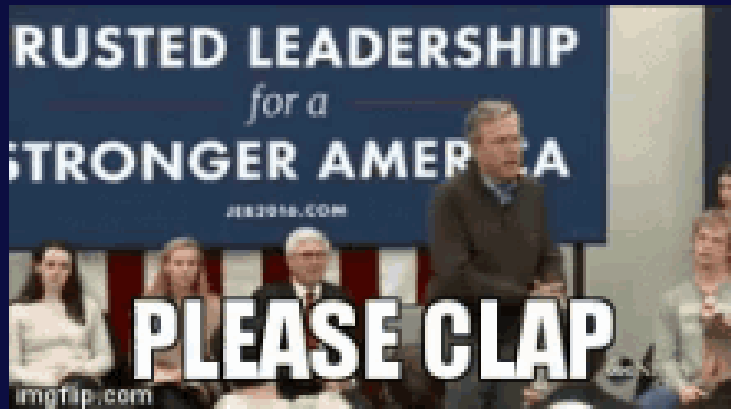


Selling Tech w Tech

Connor Strapp



Hope it
doesn't
Zuck





Who am I?

Personal

- Married for 2.5 years
- Proud girl dad
- UNCW grad
- 1 of 6 siblings
- Dog lover
 - 8 year old Great Pyrenees
 - 6 month old Golden Retriever
- Caniac
- Sunshine is a cure for most things
- 200 day streak in Duolingo (Spanish)



Professional

- Took a family owned business from \$10m ARR to >\$500m ARR
- Sent over half my team members to Chairman's club. Also, promoted several.
- Scaled two AI companies. Before it was cool.
- Built and launched a bootstrapped startup (Champly)



Sales Cycle Tech – Previously

Oversimplified view of GTM tech

Getting Opps

- Data Providers
- Outreach software
- LinkedIn
- Marketing tech
- A phone
 - Maybe a dialer

Managing Opps

- Conversational Intelligence
- CRM
- Meeting Rooms
- Communication tools
- Spreadsheet/Docs

Closing Opps & Maintaining Customers

- Legal software
- RFP software
- Ticketing system
- CRM

and tons of other stuff



Sales Cycle Tech – Previously

Oversimplified view of GTM tech

Getting Opps

 sense

Salesloft.

 Outreach

 Apollo.io

Managing Opps

 GONG

zoom

 salesforce



Google™

Closing Opps / Maintaining Customers

 zendesk

loopio

 LINKSQUARES



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Why?

Spam restrictions

Spam blockers/Google/Yahoo cracked down. Serious repercussions if not compliant.

"Quick Question" fatigue

Buyer's inboxes flooded with shitty messaging

Too much "shotgun approach"

Not being serious about where to spend your time



What to do about it

Spam restrictions

Get compliant and less volume. Get help if you don't understand it.

"Quick Question" fatigue

Hyper-personalize your messaging. Humans still very much needed here.

Too much "shotgun approach"

Clean data. Detailed ICP. Optimize for timing.



What to do about it

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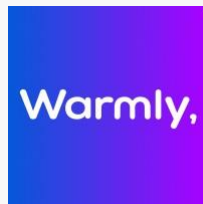
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Clean data. Detailed ICP. Optimize for timing.





- **Be granular about your ICP**
- **More detailed/accurate info vs data providers**
- **Optimize BDR/AE prospecting efforts by reaching out to the RIGHT people**
- **Keyplay team is top notch**





- Purpose built for SMB (cheaper)
- Drift like chatbot/proactive outreach
- Maximize website visitors
- CRM/Cadence integrations
- More detailed 1st party intent. Also grabs 3rd party intent from 6Sense/Bombora/Etc



SCAN ME



- **Data Enrichment**
- **My BDRs historically waste loads of time here**
- **Marketing campaigns more effective**
- **Tech/cost consolidation**
- **Average cost = \$5k vs ZI/Apollo = \$50K+**

clay





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Doesn't make sense

Close Rates

Sales Cycle Length

Customer Retention

...They actually move the needle on a P&L



THE PROBLEM

B2B sales cycles are **taking longer** and involving **more people** than ever before

**B2B buyers on their
purchase processes:**

68% say length of purchase cycle has increased YoY

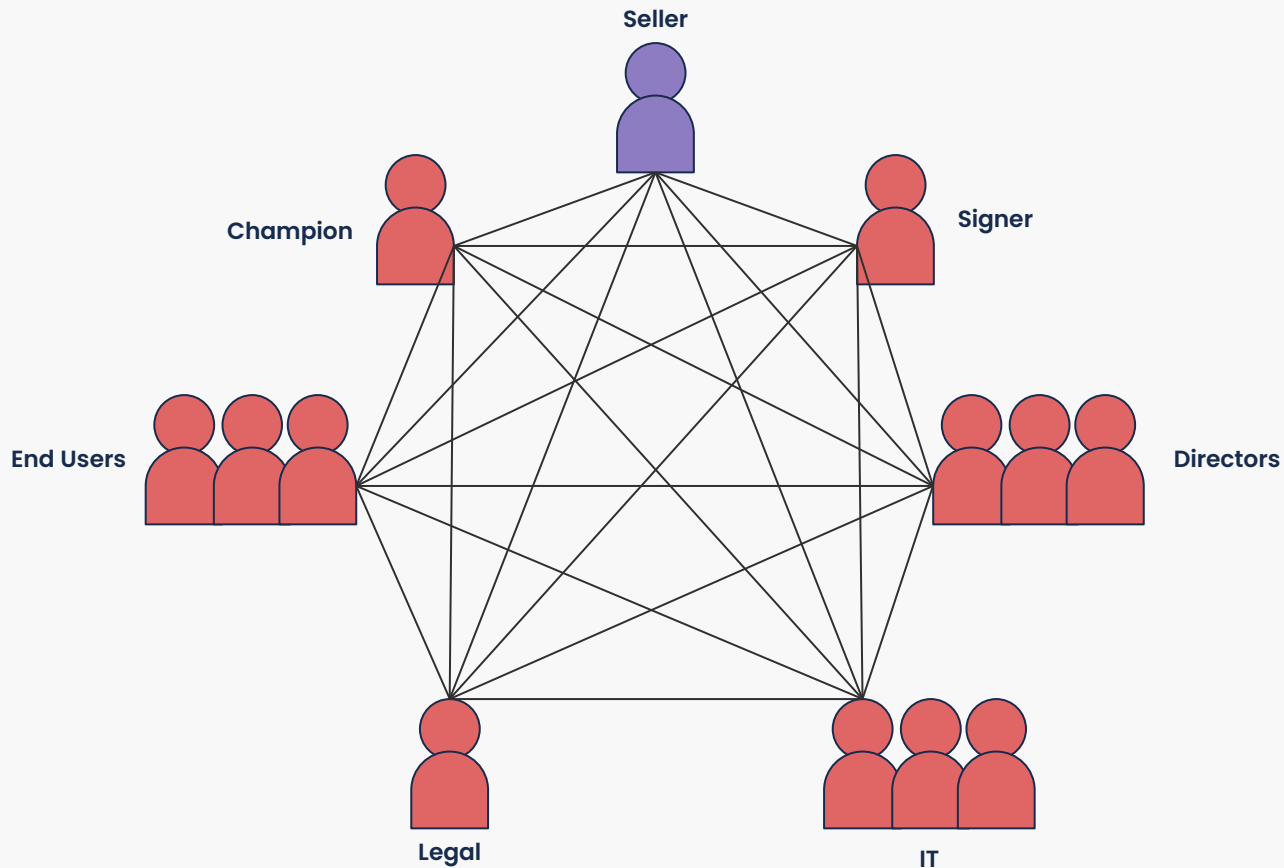
75% say their purchases were a collective team effort across several people

61% say number of stakeholders involved has increased YoY

30% say purchases took longer due to difficulty of sharing information internally

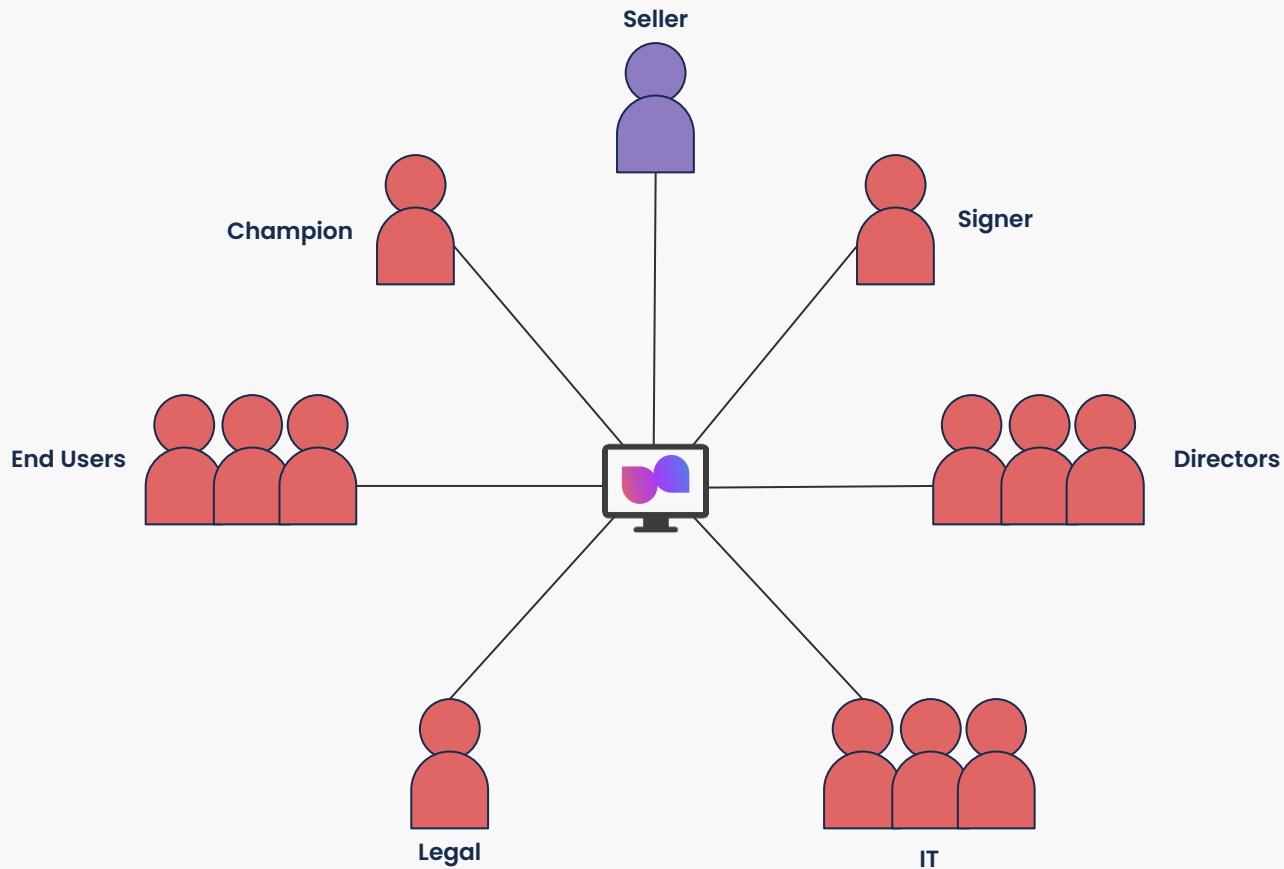


SO WE'RE MAKING THIS...






...LOOK LIKE THIS.





Champlify

Enable sellers to quickly and easily build
personalized, collaborative minisites for prospects.





Devon Witek
Enterprise AE

Email

Call

Documents

Mutual Action Plan




Slack for DraftKings


Home Slack for IT Project Notes ROI

Made for people. Built for productivity.


“Hi Jenny! I've put together this minisite for us as we go through the evaluation of Slack for DraftKings together. On the left you'll find an easy way to reach me, all relevant docs, and a mutual action plan to keep us on track.

Should you or your team ever need to grab time with me, please use the button below to access my calendar!”

 **Devon Witek**
Enterprise AE
devonw@slack.com



Powered by Vidyard

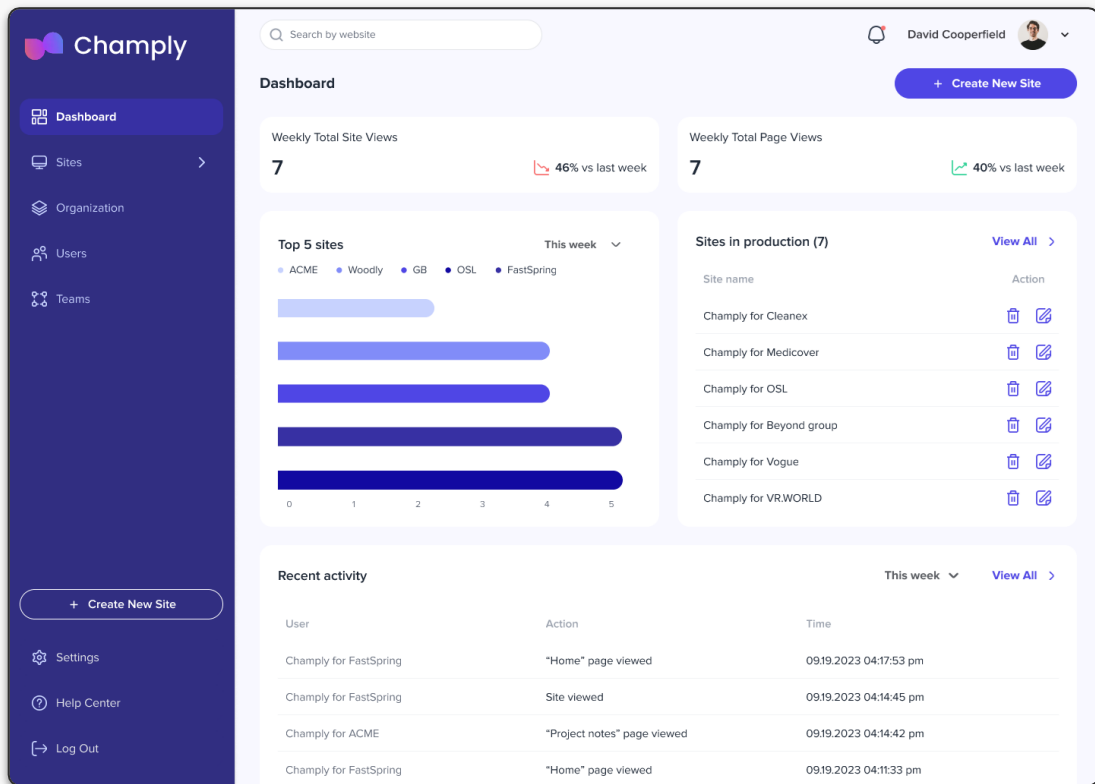
 <https://share.vidyard.com/w...>

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Champlify

Designed to be **scalable** and **insightful**.





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