (Chief Executive Officer at Thinking Big Inc.) with 250 followers. The post text reads: 'How important is user experience design? "Ultimately, the user's experience and satisfaction is the benchmark for the successful development of an IT solution." #UX #Design'. The image shows a hand holding a yellow sticky note that says 'Don't forget the user'. Below the post are 'Like' and 'Comment' buttons, and a comment input field.

Who has the best 'About' section on LinkedIn? Why?

#LinkedIn #About

3 · 15 Comments

Reactions



Like Comment Share Send

234 views of your post in the feed



Add a comment...



Most Relevant ▾



Mackenzie Boli Author

2h ...

Transforming how people engage with prospects and customers in a ...

I also really like **Beau Brooks**'s. He tells a story about his cover photo. With an impressively short narrative he perfectly sums up what leadership means to him 🙌

Like · 2 Reply · 1 Reply



Beau Brooks · 1st
SVP, Sales & CX at Formstack

2h ...

Thanks Mackenzie!

Post-Meeting Engagement & Connections



Michael Ryan · 2nd

Product Marketing Manager at Thermo Fisher Scientific
46m ·



Soil analysis is an essential step for optimizing crop development, but manual and disparate data management within the industry can cause inefficiencies. Find out how digitalization is advancing soil analysis in our article with [Labcompare](#) featuring [AGROSAVIA - Corporación colombiana de investigación agropecuaria](#).



Using LIMS and AI to Optimize Crop Output to Feed a Growing Global Population

labcompare.com · 6 min read

2

Reactions



What about...

Love this...

I think...

Thanks for sharing...



Like Comment Share Send



Add a comment...



Soil is Hard

What most people don't realize is that it is one of the keys to feeding a global population

Most analysis today is manual and if you are in the crop/soil/farming community - this means that the soil from yesterday you pulled may be different a week later

Excited to see Argosavia change the way they operate here that will impact 1,000s of Colombians in the process

They consolidated lab data, doubled the amount of changes they can make in real time, and have retired excel to help feed the growing population Colombia 🙌



Michael Ryan • 2nd

Product Marketing Manager at Thermo Fisher Scientific

46m • 🌐

Soil analysis is an essential step for optimizing crop development, but manual and disparate data management within the industry can cause inefficiencies. Find out how digitalization is advancing soil analysis in our article with [Labcompare](#) featuring [AGROSAVIA - Corporación colombiana de investigación agropecuaria](#).



Using LIMS and AI to Optimize Crop Output to Feed a Growing Global Population

labcompare.com • 6 min read



2

Reactions



What about...

Love this...

I think...

Thanks for sharing...



Like



Comment



Share



Send



Add a comment...



Post-Meeting Engagement & Connections

Creating Momentum

It starts with how you start the meeting -
what is the goal of the first meeting?

If you don't know the players...you can't
drive momentum

Laying out next, next, next steps after
every conversation

#6 Multi-threading & Create Other Contacts

Multi-threading

In 2017 - 3-5 people were involved in every deal...feels like 20 now

You have to be person who drives the action



Multi-threading & Create Other Contacts

Multi-threads

Item one

Item two

Item three

Item four

Understand the Buyers

Understands who's who in the Customer's Buyers Circle

Multi-threading & Create Other Contacts

Multi-threads

Item one

Item two

Item three

Item four

Find Warm Introductions

Finds warm introductions through referrals when building new relationships

Multi-threading & Create Other Contacts

Multi-threads

Item one

Item two

Item three

Item four

Build Multi-level Relationships

Builds relationships with multiple stakeholders (vertically and horizontally) across the Customer's organization

Multi-threading & Create Other Contacts

Multi-threads

Item one

Item two

Item three

Item four

Adapt Communication

Shifts communication style and content to fit the needs of different stakeholders

According to analyst from IDC, 80% of buying decisions now require the signature of a decision maker with VP or higher titles . To be successful in these conversations, you need to be able to speak with confidence and authority about the issues executives care about most.

Executive Perspective

Critical external factors including business trends, economic factors and regulatory changes are focal topics of conversation in the C-suite. Making your message resonate with executive decision makers means understanding the business initiatives they're putting in place to deal with these factors. To create a compelling buying vision, you need to be adept at connecting your value to these business initiatives. An inability to do this could result in you being delegated down to a lower management tier to make your case, where you could struggle to generate enough influence.

Customer Insight

The quality of your customer information will dictate how well you're able to speak to the challenges they face. You need to align three pieces of information for a great conversation: your customer's relevant external factors; the initiatives they're using to address them; and the financial metrics they use. You have to become skilled at uncovering information from management presentations, annual reports and earnings calls for publicly traded companies, or analyst reports and trade-specific news for private companies.

Financial Acumen

Getting executives to buy in to what you're saying depends on your ability to connect your story to real line items in a company's balance sheet (assets, capital) and income statement (revenue, costs and profit/loss). Being able to this helps you demonstrate how your solutions will free up cash flow and improve business performance.

Current Situation vs. Business Change

What external factors are shaping your client's status quo? What's dictating their business initiatives? What are the limitations? What's missing from the equation and leaving them exposed? Once you've got a handle on these questions, you can then prescribe a change scenario that will inspire better performance. That change scenario might address how they could enjoy better sales growth, reap cost savings, or make better business decisions.

Economic Justification

Don't underestimate the importance of the fact that you've sold your solution a lot more than your customer has bought it. Use this reality to your advantage—work with customers to make sure you clearly and comprehensively capture your projected ROI. Focus on the “three Rs”: (1) the returns you can fully quantify (the “hard Rs”); (2) the strategic advantages that can shape buying decisions (the “strategic Rs”); (3) the subjective returns which are hard to measure but which you might be able to convert into quantifiable values (the “soft Rs”).

Adopter Types help us understand an individual's willingness to invest in new ideas or new products.

Adopter Type	Who	How to Identify	Emphasize
Innovators	"Explore what's new" <i>Adopt new technology or ideas simply because they are new. Take risks more readily, venturesome.</i>	<ul style="list-style-type: none"> • Experience bringing new ideas, innovation, or change initiatives to an organization. • Leaders in new industries. • First to adopt and test new technology. • Connections to other innovators 	<ul style="list-style-type: none"> • Ability to shape industry/technology • Benefits of being be first to market • Analogies to other industry disruption and the unique benefits innovators gained
Early Adopters	"Seek the Leading Edge" <i>Considered "thought-leaders" in their space. Willing to take risks, but more risk-averse than innovators.</i>	<ul style="list-style-type: none"> • Publish thought leadership content • Tend to make more reasoned, data-informed purchase decisions than innovators • Logo on Customer page for new technologies. 	<ul style="list-style-type: none"> • Ability to be thought leader • Reputation as an early adopter, being ahead of the curve • Impact stories of being early to market
Early Majority	"Prefer the market leader" <i>Reasonably risk averse. Want to be sure that resources are spent wisely.</i>	<ul style="list-style-type: none"> • Engage with thought-leader content, but are not thought leaders themselves • Above average education and social status 	<ul style="list-style-type: none"> • Impact stories of early adopters • Repeatable success/ROI from multiple customers
Late Majority	Want "cheap and easy" <i>Risk averse. Put resources towards tried and tested solutions only.</i>	<ul style="list-style-type: none"> • Put things off for as long as possible, even when know that something is useful and inevitable 	<ul style="list-style-type: none"> • Impact stories of majority • Repeatable success/ROI • Value
Late Adopters	"Avoid innovation, resist change" <i>Value traditional methods of doing things and highly averse to change and risk</i>	<ul style="list-style-type: none"> • Not active on LinkedIn (at a profile level). • Often in traditional industries. • Company uses antiquated, highly established systems with little change over time. 	<ul style="list-style-type: none"> • Industry standard • Value • Lots of impact stories from other late adopters, industries they respect

#7 Keeping Engaged & Building Relationships

Keys to Your Success in 2021

Function

01

Get active where your customers. Digital Networking is all we have for the time being

02

Make the experience...an experience to remember

03

Remove barriers and be a source for insights

04

Keep people engaged without having to talk on the phone 24/7

Q & A



[/in/jakedunlap/](#)

[/company/skaled/](#)

Thank you

SKALED

skaled.com
info@skaled.com
+1 512-553-9136

Austin
823 Congress Ave, #1550
Austin, TX 78701

New York City
270 Lafayette St, #208
New York, NY 10012

