

Bootstrapped to Billions: A Go-To-Market Success Story

Sales in the Digital Transformation Era

**How many of you
respond to your leads?**

Yeah, not that many.

We TESTED you.

What we did.

Informal Experiment.

Contacted 172 companies attending
this conference via their web forms
(form submitted by a CxO).

Free Trial

Full Name

Business Email

Phone Number

Job Title

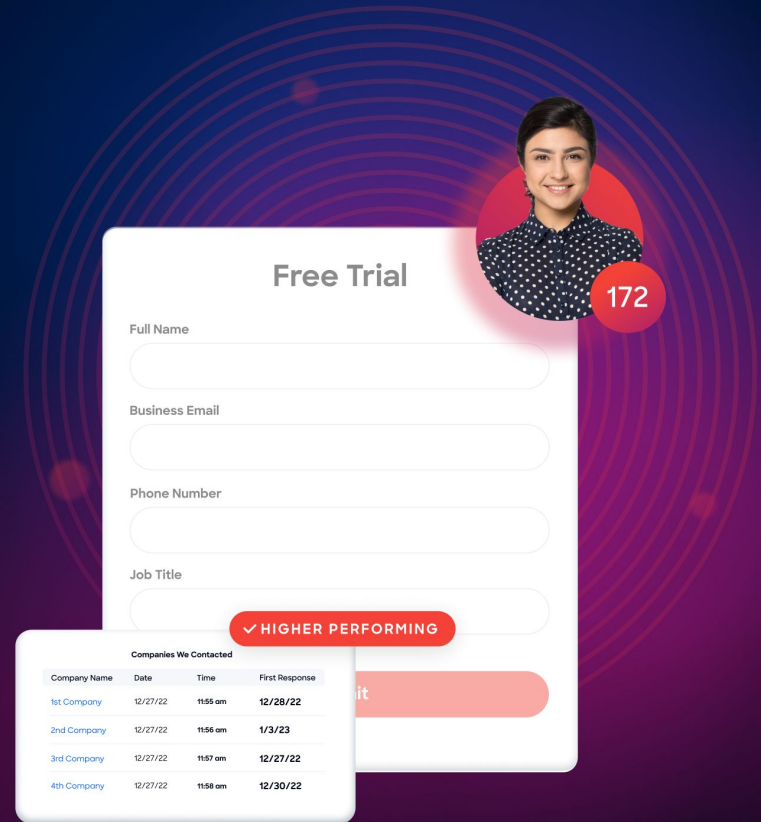
Submit



172

Goal:

Measure what responses we got.



Free Trial

Full Name

Business Email

Phone Number

Job Title

✓ HIGHER PERFORMING

Companies We Contacted

Company Name	Date	Time	First Response
1st Company	12/27/22	1155 am	12/28/22
2nd Company	12/27/22	1156 am	1/3/23
3rd Company	12/27/22	1157 am	12/27/22
4th Company	12/27/22	1158 am	12/30/22

172

Conclusion:

**Many of you are missing prospects
trying to buy from you.**

Responses to our request for info.

⚠️ **70%**

Of the companies we contacted DID NOT RESPOND to our inquiry.

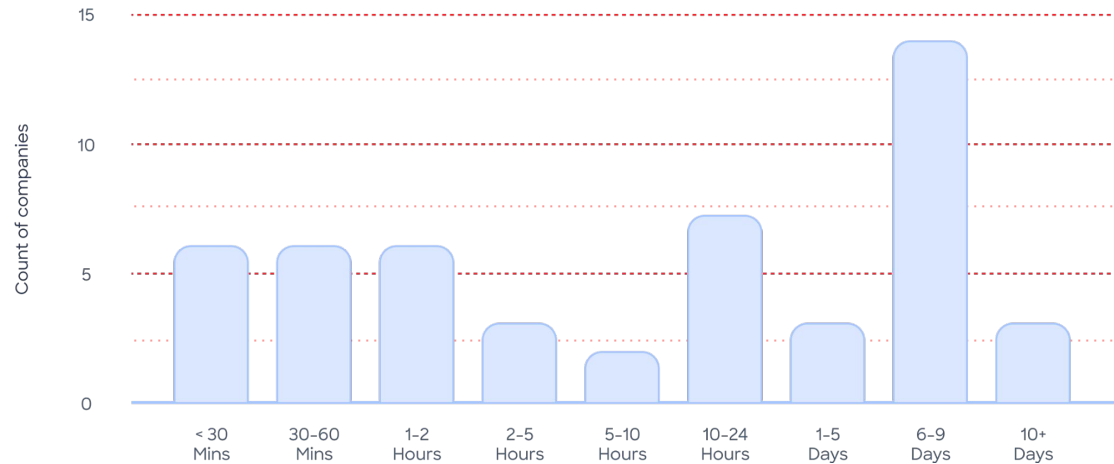
** Email does not include automated responses.*



Of those that did follow up ...

12%

**Of the responses
took place within
30 MINUTES
of our inquiry.**



Uneven Cadence of Responses

=

Lack of **Process.**

Response activity died.

Response activity died down after the day of the first response.

No additional contacts.

Only one company reached out to someone else in the company beyond the person listed on the web form.

No response.

In some cases, there was no response despite filling out a long form.

Keep trying.

Only five companies, less than 3% of total, called more than one time.

So What?

↓ **10X**

🕒 **1-60Min**

The odds of calling and connecting with a lead decrease by over 10 times in the first hour.

↓ **21X**

🕒 **5-30Min**

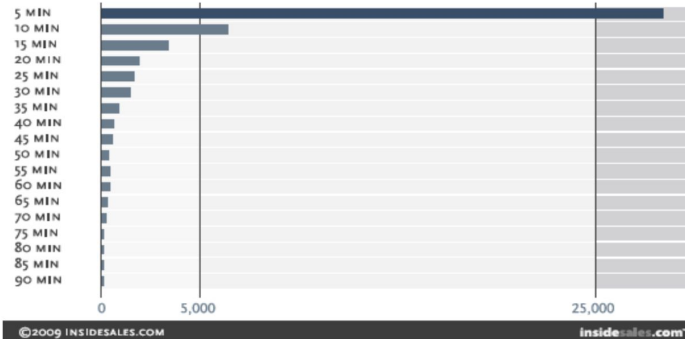
The odds of qualifying a lead in 5 minutes versus 30 minutes drop 21 times.

↓ **4X**

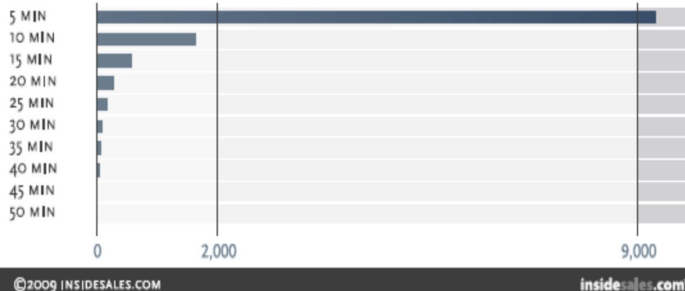
🕒 **5-10Min**

And from 5 minutes to 10 minutes the dial to qualify odds decrease 4 times.

RESPONSE TIME FROM CREATION BY 5 MIN
INITIAL DIALS TO LEADS THAT BECAME QUALIFIED



RESPONSE TIME FROM CREATION BY 5 MIN
INITIAL DIALS TO LEADS THAT BECAME CONTACTED





Want to see how your company did?

Visit us In the Rainbow Tower, Suite #1612
or at our Happy Hour Tuesday.



Scan to text us & book some time!

Universe of your ideal customers

- Industry
- Size
- Location

Universe of your ideal decision makers

- Titles
- Seniority Levels

In this universe, what makes a great target?

- Technology Vendor Used
- Growth Rate
- # of Locations
- Number of People with specific titles - VP, Data Center, Facility Manager, Data Center, etc.

Now you can start looking for signals

- Company in my ICP visited key page on my website
- Company in my ICP is increasing research on my competitor
- Company in my ICP is increasing research on my products and services
- Company in my ICP just hired a new CIO, CTO, VP, Infrastructure
- Company in my ICP just hired a previous champion of mine

Play #1: Intent Spike → Automated Campaign



Intent Spike



When **prospect in my ICP spikes on intent for Data Center Architecture** source **10 core persona contacts** start **Email, Display Ad, Call Campaign**

Play #1: CxO Move → Automated Campaign



CxO Move



When **prospect in my ICP hires a new CIO, CTO, Data Center VP**, source **10 core persona contacts** start **Email, Display Ad, Call Campaign**

Expand Target Audience on Webform Submission

Save

Activate

When someone **Leaves a Company** and **Lands At New Account** then

Discover **up to 20** contacts within **my buying committee** and **if the company is not in my Hubspot** then

Export Contacts to **Automation** and update **Duplicates** then

Assign to **Steph Pennell** then

Enroll in the **Champions Left** Salesflow



FormComplete Trigger

Submits or Abandons

Form(s)

Requests Pricing

Source/Trigger

Hubspot

Mass Enrich Task

Mass Enrich

Enrich Normalize Segment Score

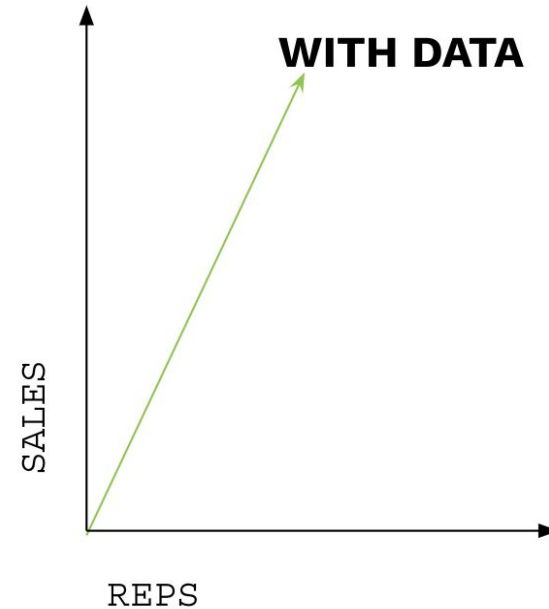
Target/Destination

Hubspot



Legacy Growth Motion

Data allows for efficiency and headcount control.



There's **more** we can do.

Make **GTM** YOUR strategic
advantage.



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