



# Sales Connect

New York 2016

# Boosting Productivity



**Rob Stanger**

Director of Sales Operations, Qualtrics

# Multi-threading & Modern Sales



**Charlie Besecker**

Head of Global Enablement, Qualtrics

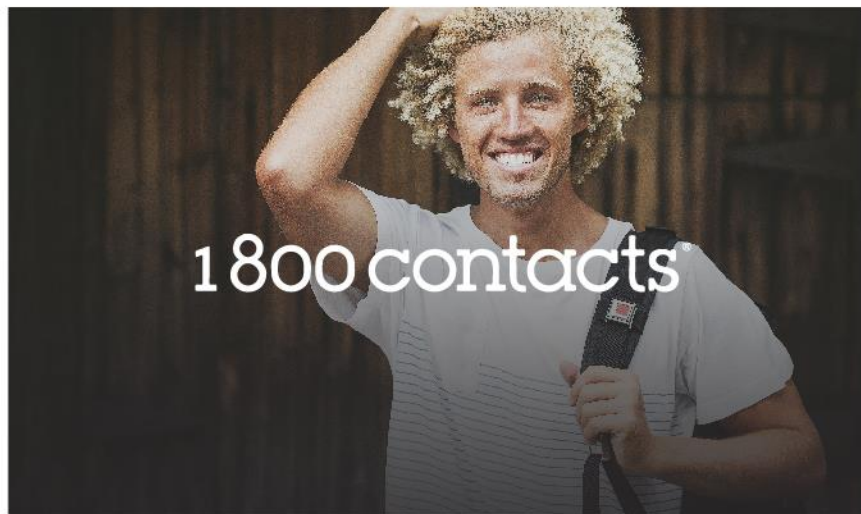
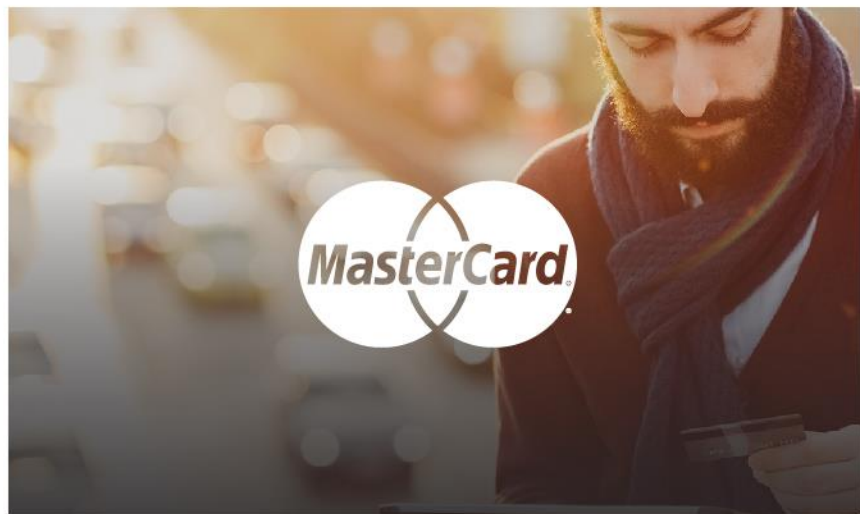




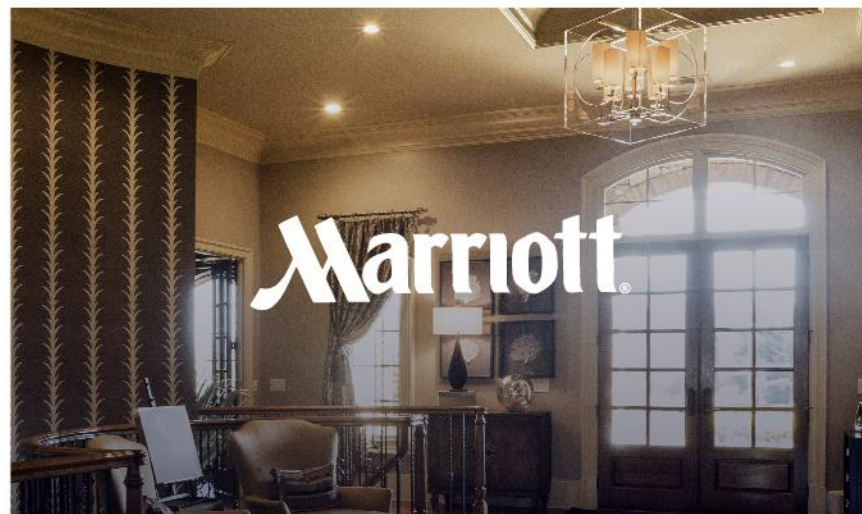
qualtrics

PROVO SEATTLE DALLAS LONDON DUBLIN SYDNEY MELBOURNE





Manage the entire  
customer experience





# Today's agenda

- Launching a sustainable social selling culture
- Multi-threading and the modern sales environment
- A real look at multi-threading
- High value activities
- What our reps are saying



# Multi-threading & Modern Sales



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Head of Global Enablement, Qualtrics



# Wild Ride, High Stakes







Step it Up,  
Qualtrics



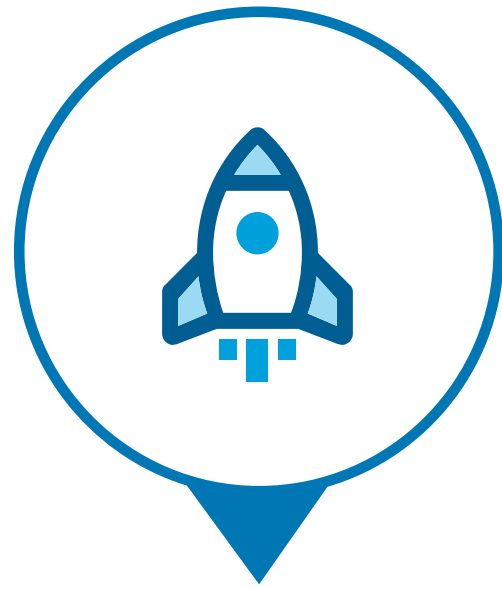


S O C I A L  
M E D I A

What we  
don't  
mean by  
“social”



# Social Initiative Timeline

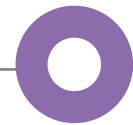


Q3 15



Launch Social  
Selling Initiative for  
120 person entry  
level sales team

Closely manage  
rep daily operating  
rhythm



Q4 15







# Launching a Sustainable Initiative

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- ✓ WIIFM
- ✓ Map & Equip
- ✓ Manage & Socialize
- ✓ Publicize Impact



# WIIFM: What's In it for Me?







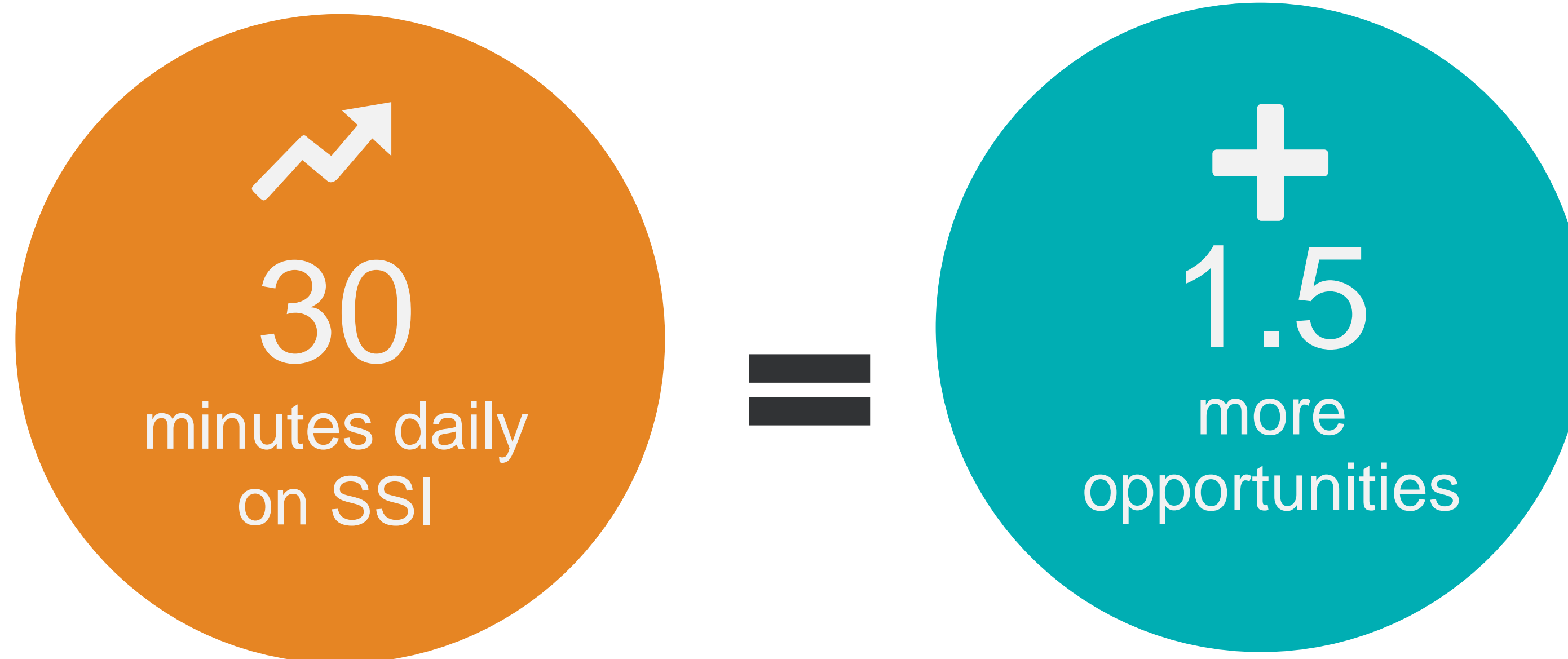


# Manage & Socialize



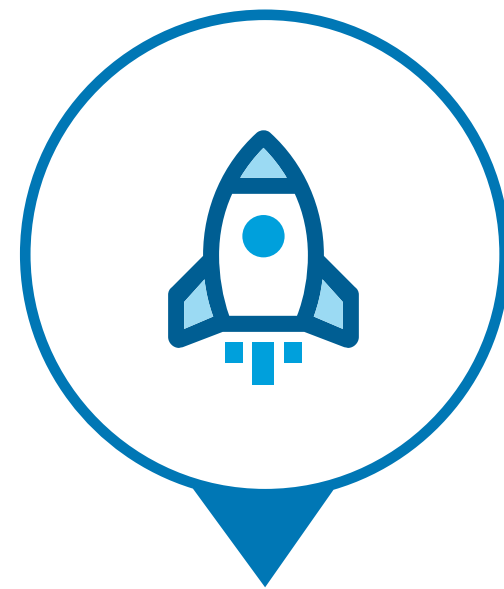


# Publicize Impact





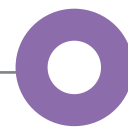
# Social Initiative Timeline



Q3 15

Launch Social  
Selling Initiative for  
120 person entry  
level sales team

Closely manage  
rep daily operating  
rhythm



Q4 15



Dec 15

Average SSI  
score of 120  
person team 75+

Global SSI score  
600 sales people  
64+



2016 →



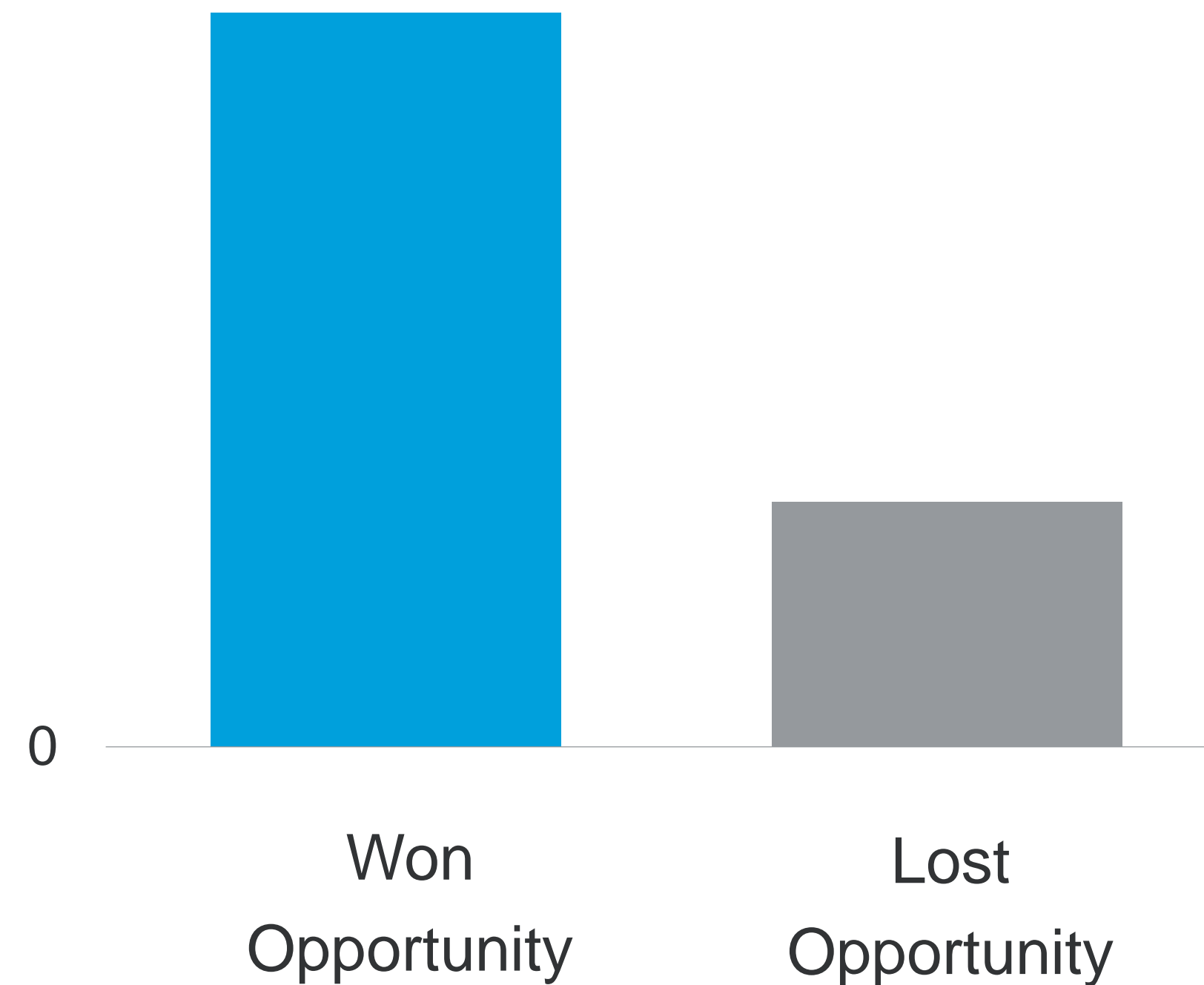






# So... why does Multi-threading matter?

Deals we win follow **3x more prospects** than deals we lose





























# Boosting Productivity



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# Multi-threading is the new Sales Plan



5.4  
people

- CEB, *Challenger Customer*



# Meet Spencer, a Sr. Acct Exec



Selling a \$25k license into a mid-size Electronic Mfg company



# Spencer created an opportunity in CRM in March...

Opportunity created



*March 2015*



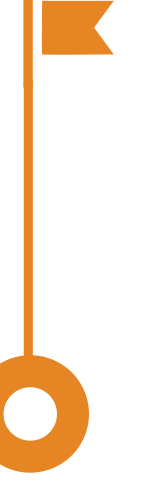
...and closed the opportunity in July

Opportunity created

Opportunity closed

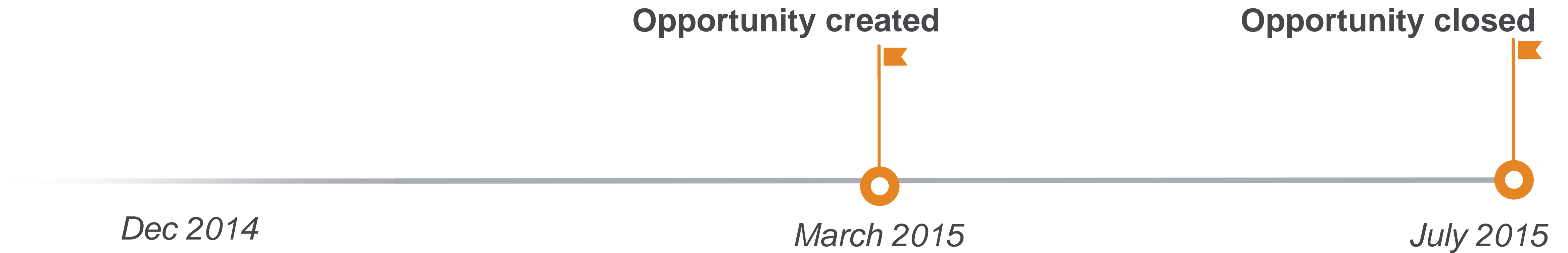
*March 2015*

*July 2015*



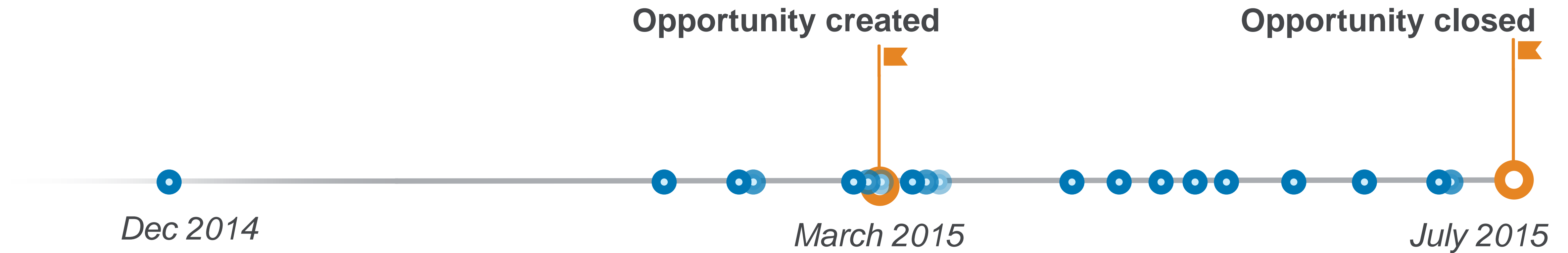


... but he started prospecting the account in December...





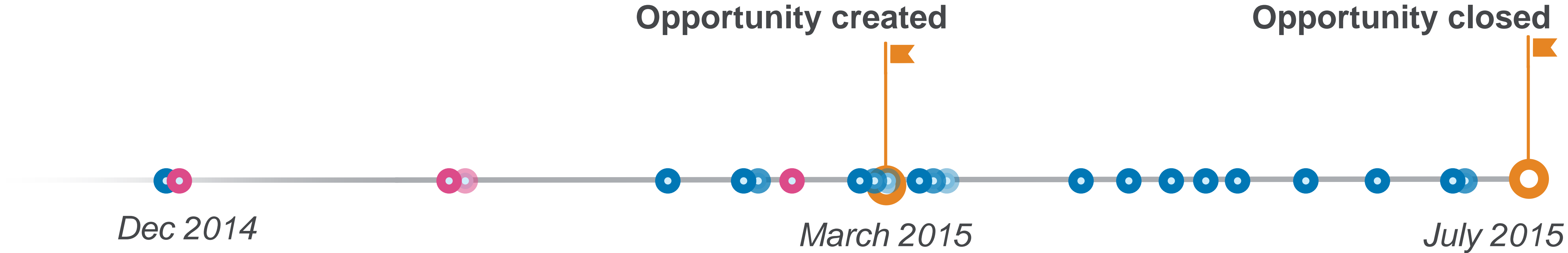
# Spencer found and tracked his target buyer



Manager  
Customer and Market  
Research



# Spencer kept updated with another key contact



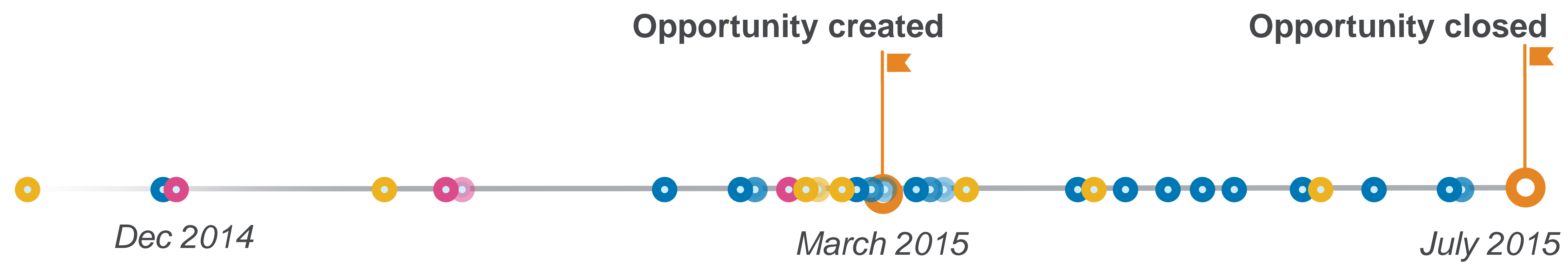
Sr. Director  
WW Marketing



Manager  
Customer and Market  
Research



# But also followed key influencers at the account

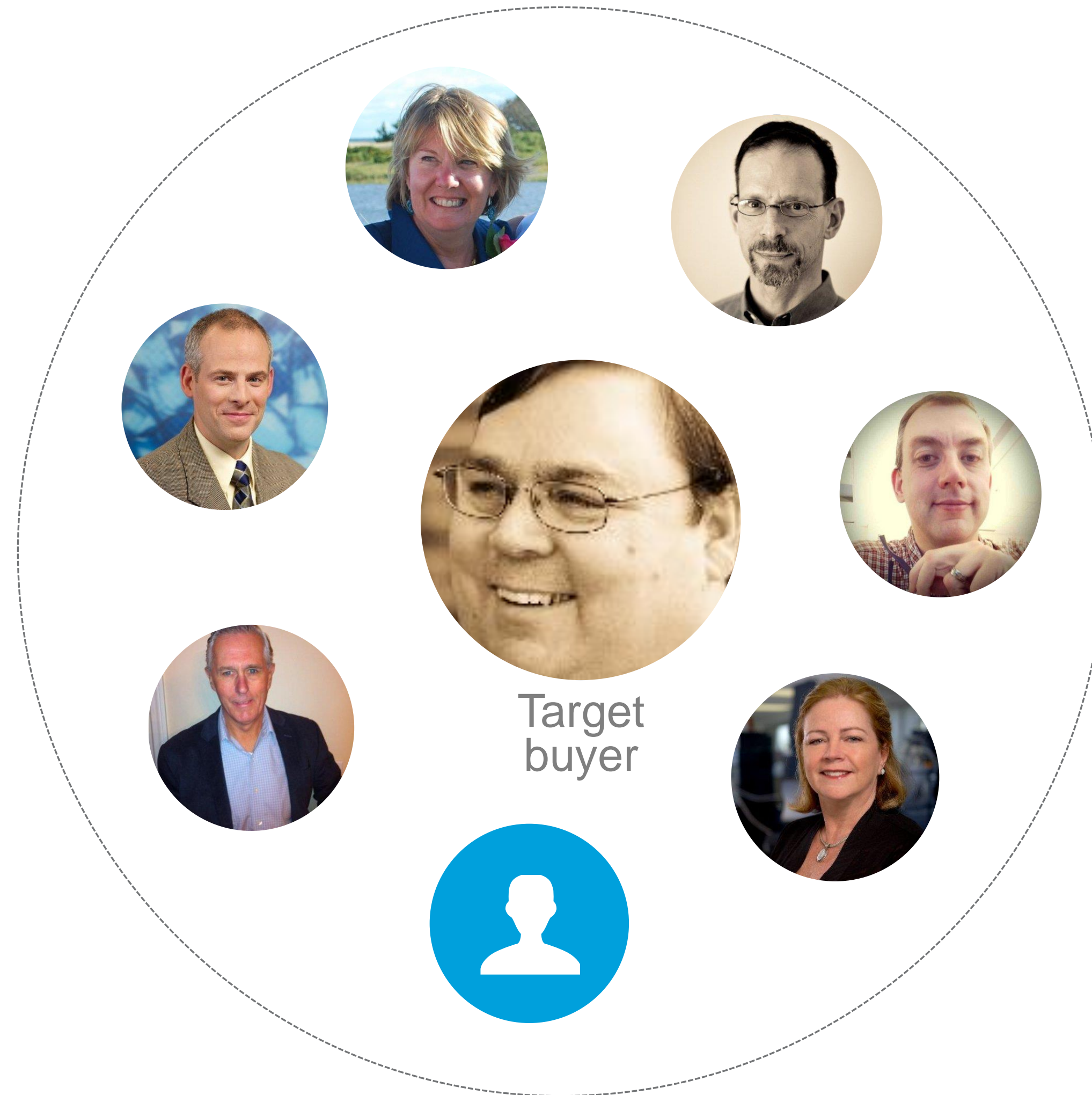


Sr. Director  
WW Marketing

Manager  
Customer and Market  
Research



# Spencer used Sales Navigator to multi-thread

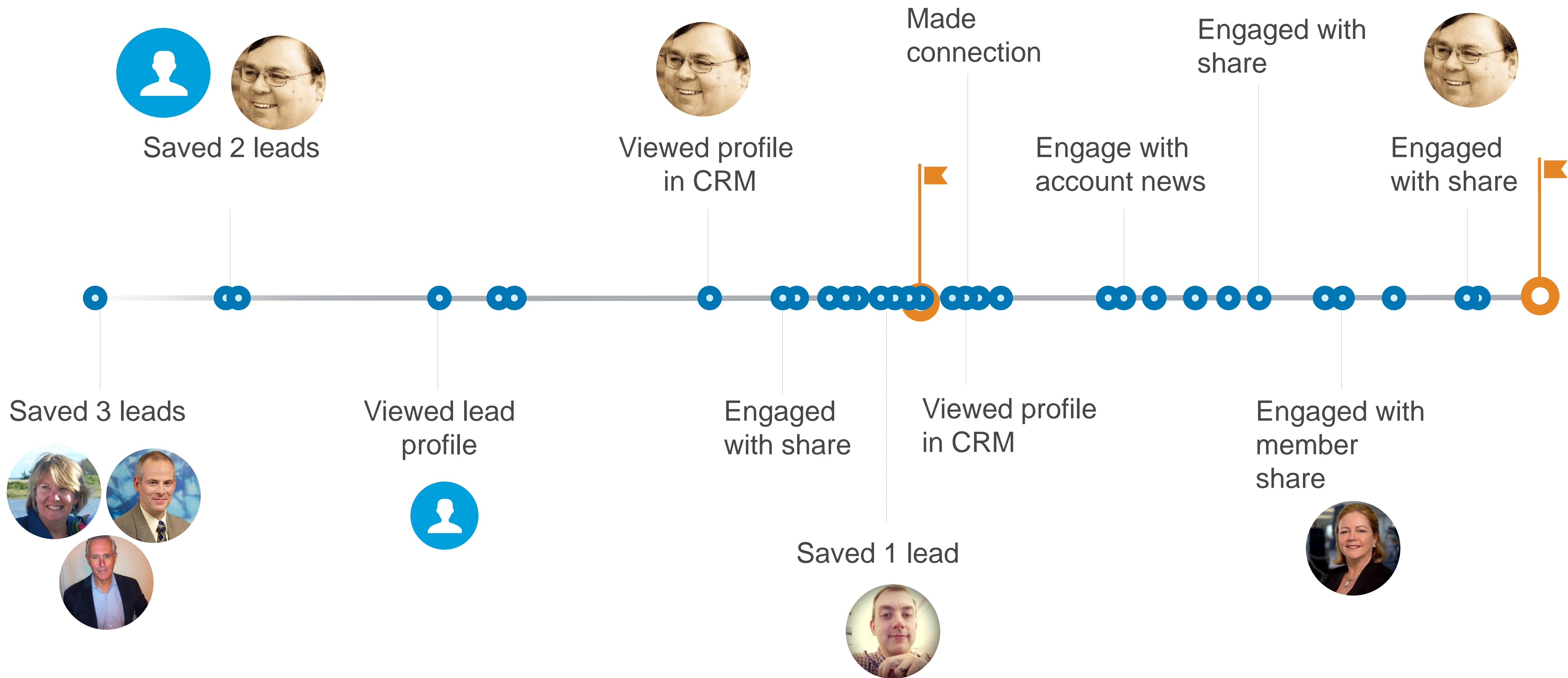


8  
people

Spencer found, engaged or  
connected with on LinkedIn  
Sales Navigator



# Spencer actively engaged his influencers





# Focus on the High Value Activities



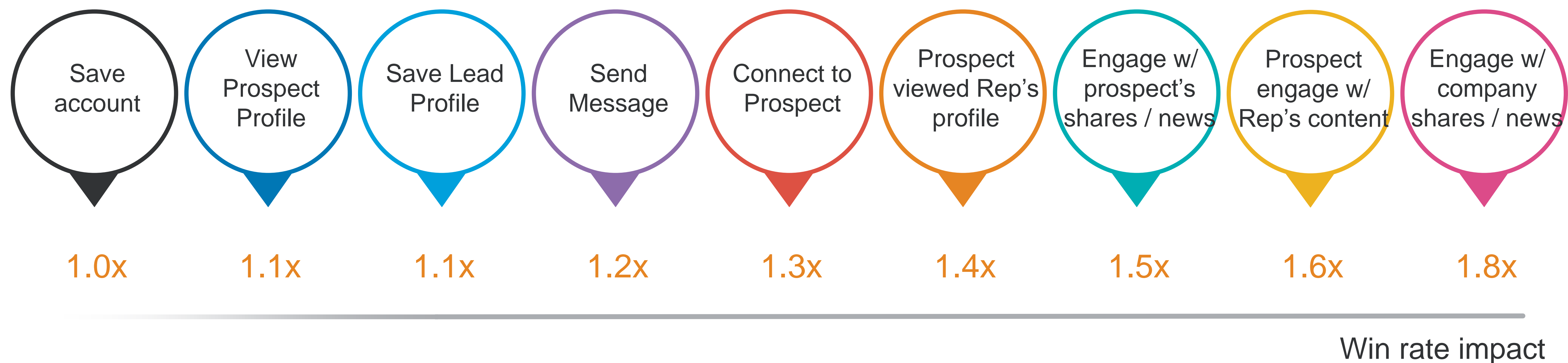


# Social Selling includes many activities...





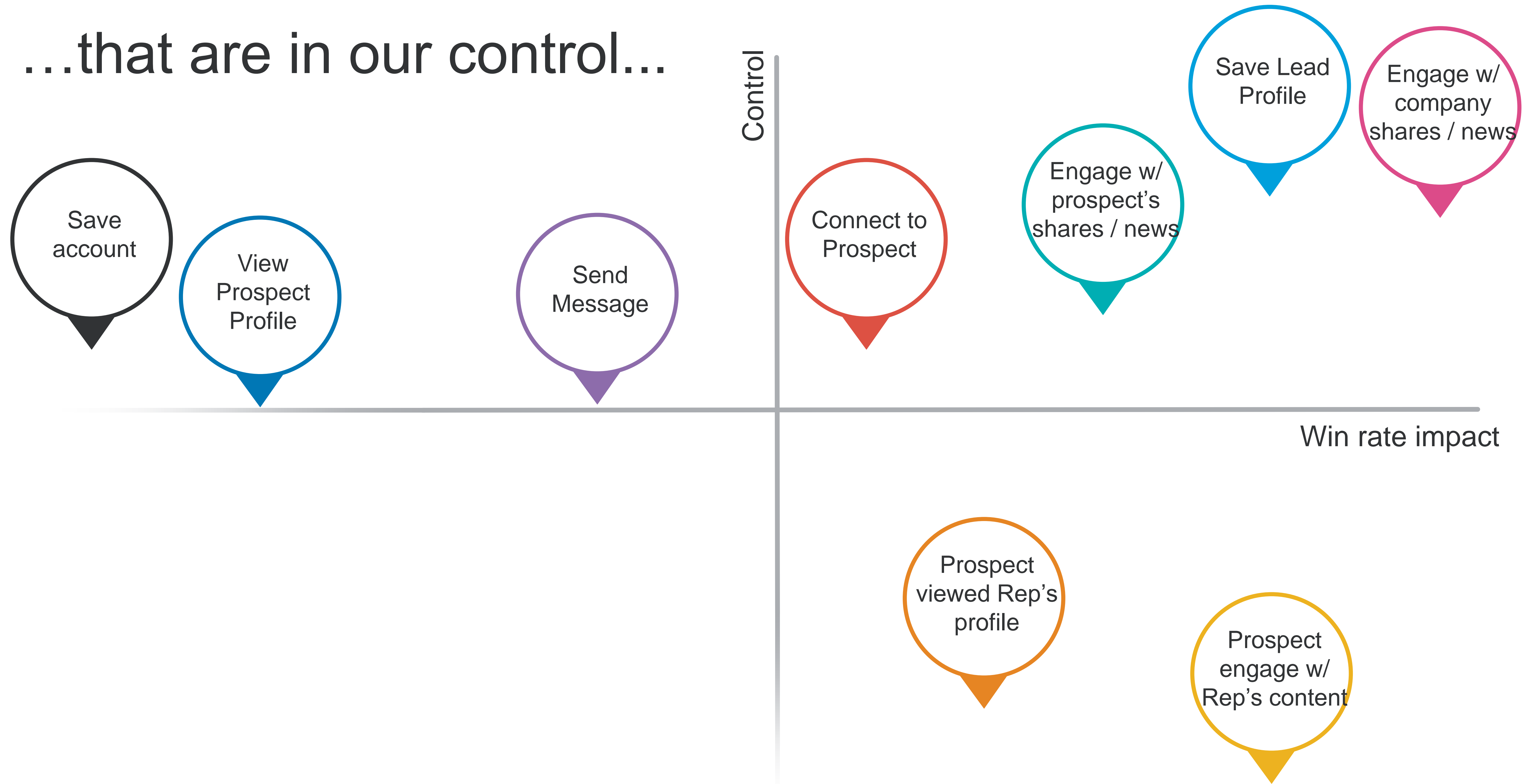
# Identify the highest win-rate influencers...



Source: 18,981 opportunities (New Business, Upsell) closed in 2015 and owned by active Sales Navigator seatholders at Qualtrics.  
Win rate increases represent the conversion rate of closed opportunities from closed opportunities without any activity Sales Navigator or LinkedIn associated with the target account.



...that are in our control...



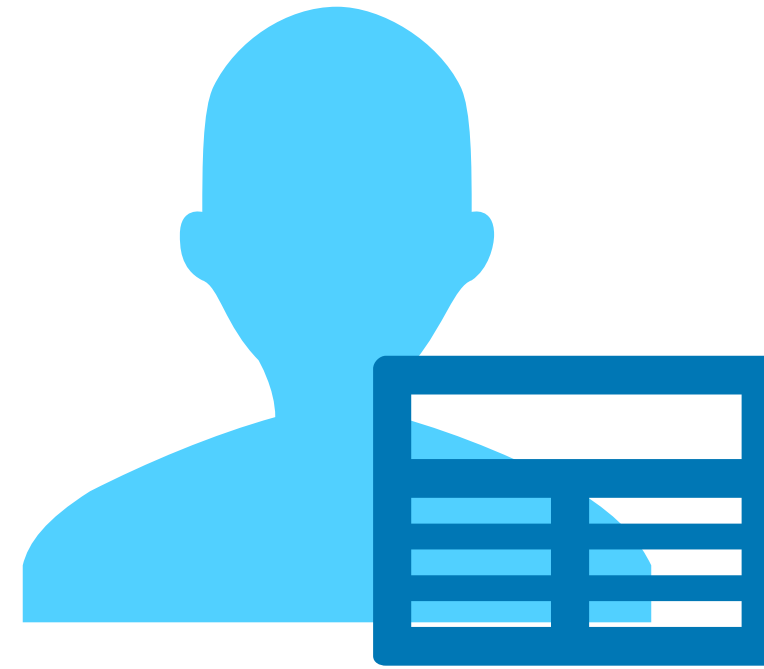


# Focus on multi-threading and engaging with content



Engage with  
company content

1.8x



Engage with  
prospect content

1.5x



Connect with  
prospects

1.3x



A low-angle shot of a rock climber ascending a steep, textured rock face. The climber is wearing a pink tank top, black shorts, and a blue helmet. The background is a clear blue sky with bright sunlight creating lens flare effects on the right side.


What our reps are saying...




# We wanted to know what our Sales team thought, so...


Close Preview

Restart Survey

 ▼

Place Bookmark ▼





Describe your role at Qualtrics

OpDev / SDR

AE1-2

AE3-5

In the past 90 days, how often do you use LinkedIn on average.


Multiple times per day

Once a day

3-4 times a week

1-2 times a week

>



Describe your role at Qualtrics

OpDev / SDR

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In the past 90 days, how often do you use LinkedIn on average.

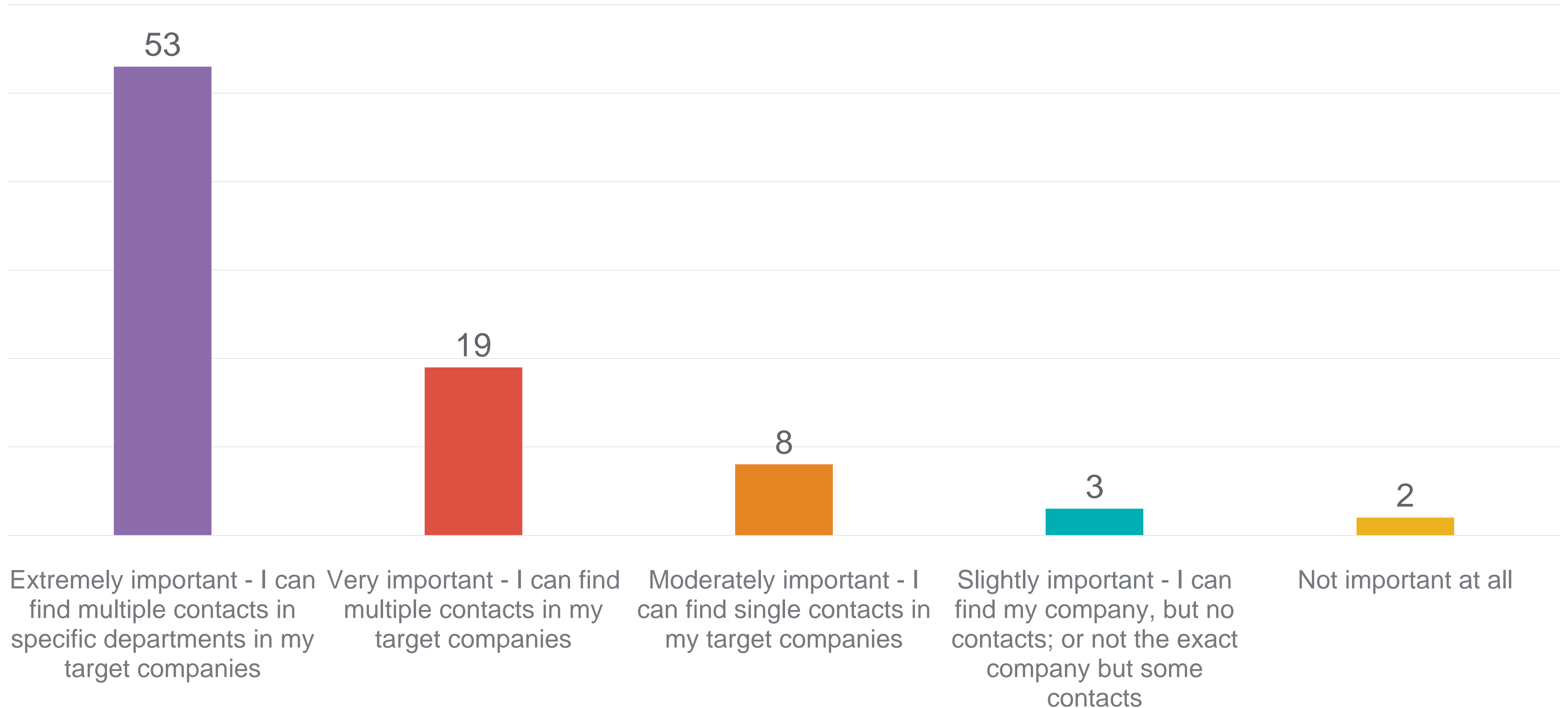
Multiple times per day

Once a day

3-4 times a week



# Rep Input: Efficacy / Importance of Sales Nav





# Describing Sales Navigator's strengths

A word cloud illustrating the strengths of Sales Navigator. The words are arranged in a circular pattern, with the most prominent words in the center and smaller words towards the edges. The colors range from light blue to dark blue.

Key strengths identified in the word cloud include:

- Identify
- Efficient
- Lead
- Prospect
- Quick
- Inmail
- Target
- Profile
- Search
- Informative
- Comprehensive
- Easy
- People
- Date
- Integration
- Dynamic
- Monitor
- Robust
- Big
- Role
- Fast
- Send
- Flexible
- Access
- Effective
- Flexibility
- Content
- Biography
- Builder
- Easy-to-use
- Information
- Ability
- Save
- Depth
- Find
- Huge
- Organization
- Accurate
- Function
- Prospecting/Searching
- Convenient
- Intuitive

# Describing Sales Navigator's strengths

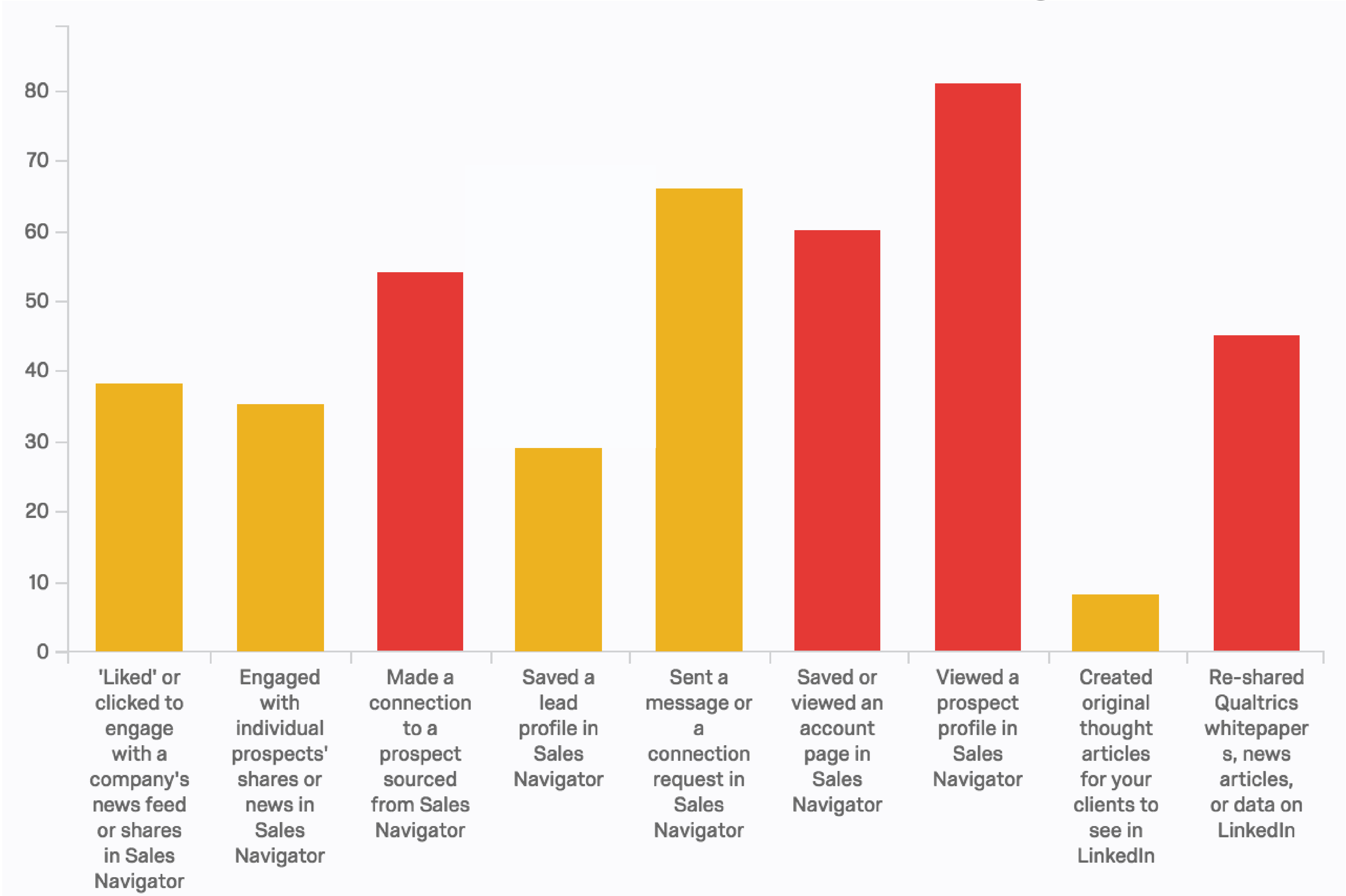
A word cloud of various terms describing the strengths of Sales Navigator. The words are arranged in a circular pattern, with the most prominent words in the center and smaller words towards the edges. The colors range from light blue to dark blue.

Key words include:

- identify
- efficient
- lead
- mining
- easy
- people
- target
- date
- search
- informative
- comprehensive
- prospecting/searching
- contact function
- organization
- dynamic
- integration
- monitor
- robust
- big
- role
- fast
- send
- flexible
- access
- effective
- flexibility
- content
- easy-to-use
- biography
- builder
- depth
- save
- profile
- inmail
- quick
- huge
- find
- prospects
- flexibility
- daily
- info
- intuitive
- convenient



# Comparison of reps' activities with high value activities





# Proof that it's working

45%

of **closed won opportunities** have  
been **sourced by Sales Navigator**



# Because Social Selling means higher win rates



Improved Win Rates

**+20%**

**higher win-rate** when for deals  
influenced by Sales Navigator



# Because Social Selling means larger deals



Higher Deal Sizes

**+50%** **larger won deal sizes** for deals  
influenced by Sales Navigator





# Wrapping Up

- 1 Implementation is not a barrier
- 2 Multi-threading is the new sales plan
- 3 Focus on high-value activities you can control





A wide-angle landscape photograph of a mountain range at sunset. The foreground shows a rocky, grassy ridge. The middle ground features a deep valley and rolling hills. The background consists of distant mountain peaks under a sky with soft, colorful clouds. The text 'Q&A' is centered in the middle ground.

Q&A