



Demandbase's 6 Templates: Convert Account Insights To Hit Your Number

What's going on folks! It's Armand crashing the Demandbase party.

As we enter into the new era of selling, it's no surprise that the best reps are not just selling based off of intuition, but rather taking a data-centric approach.

If there's an ounce of advantage they can take over their competitor, you know they'll be all over it.

So today - we'll teach you how to utilize account insights to:



Prioritize Your Territory:

Fill up your pipeline via buyer intent signals and target lookalike accounts



Accelerate Deal Cycles:

Multithread with relevant buyers & nurture prospects



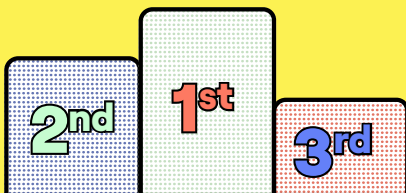
Increase Your Win Rate:

Pre-empt your competitors & utilize engagement insights

Let's get after it!

About Demandbase

Demandbase helps B2B companies hit their revenue goals using fewer resources. How? By using the power of AI to identify and engage the accounts and buying groups most likely to purchase. That's Smarter GTM™.



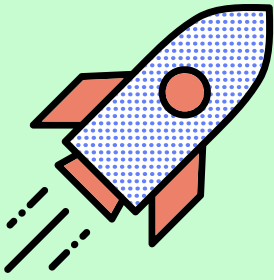
Prioritize Your Territory

Target folks using buyer intent and other lookalike accounts

| Buyer Intent | |
|--|---|
| <p>It's not uncommon for prospects to ghost you on a deal. A great way to kick start the cycle again would be watching out for a buyer's intent in-market signal as an indicator of timing and a reason to reach back out.</p> | |
| Email Template | Example |
| <p>Hey {first_name} - hope you've been well!</p> <p>It's been {number} months since we last spoke, but got a note that timing may be better.</p> <p>Given we've noticed a trend of folks looking into {intent signal}, other {department/title} leaders have found our case study with {company} to be intriguing.</p> <p>Especially because it showcases how we help them achieve {priorities}.</p> | <p>Hey Alex - hope you've been well!</p> <p>It's been 3 months since we last spoke, but got a note that timing may be better.</p> <p>Given we've noticed a trend of folks interested in building pipeline during a downmarket, other Sales leaders have found our case study with Lacework to be particularly helpful.</p> <p>Especially because it showcases how we help them achieve 85% lift on accounts & drive pipeline in new industries.</p> |

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| <p>This reminded me of your top priorities from last time we spoke which were:</p> <ol style="list-style-type: none"> 1. {abc} 2. {abc} 2. {abc} <p>Open to catching up sometime this week or next?</p> <p>Cheers,</p> | <p>This reminded me of your top priorities from last time we spoke which were:</p> <ol style="list-style-type: none"> 1. Expanding TAM via new industries 2. Adding persona-specific campaigns 3. Increase account engagement <p>Open to catching up sometime this week or next?</p> <p>Cheers,</p> |
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| Lookalike Accounts | |
|--|---|
| <p>As you look to prioritize your territory, fill your account list with other “low hanging fruit”. One way to do so is by defining the characteristics that made your initial accounts successful and finding accounts that share the same characteristics.</p> | |
| Template | Example |
| <p>Hey {{first name}},</p> <p>We’ve heard from other {industry} leaders in the {VC} portfolio that the {insert pain}. With your history at {previous work experience} - my guess is you’re familiar with the pain of {insert pain} too.</p> <p>Given {account name}’s {X%} growth last year - I can only imagine {how painful X process will be}.</p> <p>{value prop}</p> <p>Curious - do you think we might be a good fit for your team?</p> <p>Cheers,</p> | <p>Hey Jane,</p> <p>We’ve heard from other Sales leaders in the Sequoia portfolio that scaling a team with ramping AE’s is typically a massive headache. With your history at Salesloft - my guess is you’re familiar with the pain of training reps to hit their number too.</p> <p>And given Deel’s 23% growth last year - I can only imagine all the manual effort you will put into building accounts lists & managing their pipeline.</p> <p>Demandbase helps companies like IBM, Workforce, and Fivetran to accelerate sales success with simplified & smarter sales intelligence.</p> <p>Curious - do you think we might be a good fit for your team?</p> <p>Cheers,</p> |



Accelerate Deal Cycle

Move deals forward by multithreading and nurturing prospects

| Multithread With Relevant Buyers | |
|---|--|
| Joint Execution Plans (JEP's) are a great way to manage deals and begin the multithreading process with buyers. Especially in today's market, multithreading with finance also plays a huge part in a successful deal. | |
| Template | Example |
| <p>{first name} - Great chatting with you today!</p> <p>Excited to move things forward with the rest of the team.</p> <p>That being said, here's what we discussed as the next steps:</p> <ul style="list-style-type: none">• [MM/DD] {task 1}• [MM/DD] {task 2}• [MM/DD] {task 3} <p>Typically, we've found it successful to {meet with X because of Y} - does it make sense to add {insert relevant persona name} to the next call on {X date}?</p> <p>Aside from that, anything I missed from above?</p> <p>Cheers,</p> | <p>Tim - Great chatting with you today!</p> <p>Excited to move things forward with the rest of the team.</p> <p>That being said, here's what we discussed as the next steps:</p> <ul style="list-style-type: none">• [MM/DD] Demo with your CRO, Jane: Goal: Align on a strategy for global revenue predictability.• [MM/DD] Proposal Review: Discuss commercial terms and rollout plan.• [MM/DD] Vendor Review Kickoff: Finalize Legal & Security review. <p>Typically, we've found it successful for the CFO to discuss the ROI & business case. Does it make sense to add Bill to the next call on 8/24?</p> <p>Aside from that, anything I missed from above?</p> <p>Cheers,</p> |

Nurture Your Deal

You've haven't heard much from the prospect since your initial conversation. Here's a simple yet effective way to stay top-of-mind while providing value at the same time.

Template

{first name},

Noticed that **{observation unique to this specific prospect}**.

My guess is **{insight / problem related to previous discussion}**.

Thought you would appreciate this case study we wrote about just that.

Cheers!

Example

Armand,

Noticed that you were looking to hire for a new sales manager - hope the search is going well!

My guess is the new sales manager will be tasked with figuring out how to build sustainable pipeline with Q4 around the corner, like we chatted about last.

Thought you would appreciate this case study we wrote about just that.

Cheers!



Increase Win Rate

Get ahead of competitors & utilize engagement insights

| Pre-empt Your Competitor | | |
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| <p>If you're selling to a seasoned buyer, they're most definitely going to test the market for all their options. Here's how to address the competitors and win over the prospect.</p> | | |
| Stage | Call Script / Template | Call Script |
| <p>Understand the pain</p> <p>Figure out where things hurt the most, and maintain focus.</p> <p>Utilize a "typically" question to start parsing out their priorities.</p> | <p>"Typically, when I talk to {role} leaders, they're coming to us for one of two reasons...</p> <p>Either {insert situational assumption}</p> <p>Or {insert situational assumption}</p> <p>Which one sounds more accurate?</p> | <p>"Typically when I talk to HR leaders, they're coming to us for one of two reasons..</p> <p>Either it's because running merit cycles are too much of an operational burden</p> <p>Or it's because managers don't have the compensation IQ to make the best decisions</p> <p>Which one sounds more accurate?</p> |
| <p>Acknowledge the competitors</p> <p>Don't shy away from the other vendors. Instead, affirm why they may be helpful in a specific use case.</p> <p>Expand the competitive ground to include things that we are good at, that they may have not considered.</p> | <p>"Totally understand, to play it back to you, it sounds like {insert pain / priority}</p> <p>So it makes sense that you're talking to {insert competitor} as well, given they are helpful with {X priority}."</p> | <p>Totally understand, to play it back to you, it sounds like increasing manager comp IQ & scaling merit cycles is your ultimate goal.</p> <p>It makes sense that you're talking to Z company, since they are helpful with teaching employees about the value of their compensation, which aligns with your needs.</p> |

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| <p>Beat your competitor</p> <p>Make it clear that while the competitor is great at XYZ...</p> <p>They can't handle ABC (the customer's priorities).</p> <p>Close the loop by explaining why we're the best for their use case.</p> | <p>"To bring us up 10,000 ft., while {competitor} is great at {XYZ}...</p> <p>We are focused on {ABC}.</p> <p>Given your top priorities are {1,2,3}</p> <p>Our goal is to help cover the entire stack & address all {1,2,3} priorities, instead of just a piece of it.</p> <p>If you weren't looking at all of these things, I would definitely recommend you go with {competitor}."</p> | <p>"To bring us up 10,000 ft., while Z Company is great at helping educate folks regarding total comp...</p> <p>We are focused on building out the foundation of your compensation philosophy, executing on the merit cycles, as well as addressing total compensation as well.</p> <p>Given your top priorities are not just focused on comp education, but the entire stack of compensation processes...</p> <p>Our goal is to help cover the entire stack & address all priorities, instead of just a piece of it.</p> <p>If you weren't looking at all of these things, I would definitely recommend you go with Z Company."</p> |
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Engagement Insights

A surefire way to increase your win rate, is understanding when a prospect engages with your website, and using that knowledge to your advantage.

| Template | Example |
|---|--|
| <p>Hey {first name},</p> <p>Noticed you {insert engagement insight}.</p> <p>My guess is, {explanation + hook}.</p> <p>{value prop}</p> <p>If there's any interest in seeing how {company} can help with {pain point derived from insight}, please let me know!</p> <p>Cheers,</p> | <p>Hey Grant,</p> <p>Noticed you were taking a look at our previous webinars about the macroeconomic impact on HR priorities</p> <p>With rapid market shifts and new legislation surrounding compensation, People and Finance teams have been working in tandem to win and keep the best talent without breaking the bank.</p> <p>Real-time benchmarking data, cost-effective merit cycles, and executive buy-in around your comp strategy can give you the upper-hand in this market.</p> <p>If there's any interest in seeing how Pave can help with navigating through the storm in our next call, please let me know!</p> <p>Cheers,</p> |

And that's a wrap!

Here's where you can get more of where that came from.

If you haven't already checked out Demandbase... what are you waiting for?

Sheesh, you probably wouldn't have even needed these emails & scripts!

