Who are we?

Colin Campbell
Director, Sales Hacker

9–5: Running Sales Hacker, a community for B2B sales professionals, and Outreach's Head of Community

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5–10: Mountain biker and soon-to-be father

Outreach

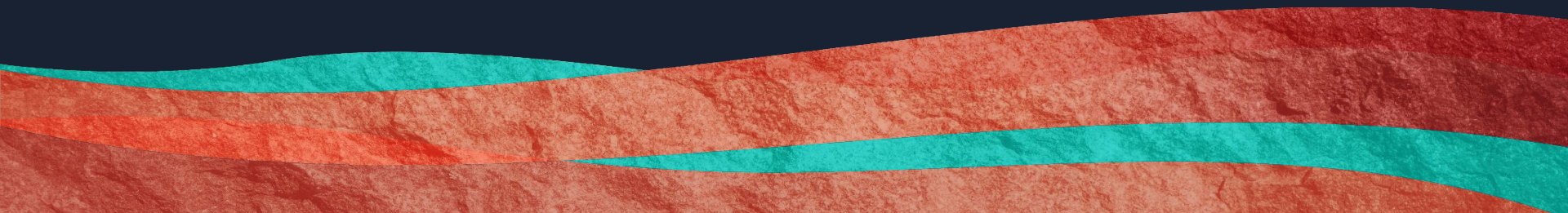Founded in 2014

Enterprise software company

1,200 employees across 3 countries
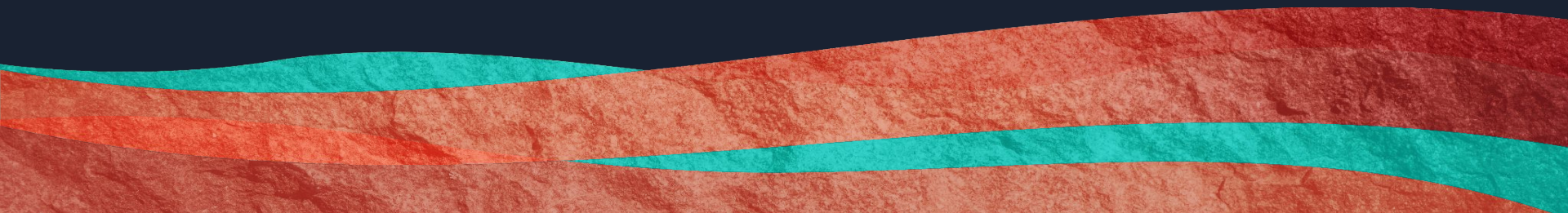
5,000 Customers globally

BREAKTHROUGH 22

The challenges facing revenue teams in the last several years are *nothing like this.*

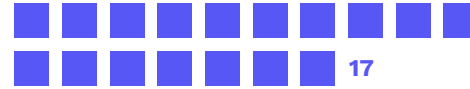So what has changed?

New Challenges For Revenue Teams

48%

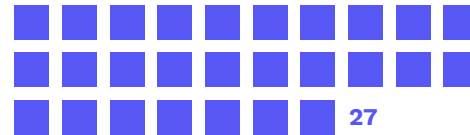of Millennials say they make B2B purchase decisions.

SOURCE: LinkedIn State of Sales 2021

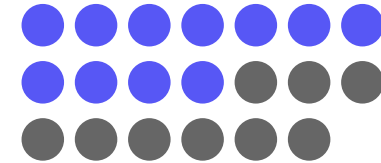Number of Interactions needed to close a deal.

2019

17

2020

27

SOURCE: Forrester's 2021 B2B Buyer Study

Average number of stakeholders involved in B2B buying decision.

An average of **11** (and up to 20) stakeholders are involved in a B2B purchase.

SOURCE: 2019 Gartner® Buyer Survey

BREAKTHROUGH 22

Channel Engagement Preferences Are in Flux

57%
Direct message

74%
Email

76%
In-person

80%
Phone

86%
Virtual meeting
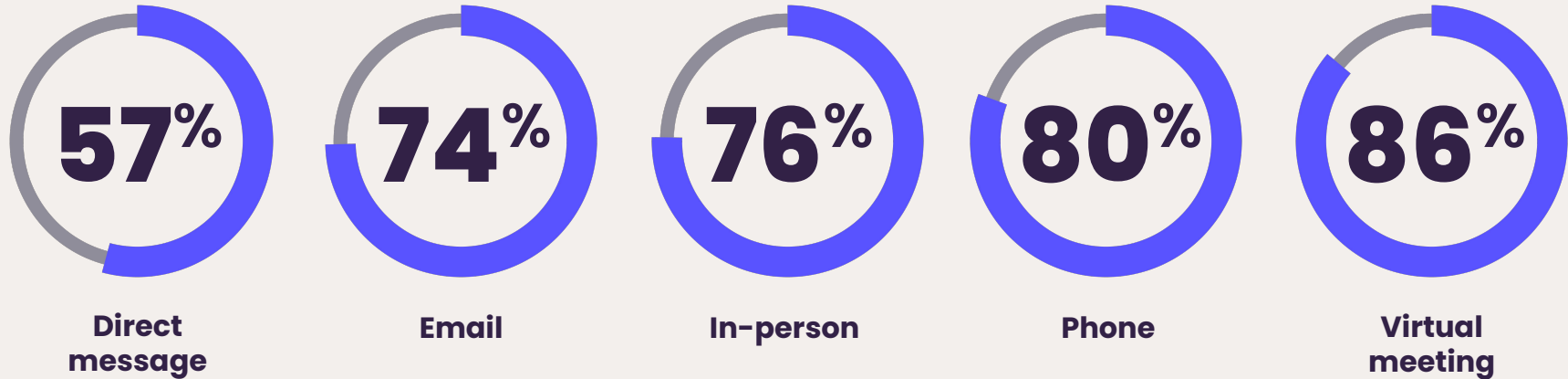
Base: 212 B2B Directors+ that influence purchasing decisions across North America and UK organizations in various industries
Source: A commissioned study conducted by Forrester Consulting on behalf of Outreach, April 2022

BREAK THROUGH 22

% of Sellers Achieving Quota is Falling
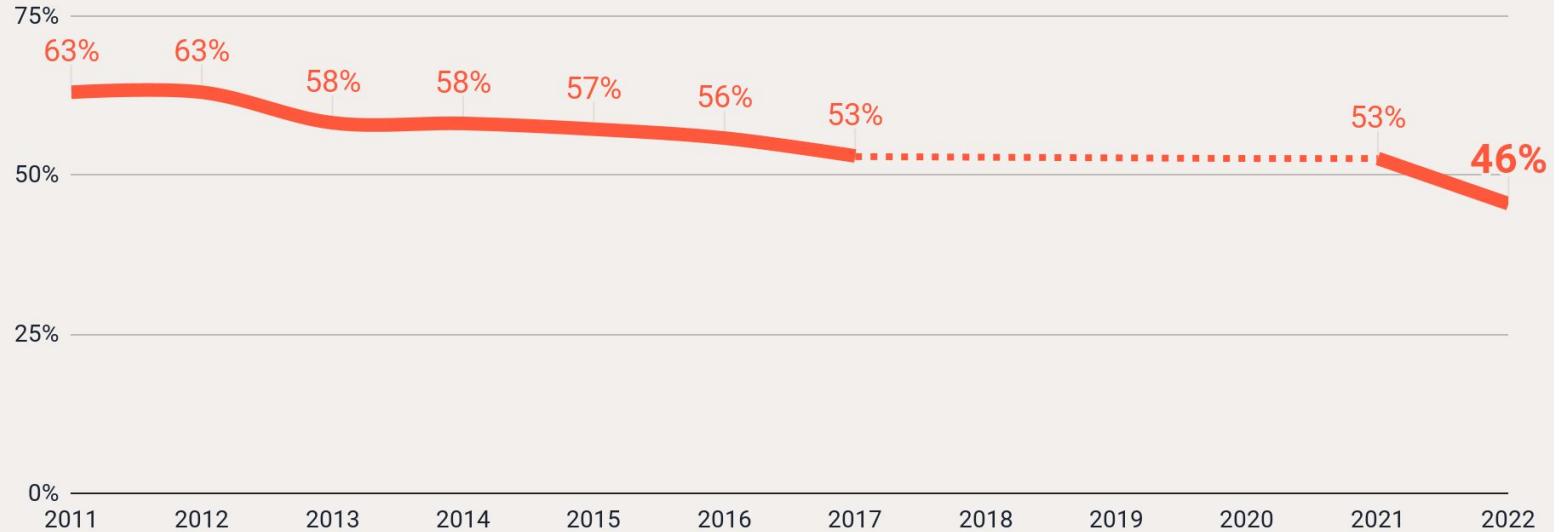
63% — 2011
63% — 2012
58% — 2013
58% — 2014
57% — 2015
56% — 2016
53% — 2017
53% — 2021
46% — 2022

BREAK THROUGH 22

We're all sitting on a massive opportunity to solve a problem that costs enterprise companies tens of millions of dollars each year.
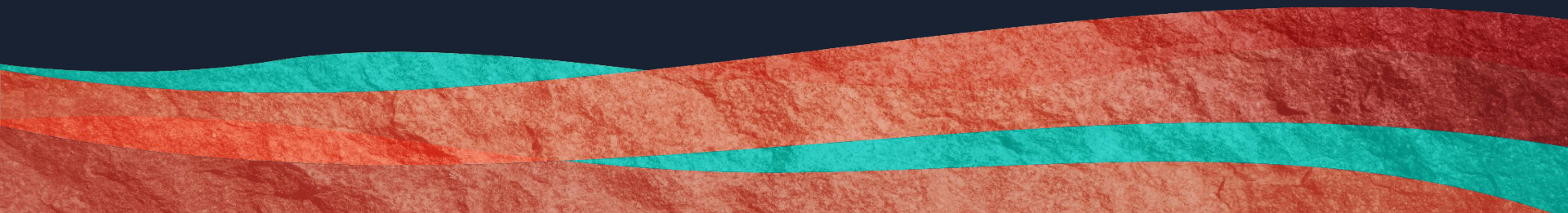
Revenue Teams Suffer from
The Sales Execution Gap©

- **Inefficient Prospecting**

- **Inconsistent Deal Management**

- **Inaccurate Forecasting**

Sales

Potential

The Sales Execution Gap©

Actual

Time
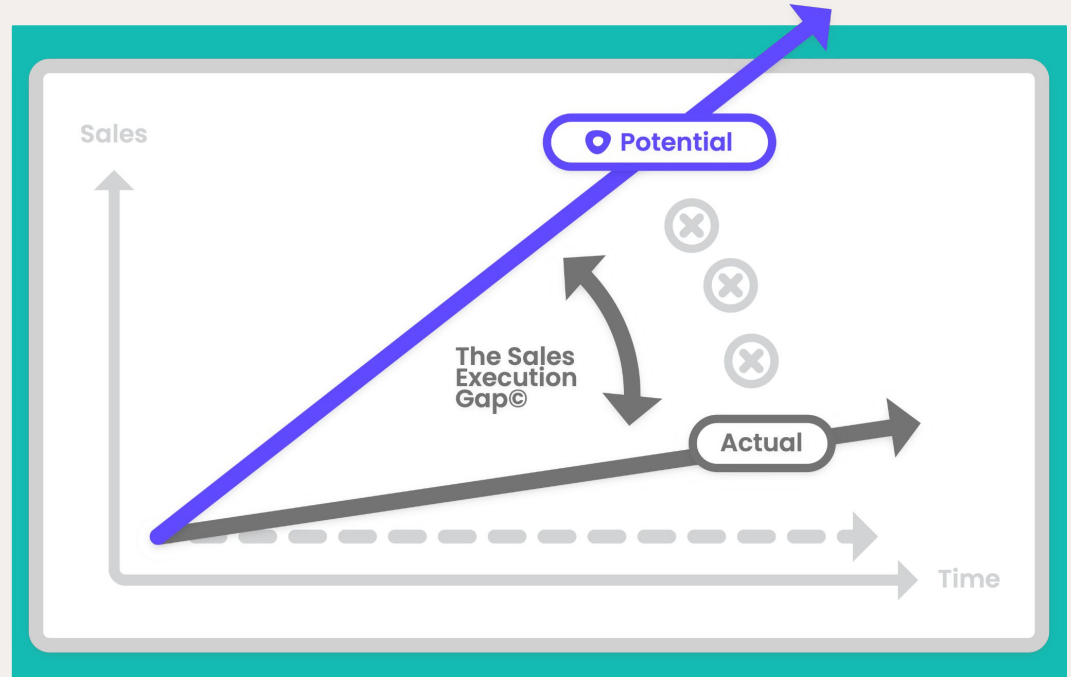
Quick Poll

Which part of the Sales Execution Gap do you struggle with most?

A	B	C
You and your teams feel like you can never do enough to generate the pipeline you need.	A major deal(s) lost because no one was alerted it was at risk until it was too late.	You struggle to hit forecast numbers.

BREAKTHROUGH 22

01

Inefficient Prospecting

% of sales reps with enough pipeline to meet their quotas.[2]

23%
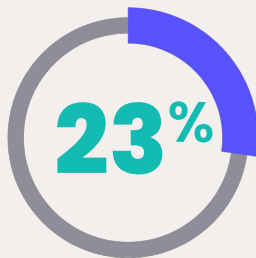
% of sellers' time spent on non-selling activities.[3]

77%
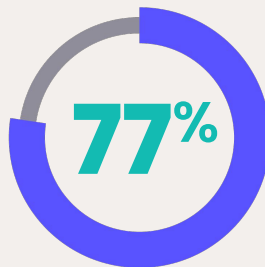
They're entering data into the CRM to get "credit" for the number of times they've reached out.

But this only measures output, not efficacy.

BREAK THROUGH 22

Inconsistent Deal Management

When companies primarily rely on their CRM:

- Manual Prospecting

- No Visibility

- Inability to Meet Buyers' Needs

The result? **Lost deals that *should have been won*.**

03

Inaccurate Forecasting

Revenue leaders that lack deal and pipeline intelligence also lack *confidence* when calling their numbers.

Fewer than

25%

of sales organizations have a forecasting accuracy of **75% or more**[4]

The Benefits of Closing the Gap

01
Efficient Prospecting

Sellers can build strong, qualified pipeline and scale what's working.

02
Consistent Deal Management

Sales teams have a clear understanding of deal health across the pipeline — and know the right next step to take.

03
Accurate Forecasting

Sales leaders can spot and save at-risk deals, and commit forecasts with confidence.

BREAK THROUGH 22

What Closing the Sales Execution Gap Looks Like

A Fortune 100 telecom company partnered with Outreach to take their worst performing sales region and — in one quarter — turn them into their second best performing region.

Generated
400%
more activity in half the time

Booked
50%
more meetings

Closed an additional
$5M
in new revenue

BREAK THROUGH 22

3 Tips to Help Close the Gap

01 Audit Your Sales Process

02 Create a prioritized ranking of the problems causing a negative impact on the business

03 Investigate technology that can solve those challenges

01

Audit Your Sales Process

Answer the following questions:

- Where are sellers spending their time?

- How many opportunities were lost due to poor deal management? And how could those lost have been won with more insight?

- Where are you making assumptions due to a lack of data and insights?

- How often do you meet vs. miss your forecast target?

Rank the Problems Impacting Your Business

Prioritize challenges based on the resulting negative impact to business in terms of:

- Sufficient pipeline coverage
- Deal slippage
- Forecast confidence

Investigate Technology to Solve Those Challenges

Efficient Prospecting

Help sellers build pipeline through proven playbooks that use machine learning to identify what's working and what's not.

Consistent Deal Management

Empower sellers and sales managers with insights into deal health across the pipeline.

Accurate Forecasting

Use real-time data to understand pipeline opportunities, spot and save at-risk deals, and commit your forecast with confidence.

Leverage A Single Platform

Enable the entire revenue org to execute out of a single pane of glass that grows smarter with every interaction across the funnel.

BREAK THROUGH 22

Closing the Gap
with Outreach and 6sense

Prioritize the hottest accounts

Personalize messaging

Right time engagement

Improved outreach, better buyer insights, and a clear plan for pipeline coverage allows sellers to focus on what they do best – **selling**.

- Capture buyer signals early and surface rich AI insights from 6sense

- Centralized visibility delivered within the Outreach platform

- Increase efficiency, effectiveness, and bridge communication between sales and marketing

BREAK THROUGH 22

Proceed with *Confidence.*

Reach Your Revenue Potential

- Identify inefficiencies in process and data

- Prioritize challenges to address

- Identify tech to close the gap