



We'll get revving momentarily....

~~FORMULA 1~~
~~DRIVE TO SURVIVE~~

SALES VELOCITY

DRIVE SALES VELOCITY



Mark Stuyt
Chief Engagement Officer
Neural Impact



Marc DiGiorgio
Co-Founder
TekStack



There was never a
more **challenging**
time for sales reps....

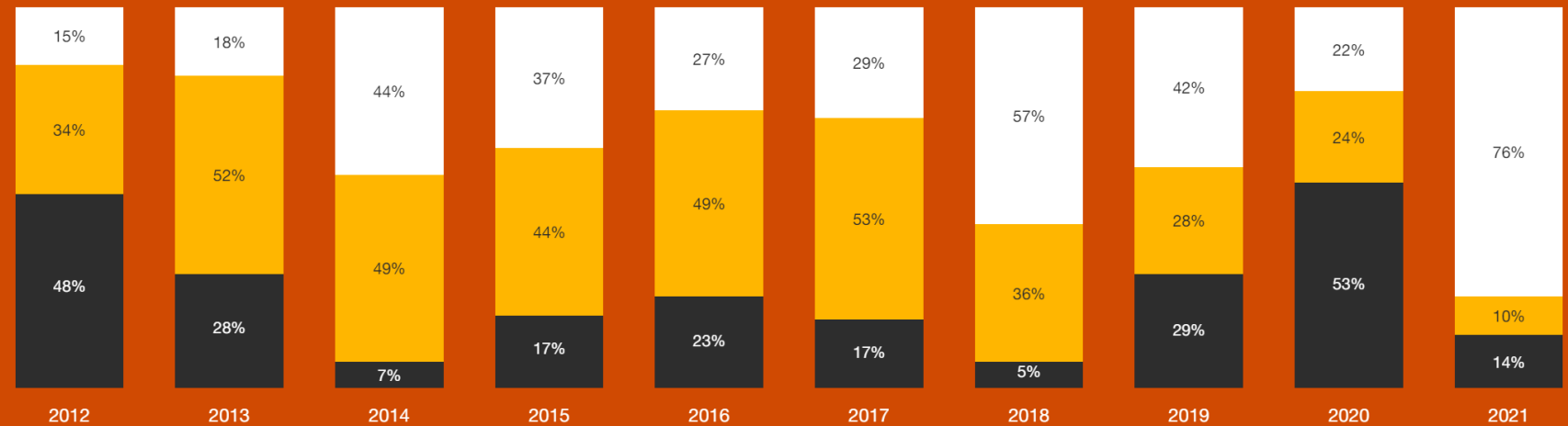


ECONOMIC OPTIMISM IS AT THE HIGHEST LEVEL IN 10 YEARS



Do you believe global economic growth will improve, stay the same or decline over the next 12 months?

■ Improve ■ Stay the same ■ Decline



Source: PwC 24th Annual Global CEO Survey

Note: From 2012 to 2014, respondents were asked, 'Do you believe the global economy will improve, stay the same or decline over the next 12 months?'

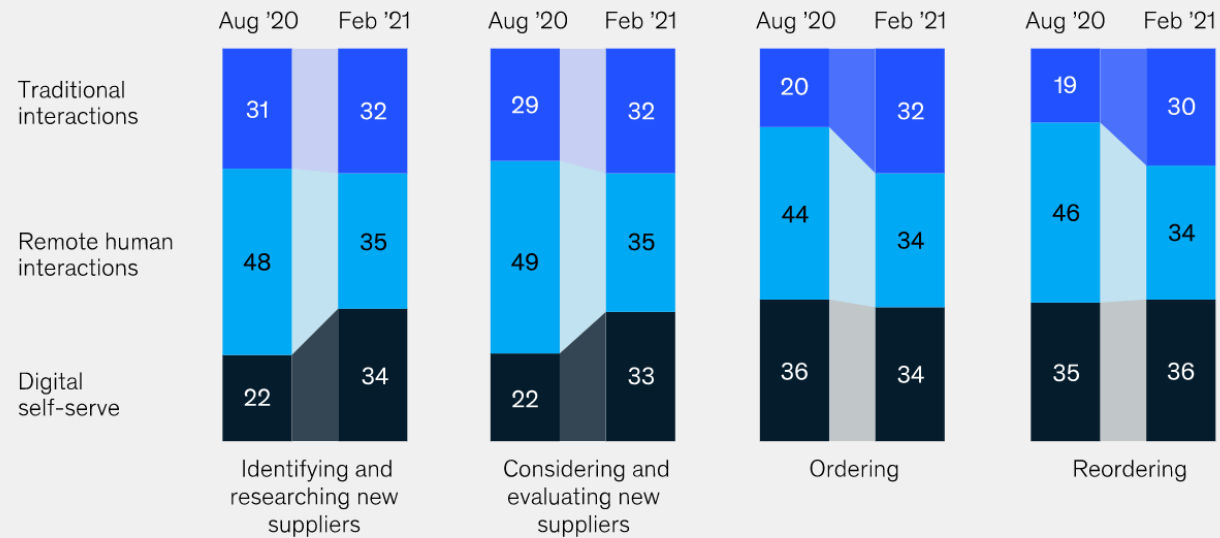
Source: [PWC](#)

B2B BUYERS PREFER REMOTE & SELF-SERVICE

McKinsey
& Company

Current way of interacting with suppliers' sales reps during different stages...^{1,2}

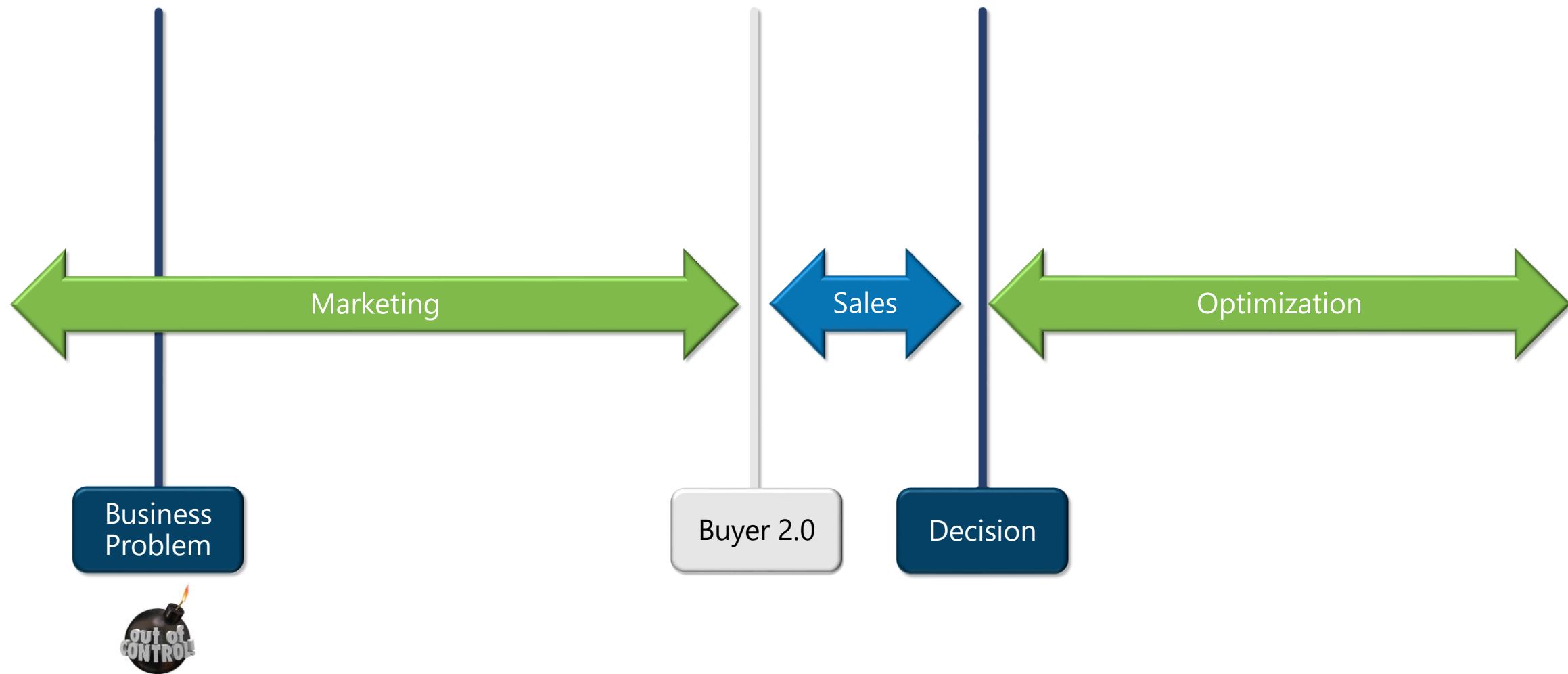
% of respondents



... and that's exactly what customers want³

~2/3

of buyers prefer remote human interactions
or digital self-service



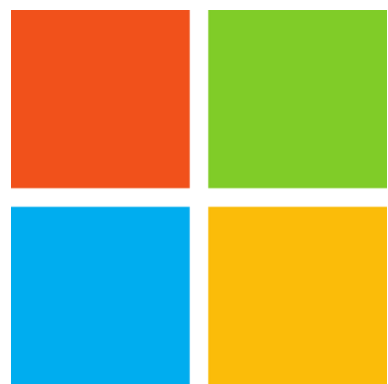


Industry/Vertical
Expectation

Results
Orientation

Remote
Customer
Engagement

Remote
Customer
Engagement



Microsoft
Partner 



or



CLOUD SALES MOTIONS

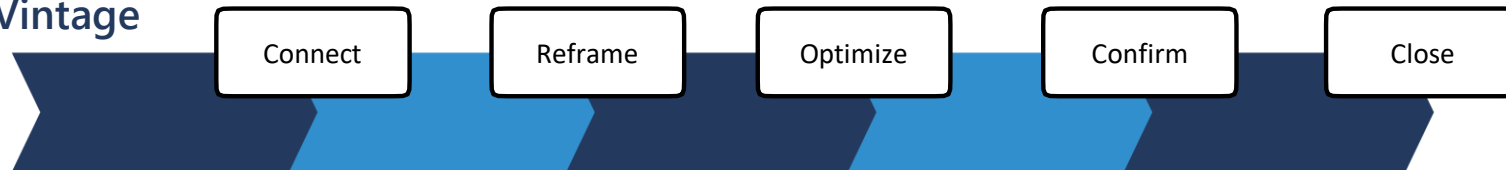
Volume



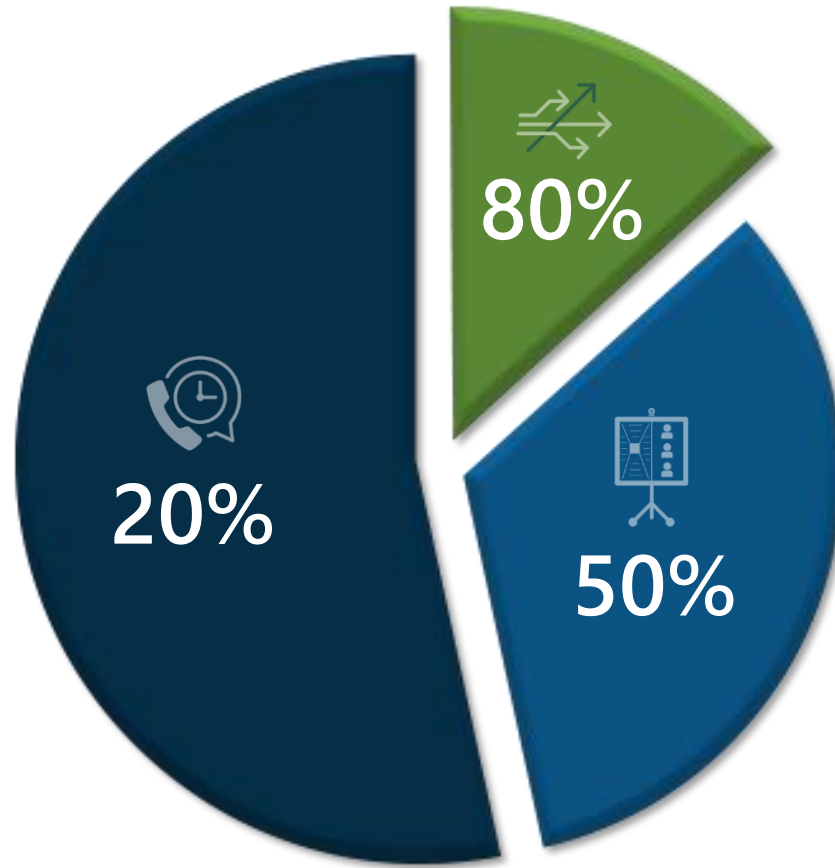
Value



Vintage



TECHNOLOGY WIN RATES

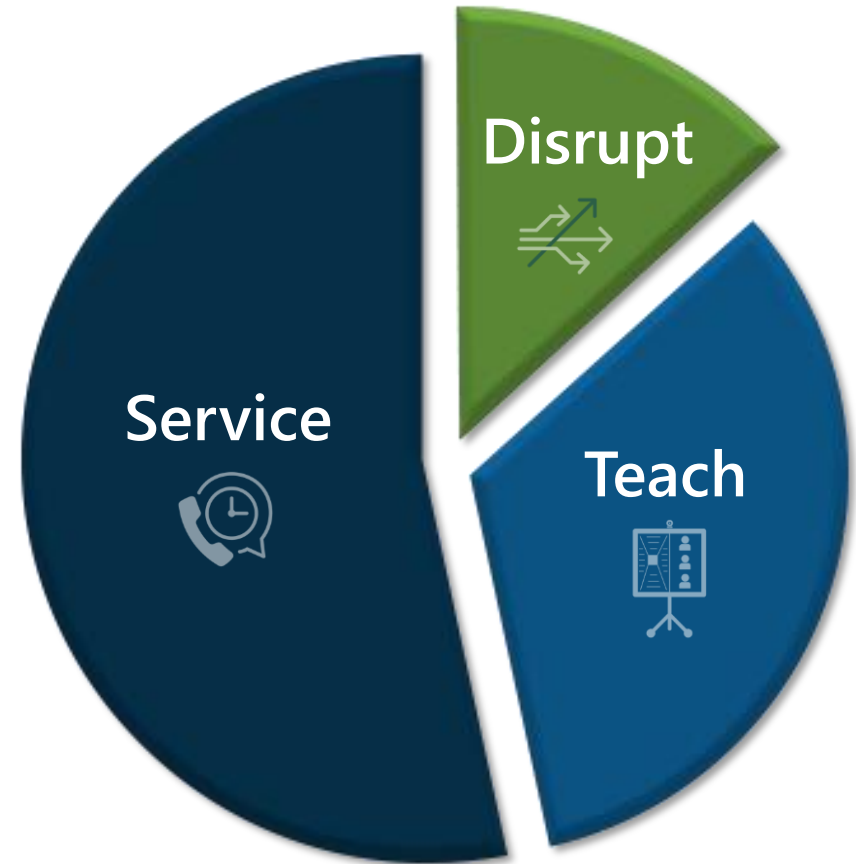
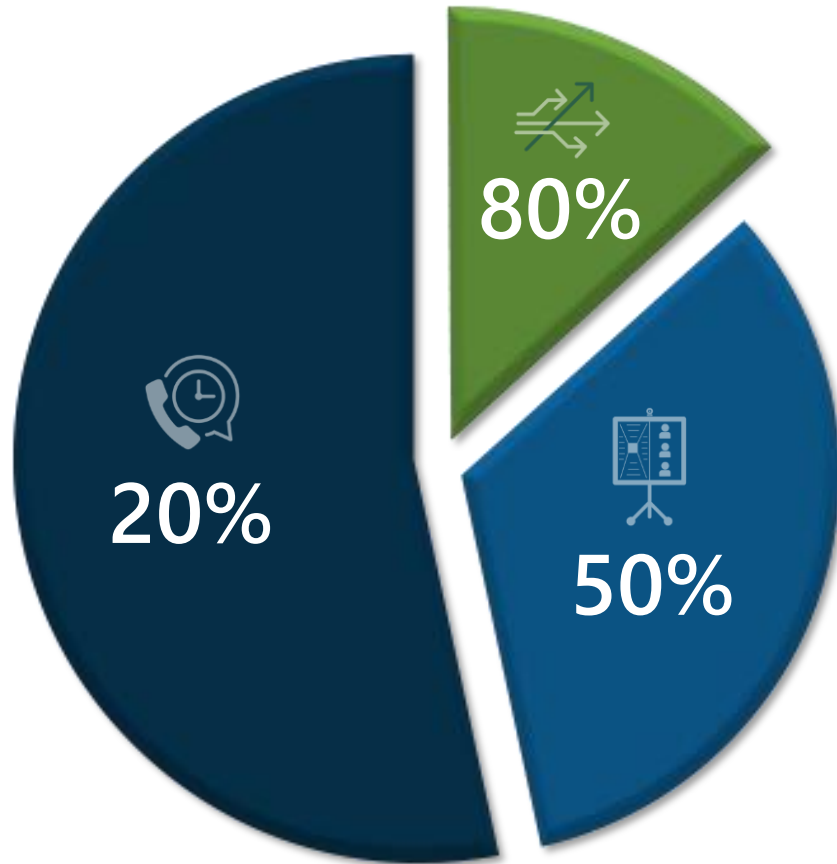


1 Specialization

1-3 Specializations

No Specialization

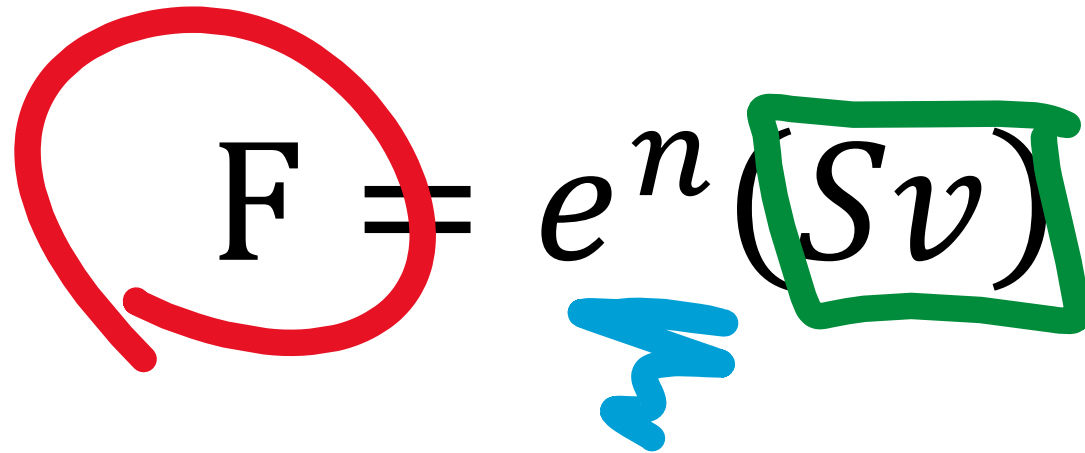
SALES ENGAGEMENT STRATEGIES



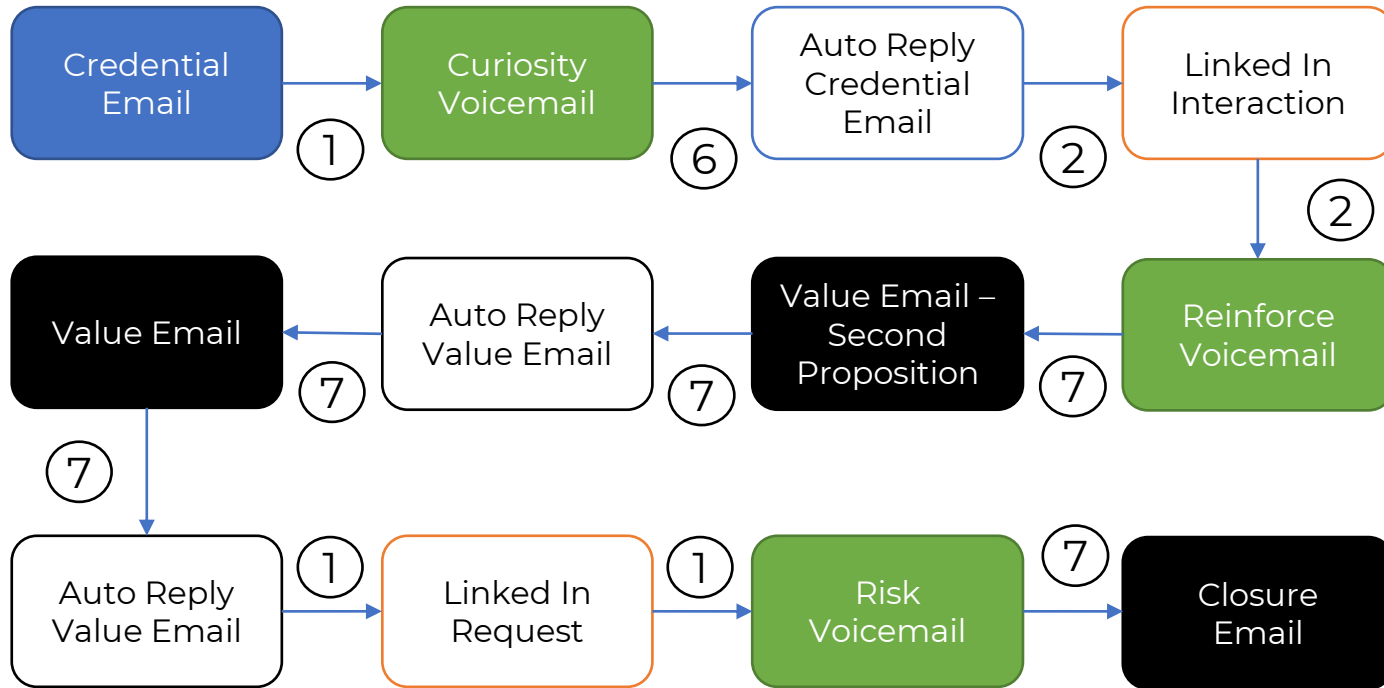
So what do we do to
respond to this new
normal?



MORE EFFECTIVE OUTBOUND SALES MOTIONS MORE OFTEN

$$F = e^n (Sv)$$


49 DAY SEQUENCE



Manual Emails

- Heavily Researched
- Consider Use of Video

Voicemails

- Assume the voicemails are transcribed.
- Think of them as a text message.

Auto Emails

- Great for replies, but also effective once you've established yourself

LinkedIn

- Don't sell. Interact.

MULTIPLE CHANNELS, COMBINATION PUNCHES

Home

Recent

Pinned

Customers

Accounts

Contacts

SalesSpark

Dashboards

Activities

Contacts

Sequences

Sequence Instances

Templates

Show ChartNewDeleteRefreshEmail a LinkFlowRun ReportExcel TemplatesExport to Excel

Active Sequences

Search this view

Name

Owner

Enabled

Reply %

Started Co...

Active Count

Completed...

Paused Co...

Activities C...

Bounced C...

Call Count

Click Count

Sen

Business Central Partners	Marc DiGio	Yes	15.0	20	15	0	0	116	1	---	4
Click Dimensions Users	Marc DiGio	Yes	3.9	1,091	5	756	0	7,617	42	---	507
Elephant Hunting	Marc DiGio	Yes	20.0	5	0	5	0	20	---	---	3
GRC Software Companies	Marc DiGio	Yes	3.1	96	0	86	1	632	1	---	18
January Refresh	Marc DiGio	Yes	2.7	1,244	0	1,055	0	7,749	107	---	316
Medical Software Companies	Marc DiGio	Yes	3.8	234	0	215	0	1,567	4	---	81
Neural Impact Webinar	Marc DiGio	Yes	0.5	588	0	549	3	1,694	23	---	95
Property Management Software	Marc DiGio	Yes	3.3	90	74	0	1	491	2	---	5
Show Harvest	Marc DiGio	Yes	---	1	0	0	0	2	---	---	---
Targeted Accounts	Marc DiGio	Yes	2.6	77	30	33	0	189	2	---	11
Vendor Management Software Companies	Marc DiGio	Yes	7.5	134	0	116	0	861	1	---	40

All

#

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CREDENTIALING EMAIL

Why Are So Many Discrete Manufacturers Moving to the Cloud?

FILE

MESSAGE

INSERT

OPTIONS

FORMAT TEXT

REVIEW

Bluetooth

Send

From

To...

Cc...

Subject

Why Are So Many Discrete Manufacturers Moving to the Cloud?

John,

Thank you for attending our recent Microsoft Dynamics 365 Business Central for Manufacturing webinar and Q&A session.

As A. Datum Corps's discrete manufacturing specialist, I would like to better understand your primary area of interest so that I can best direct you towards some of the resources (case studies, report samples, videos) that we have developed specifically for manufacturing business leaders.

I'll be reaching out in the next couple of days to schedule a brief conversation with you to determine how I can best support your research efforts. Given the focus of the webinar, I would also like to share some insights into why many of our discrete manufacturing clients are moving their business and operational systems to the cloud.

In the interim, I have included links to some short videos that explore some of the primary challenges we see behind many of our clients' ERP/ MRP projects.

- Managing the Risks of Increasing Regulatory Compliance
- Industry 4.0 & Business Model Disruption

If there is an ideal time to connect please provide me with a date/time that works best for you and I'll forward an invitation.

Sincerely,

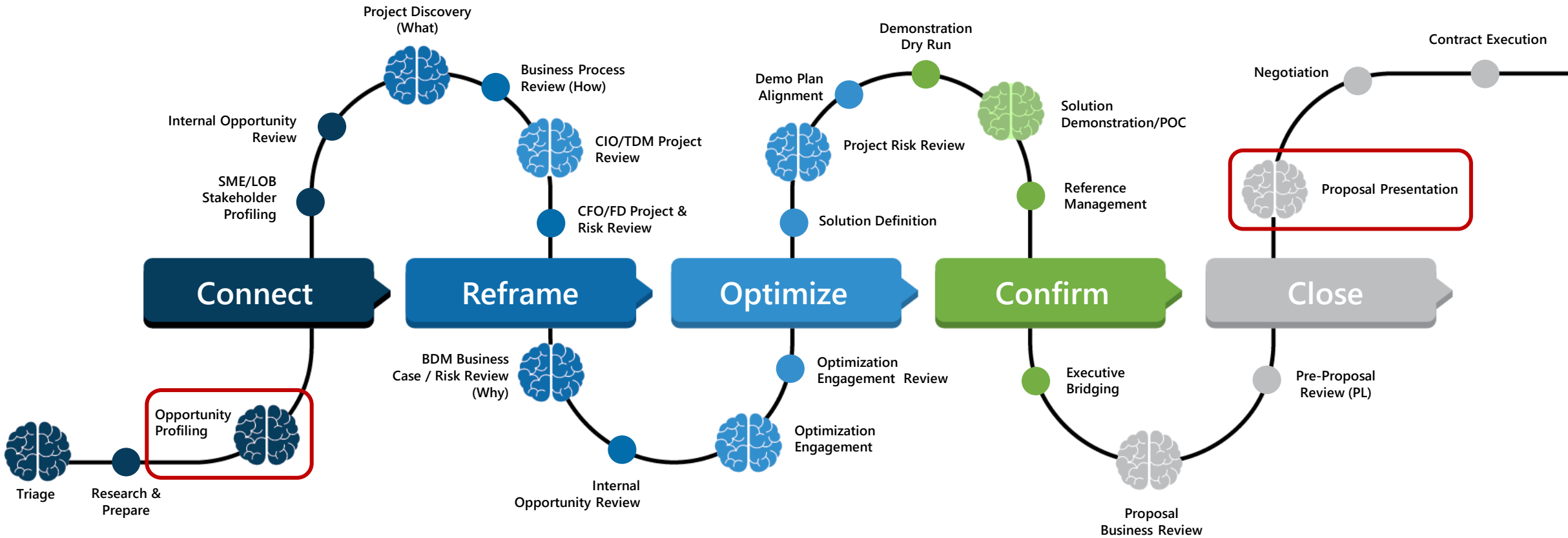
Lukas Keller

Discrete Manufacturing Specialist

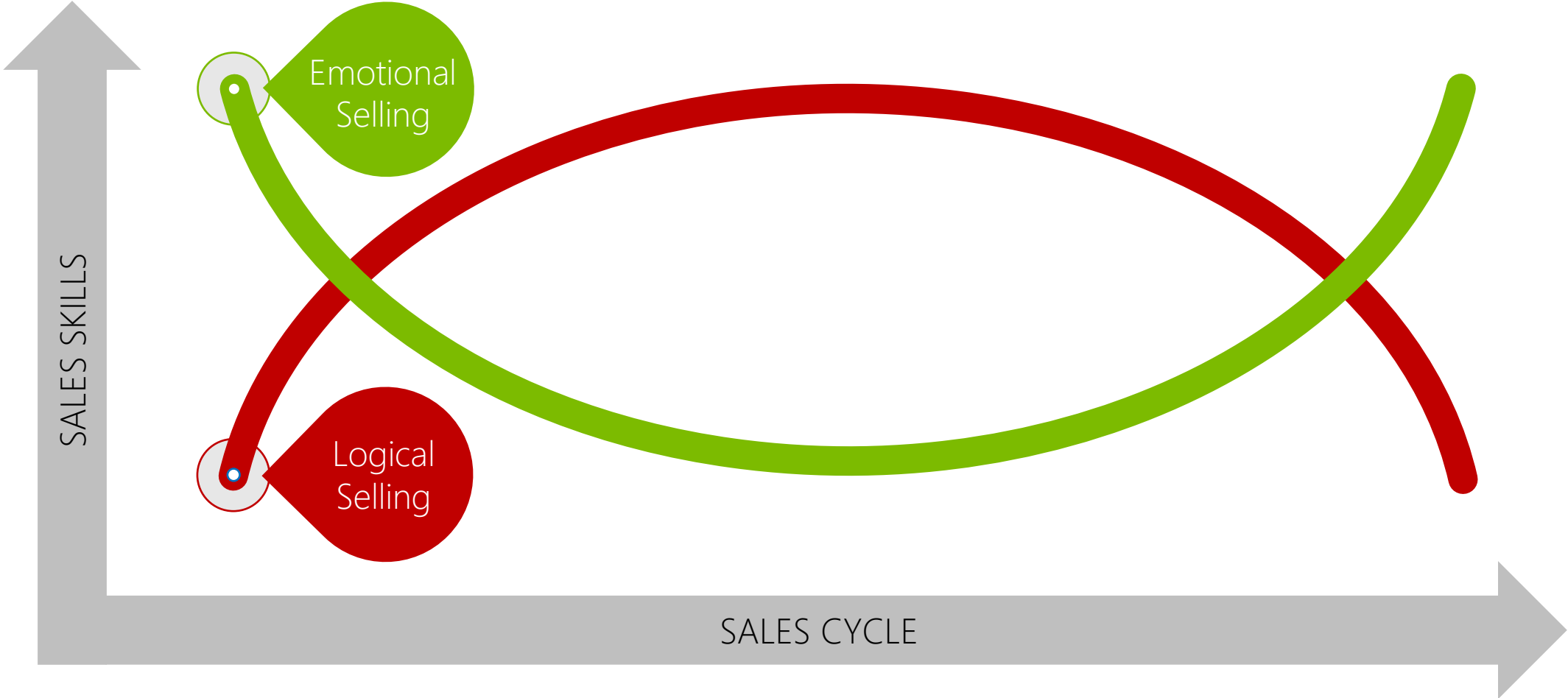
Make an impact and create
Moments that Matter



MOMMENTS THAT MATTER



SKILLS SHIFT



The first moment that
matters in a deal....



Dear <BDM>,
Cc: <PL, SME>

ALIGNMENT EMAIL/VIDEO

How They Will
Solve The Problem

Thank you again for taking the time to share your business objectives and project goals with me today. Based on our discussion, and those I had with <Project Lead> and <Subject Matter Expert/IT> I have summarized my understanding of <Prospect Company's> <ERP/CRM/XXX> project for your team's review. Based on our conversations, I understand the primary business challenges behind your initiative are:

- × Geographical expansion – outgrown current system
- × Inaccurate demand forecasts
- × Volatile raw materials prices
- × Inaccurate data/reporting
- × Lack of measurement and allocation of environmental cost per finished goods produced
- × Increase in returned goods
- × Increase in inventory write-offs
- × Increasing regulatory and compliance requirements
- × Inability to manage multiple manufacturing sites within a single system
- × Inconsistencies between procurement, warehouse, production, finance and sales data

It sounds like the above challenges are impacting client relationships, and your ability to properly plan production resources, maximize plant capacity and capitalize on your recent expansion/acquisition. While nothing has been documented, the economic impact of the above challenges are estimated to be in the hundreds of thousands of dollars annually.

To address these challenges, you mentioned that <company name> is looking for the following new capabilities:

- ✓ Improved inventory management capabilities
- ✓ RFID (receipt to ship)
- ✓ Materials and finished goods inventory consumption reports
- ✓ Batch and series traceability throughout the entire supply chain
- ✓ Compliance governance and quality management
- ✓ Aggregated production and procurement scheduling
- ✓ Integration to artificial intelligence and robot systems
- ✓ Capture and transfer customer specific BoMs into the net requirement process
- ✓ Improved BI/reporting capabilities
- ✓ Automated and finite machinery and location maintenance planning

Pain, Misery &
Suffering

ALIGNMENT EMAIL/VIDEO

Next 3 Steps
(Prescriptive)

With these new capabilities in place, <Company> will experience:

- ✓ Improved capacity utilization (13% improvement target)
- ✓ Greater visibility into project and client profitability
- ✓ Improved estimating compliance and accuracy
- ✓ Fewer (quality related) returns
- ✓ Reduction of unrecoverable unscheduled overtime (8% target)
- ✓ Reduction in raw materials inventory levels
- ✓ Improved management reporting related to OTD, margins, customer credits, stock outs, sales forecasts and capacity availability
- ✓ More control over finished goods profitability
- ✓ Improved compliance accuracy
- ✓ Higher OTD compliance
- ✓ Improved and accelerated board reporting
- ✓ Significant reductions in stock outs

What They
Really Want!

Based on your project timeline, we will be working together over the next two months to ensure <Partner Industry Solution> addresses all of your project and business objectives. The next steps in this process are:

- 1) November 12th - conference call with the Controller <Name> and Consulting Manager <Name> to better understand <Prospect's> financial, project accounting and team collaboration requirements
- 2) November 19th - < Partner Industry Solution> demonstration to <Prospect> evaluation team
- 3) November 24th – Proposal and implementation plan review with <BDM> and <PL>

Best Regards,
Lukas Keller
MFG Industry Specialist

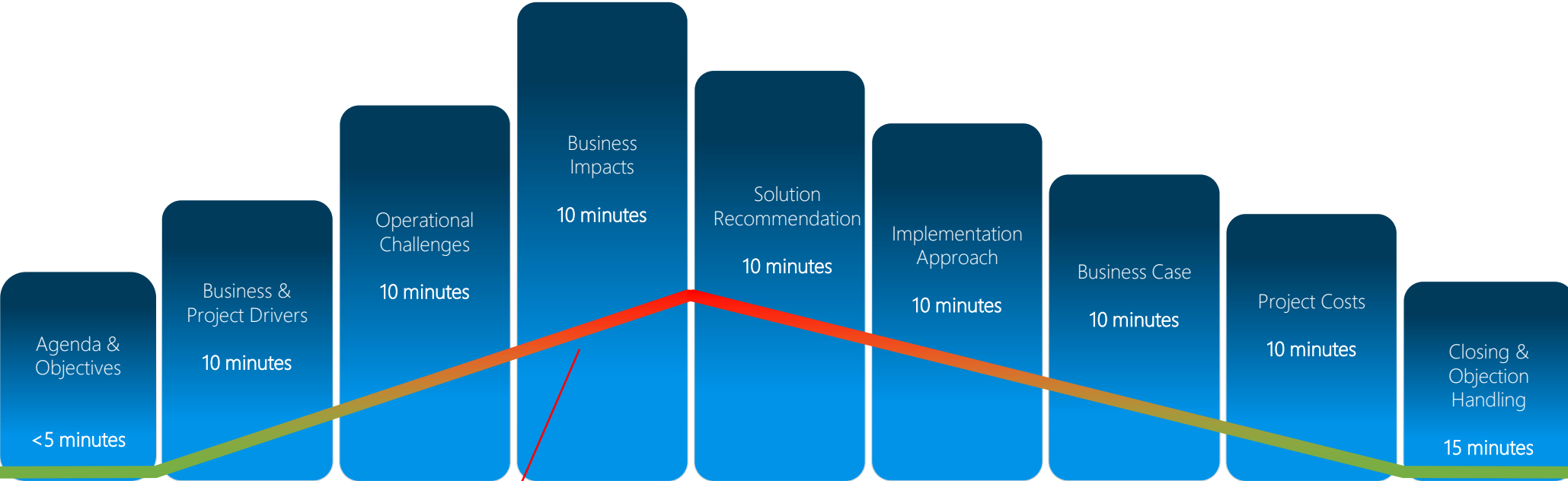
The final moment that
matters



Cognitive Dissonance

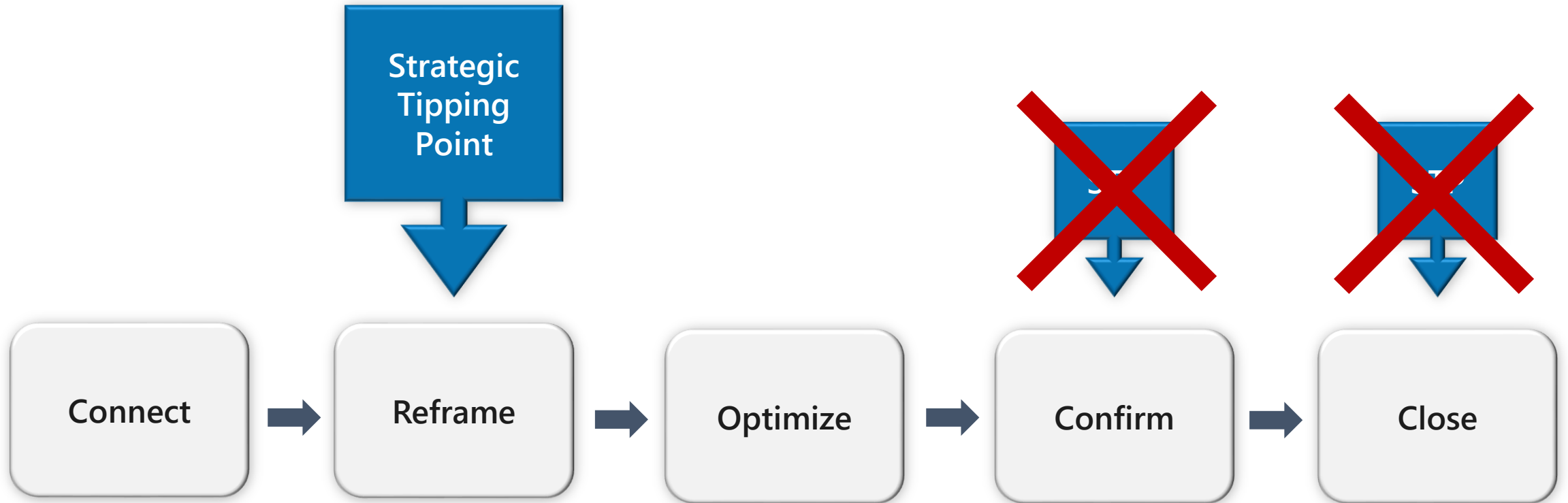


PROPOSAL PRESENTATION

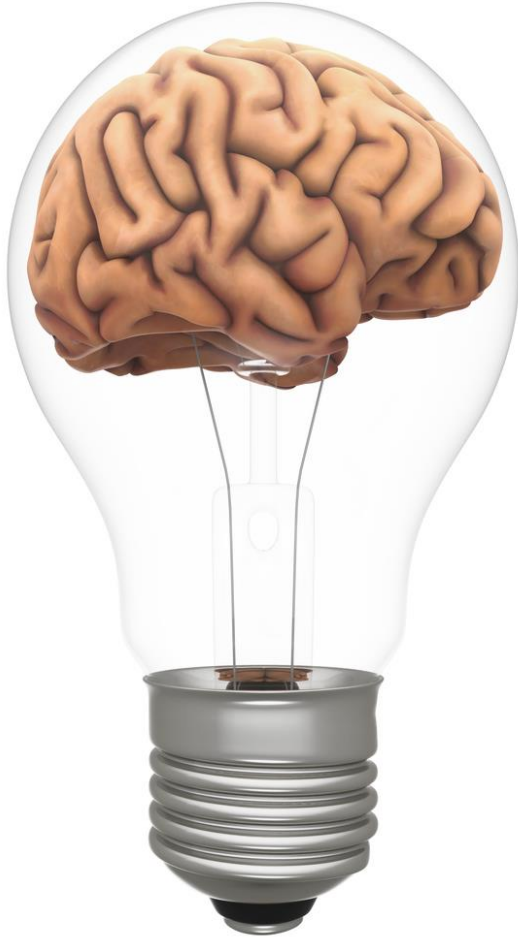


Tension Line

STRATEGIC TIPPING POINT



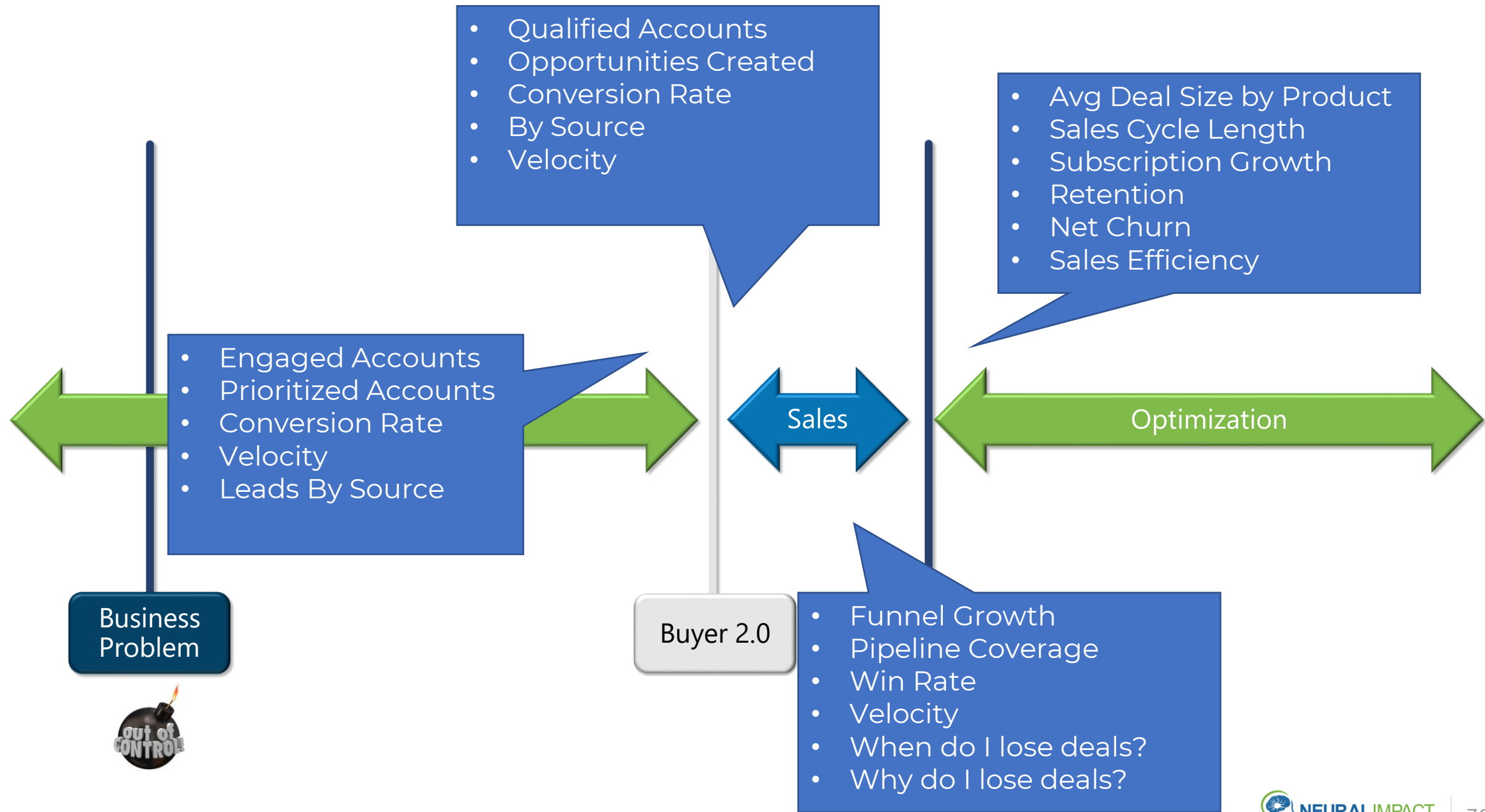
TAKEAWAYS



Front-End-Load your sales efforts
Specialization = higher win rate
Don't Service, **Teach!**

Lets talk about
metrics





- Pages
- Funnel

Funnel Analysis

Funnel Creation

Forecast

ARR Won This Quarter

Win Analysis

Deal Analysis

Sales Activity

Subscription Analysis

Active Customers by Ac...

Account by First Touch ...

Accounts by Stage

Prospect Funnel Details

Total Invoices, this Mon...

Subscription Momentum

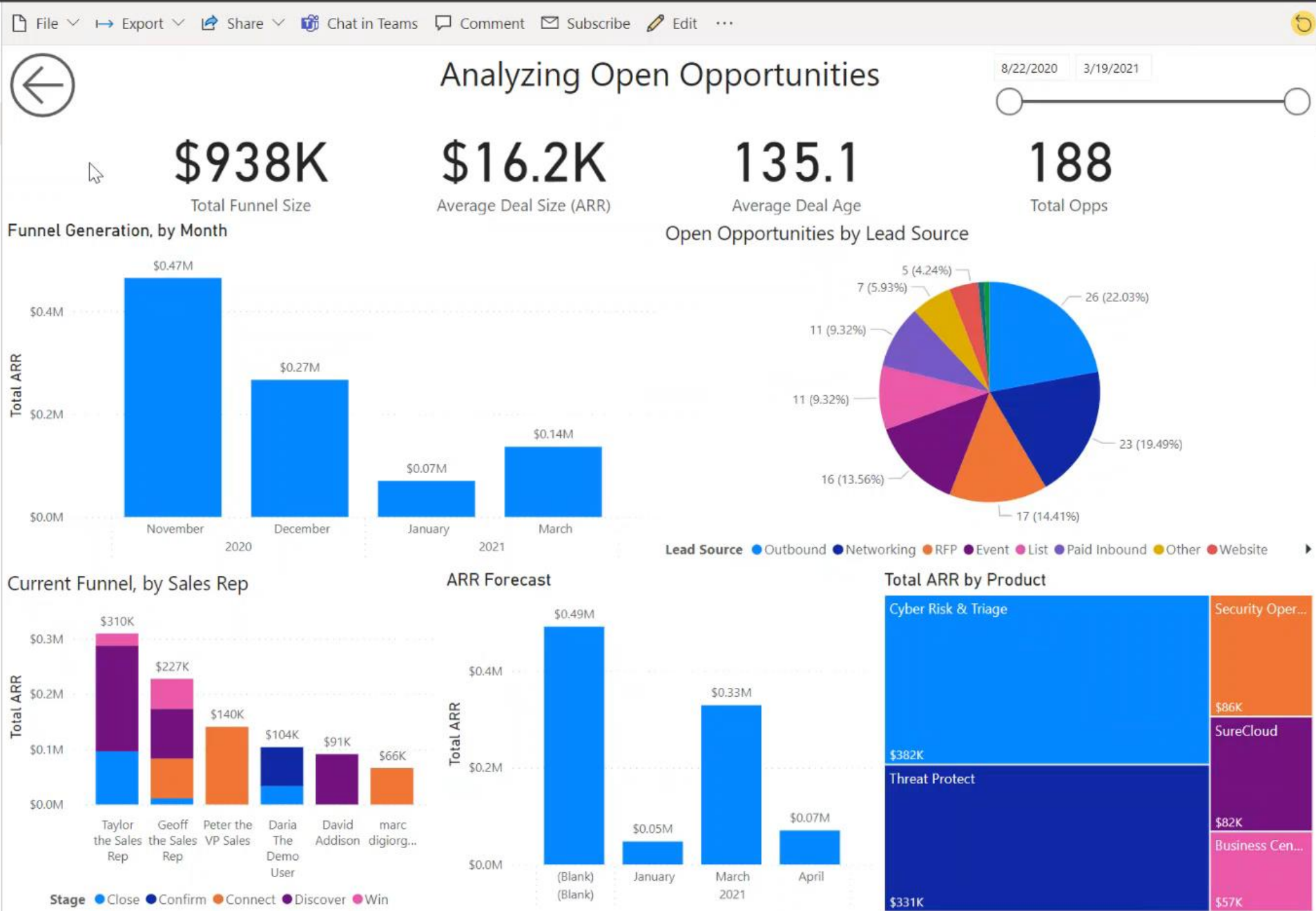
Subscription Growth

Subscription Churn

Funnel Conversion

Funnel Change

Sales Leaderboard



Filters

Search

Filters on this page

Opportunity Type

is Existing Customer or New Customer

Product

is (All)

Territory

is (All)

Sales Rep

is (All)

Industry

is (All)

So what are we
pitching?



INCREASE YOUR WIN RATES

Prescriptive Sales Plays

3+ Sales Motions and prescriptive playbooks that automatically generate activity records for your reps

Consistency

Document & Email Templates

12+ document and email templates

Productivity

Sales Coaching on Demand

20+ videos embedded into the app available at the right time for the rep

Preparation

LE

Lear Account

Prospect

Relationship Type

Geoff the Sales Rep

Owner

TekStack Account Cust...

Active for 4 months

Target

Active

Engaged

Prioritized

Qualified (< 1 Min)

Pipeline

Summary

Details

Timeline

Contacts

Opportunities

Projects

Work Items

Subscriptions

Invoices

Health

Cases

Legacy Software

Related

Account Information

Account Name

* Lear

Focus Account



No

Industry

Transportation

Number of
Employees

4,200

Website

<https://www.Lear.com>



LinkedIn Url

<https://www.linkedin.com/Lear>



First Touch Source

* Other

First Touch Details

★ Mailbox letter

Description

Leading company in their space

NEURAL IMPACT x TEKSTACK

Features

Sirius Decisions | Account & Contact Management

3 Sales Motions + Playbook Activities

12+ Document & Email Templates

20+ Coaching Videos

Teams & OneNote Integration

Proposal Generation

Advanced Forecasting

Power BI Dashboards

Billing & Invoicing

Subscription & Renewal Management

Customer Success

Professional Services Automation

Help Desk

Essentials	Full Suite
\$48 user/mth	\$70 user/mth
✓	✓
✓	✓
✓	✓
✓	✓
✓	✓
✓	✓
✓	✓
	✓
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	✓
	✓

NEXT STEPS

Visit:

<https://tekstack.com/neuralimpact>

- Alignment Letter Example
- Proposal Template Guide
- Sequencing Guide
- Metrics Guide

Contact:

marc@tekstack.com

mark@neuralimpact.ca



