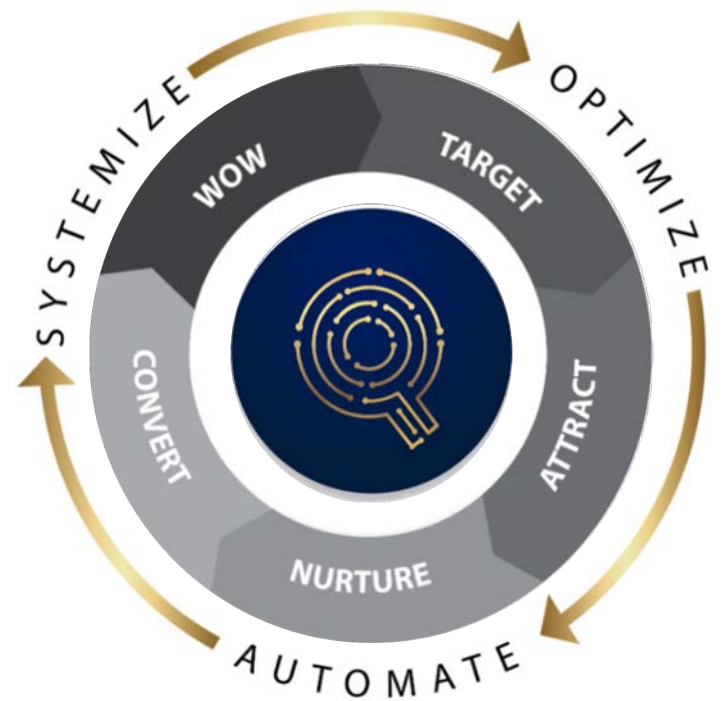


THE FUTURE OF SALES

2023 VISION: NAVIGATING THE EVOLVING LANDSCAPE OF SALES AND MARKETING TECHNOLOGY TO DRIVE GROWTH

THE QUANTUM GROWTH MODEL



Shawn Peterson

CEO Quantum Business Solutions

Shawn comes with a decade of experience in the technology services industry as an executive. Shawn is a visionary focused on high growth and performance through sales, marketing, and client experience.

He is known for driving brand growth, maximizing sales and marketing efficiency, and delivering financial performance. He realizes that great people in the right seats, equipped with the right tools and development, are the most important ingredient to business success.

Shawn's passion is helping organizations systemize, optimize, and automate sales and marketing processes.

“Make the Leap”



Jason Rheinlaender

Vice President of Sales Knight Office Solutions

Jason Rheinlaender has more than 20 years of experience in the business technology industry. As Vice President of Sales, he oversees field operations, marketing, and demand generation. Jason's focus on ROI has resulted in revenue growth of more than 250%, and he is considered a leader in RevOps throughout the industry.



Rebecca Phillips

Channel Account Manager at HubSpot

Rebecca coaches HubSpot's Solutions Partners on their sales process and product expertise while also working directly with customers in various industries and stages of growth. Prior to joining HubSpot in 2018, Rebecca led the sales and marketing teams at a SaaS and custom manufacturing company and worked with brands such as Magic Hat Brewery and Red Bull. She's excited to be sharing what she's learned along the way with the BTA community!



Current Environment: Strengths for B2B Tech Companies

- Relationships
- Financial Backing
- Infrastructure
- Brand Recognition
- Data
- Sales Team



Current Environment: Challenges for B2B Tech Companies

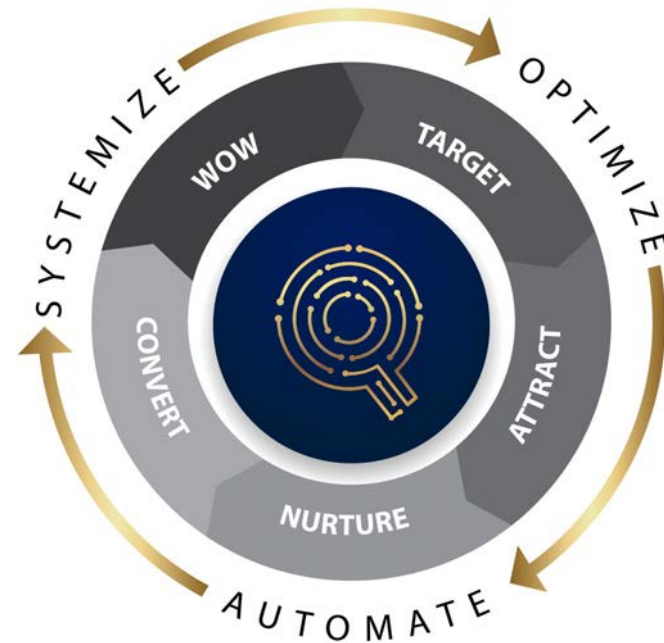
- Speed to Market
- Struggling to Meet Budgetary Goals
- Lack of Results
- Challenges Responding to Ever-Changing Market Conditions
- Underperforming Team(s)
- Staffing Issues
- Lack of Processes
- Lack of Technology Integration in Global Process of RevGen
- Lack of Automation or AI
- Disjointed Data
- Lack of Data Driven Insights
- Lack of Activity/Actions
- Lack of Transparency into Reporting



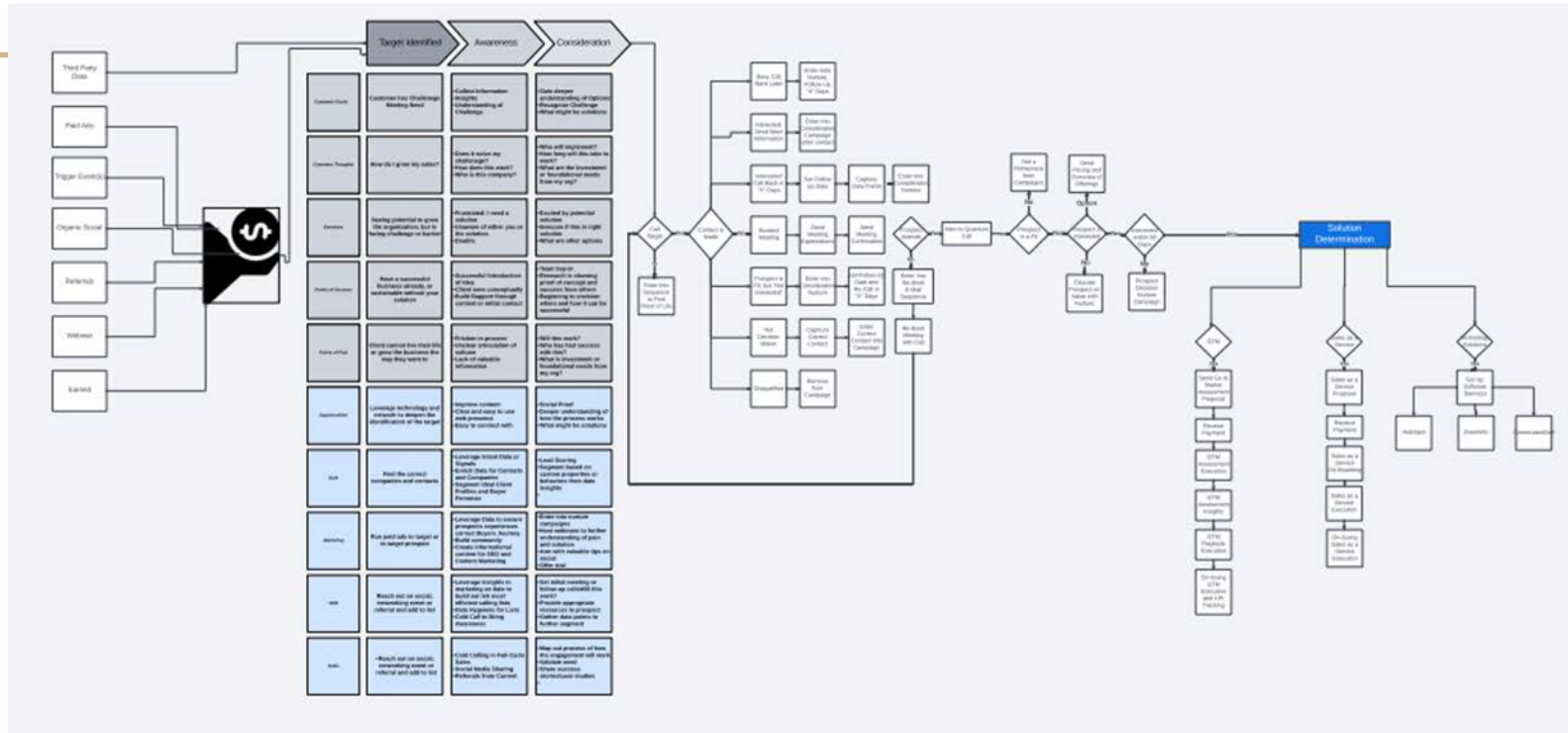
The Flywheel

Target
Attract
Nurture
Convert
WOW

THE QUANTUM GROWTH MODEL



Map Your RevGen Process



Scan Here to Schedule Now!



Have you mapped out your entire end-to-end RevGen process?



RevEfficiency Model

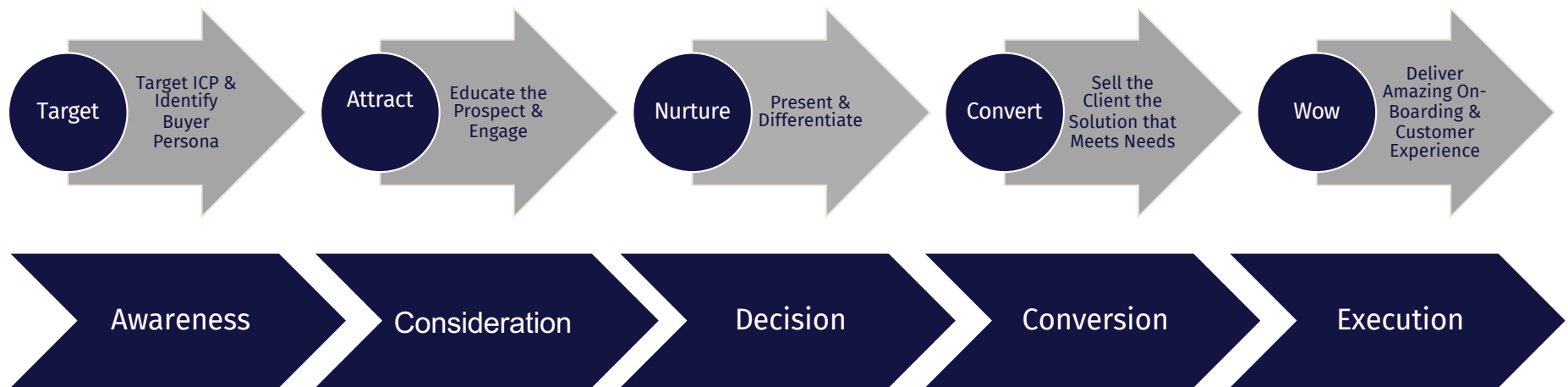
1. Grow your current customer base through upsell and cross-sell.
2. Multiply with similar and like-minded customers through referrals and affiliate programs.
3. Convert opportunities to closed deals.
4. Expand and go after net new business.



What percentage of your current accounts are you cross-selling multiple product lines to?



The Buyer's Journey



How effectively are you tracking ROI for your marketing efforts?



Sales Velocity

$$V = \frac{\text{OPPORTUNITIES} \times \text{DEAL VALUE} \times \text{WIN RATE}}{\text{LENGTH OF SALES CYCLE}}$$

SALES VELOCITY



Automation & AI

- Accelerate your time and efforts by streamlining, automating, and scaling as many parts of the GTM strategy as possible, so you can stay focused on what matters most: delighting customers through every stage in their journey!
- **70%** of what sellers do today can be AUTOMATED (Source: *Tech Powered Sales*)

*“The future of B2B selling is when buyer sentiment meets seller relevance with human engagement empowered by technology that melts away as humans focus on high value interactions.” – Tony Hughes, *Technology Powered Sales**



Examples of Automation

There are several sales and marketing functions that can be automated to improve efficiency and reduce costs. Here are some examples:

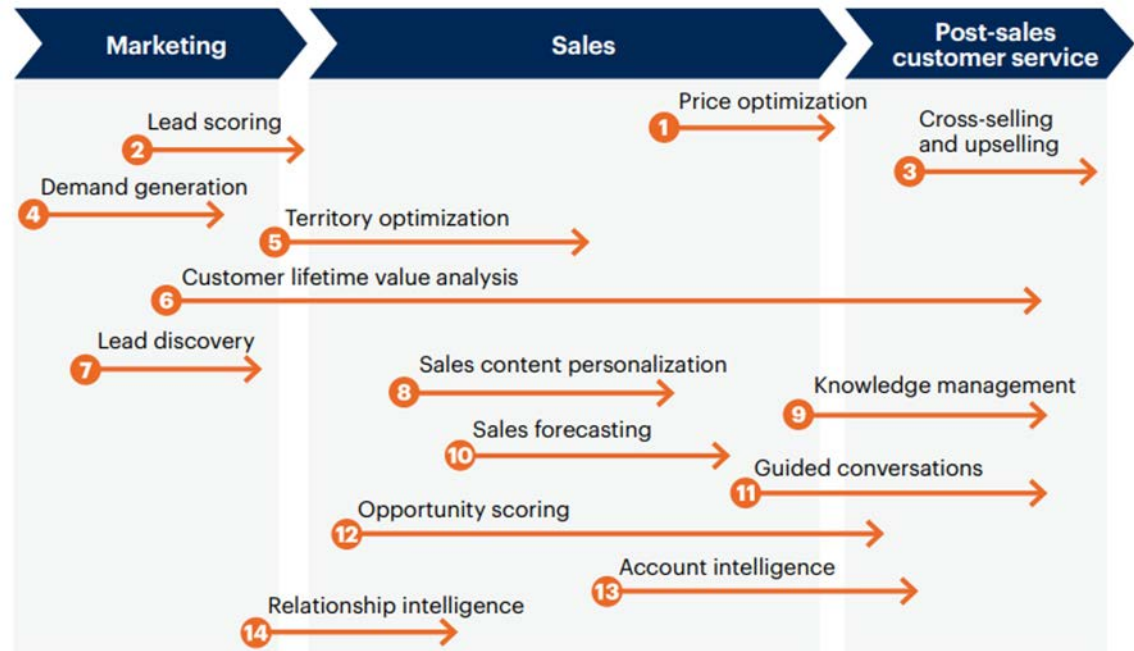
- **Lead Generation:** Automated tools can be used to identify potential leads based on their behavior, demographics, and interests.
- **Email Marketing:** Automated email campaigns can be set up to send personalized emails to prospects and customers at specific times.
- **Social Media Management:** Automated tools can be used to schedule posts, monitor mentions and engagement, and track analytics.
- **Customer Segmentation:** Automated software can segment customers based on their behavior, preferences, and demographics, allowing for more targeted marketing efforts.
- **Lead Scoring:** Automated lead scoring systems can rank leads based on their level of engagement, allowing sales teams to focus their efforts on the most promising leads.
- **Sales Forecasting:** Predictive analytics can be used to forecast sales trends and adjust marketing strategies accordingly.
- **Chatbots:** Automated chatbots can be used to provide customer service and support, helping to improve customer satisfaction and reduce response times.
- **Website Personalization:** Automated tools can personalize website content based on visitor behavior and preferences, improving user experience and increasing conversions.



AI Impacts

- Embedded AI augments decision making
- AI will play a big role in strategic and tactical decisions

The Different Types of Analytics Techniques



Source: Gartner





Did you know?

You can operate like a Fortune 500 company and implement a world class tech stack for the same cost you would have paid to place a full-page ad in a newspaper just 10 years ago?



HubSpot

- Easily manage your entire customer life cycle from one platform.
- Get all the tools and integrations you need for marketing, sales, content management, and customer service.
- Automate tedious tasks to save time and improve efficiency.
- Create, publish, and measure content that drives results.
- The glue/nexus to automate internal and external actions



ZoomInfo

- Provides you with the insights and data you need to find businesses that are a good fit for your product or service.
- You can understand their needs and challenges using industry insights and intent data.
- ZoomInfo has a conversational, experienced tone of voice that will help you connect with potential customers on a more personal level.
- With ZoomInfo's B2B intelligence tool, you'll have everything you need to make informed decisions about your business prospects.



Scan Here to Schedule Now!



ConnectAndSell

- Puts your best salespeople in front of more qualified prospects, 8-10x more live conversations each day.
- With ConnectAndSell, you'll get more opportunities to close deals and grow your business.
- Sales reps have an average conversation time of 10 minutes or more, resulting in a significant increase in sales productivity.
- ConnectAndSell is 100% web-based, there's no software to install or manage – it just works.

ConnectAndSell™
Conversations Matter



Scan Here to Schedule Now!



On average, how many net new meetings are each of your sales reps setting per week?



On average, how many business review meetings are each of your sales reps setting per week?



Give Your Sellers the Best Opportunity to Sell

- Put them in the meeting
- Schedule them with the right contact
- Give them the opportunity to sell
- Close more business faster
- Eliminate unnecessary headcount



Sales as a Service

Quantum has teamed up with the top conversation weapon in the world, **ConnectandSell**, and the top SDR firm on the planet, **Branch49**, to deliver done for you Sales as a Service.

Features:

- These combined services unlock a predictable pipeline enabling you to scale your company today!
- Scalable, repeatable, predictable pipeline
- We 10x live conversations with qualified prospects every day to get you more appointments faster.
- Adaptable and professional appointment setters
- Customized call and email scripts
- Automated and integrated technology solutions



Scan Here to Schedule Now!

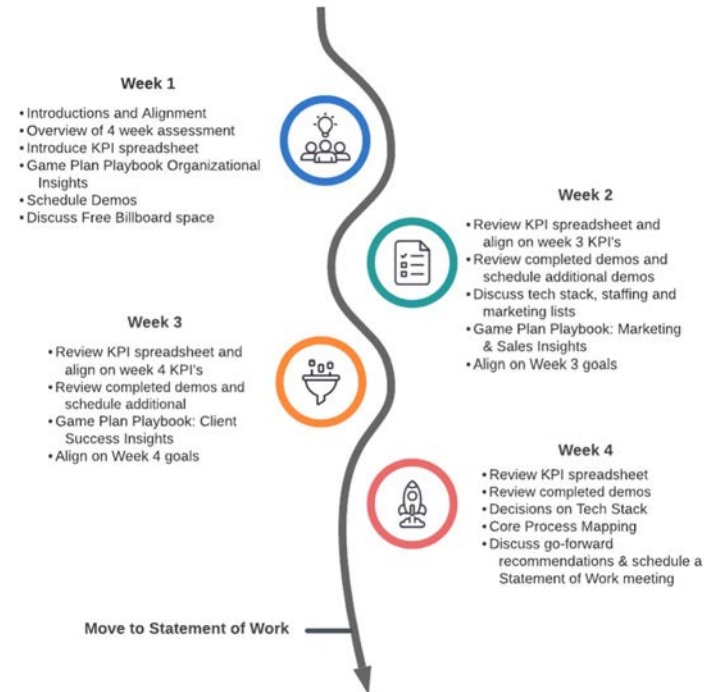


Quantum Assessment

4 one-hour weekly meetings with Quantum's Executive Team and your key stakeholders to do a deep dive into your organization in the following six areas:

1. Organizational Insights
2. Data
3. Marketing
4. Development
5. Sales
6. Client Success

Quantum will then provide findings and insights to create a WIN-WIN scope of work with clearly defined goals, expectations, and built-in accountability for all parties.



Scan the code below for a free consultation with Shawn!

**QUANTUM'S 30-DAY
ASSESSMENT**

**\$2,000 for Quantum's 30-Day
Assessment, that's a 50%
discount if you sign up today!!!**

