

VIDIZMO GO-To-Market Boot Camp



Boot Camp Objectives

To provide you with Go-To-Market processes, best practices and templates required to:

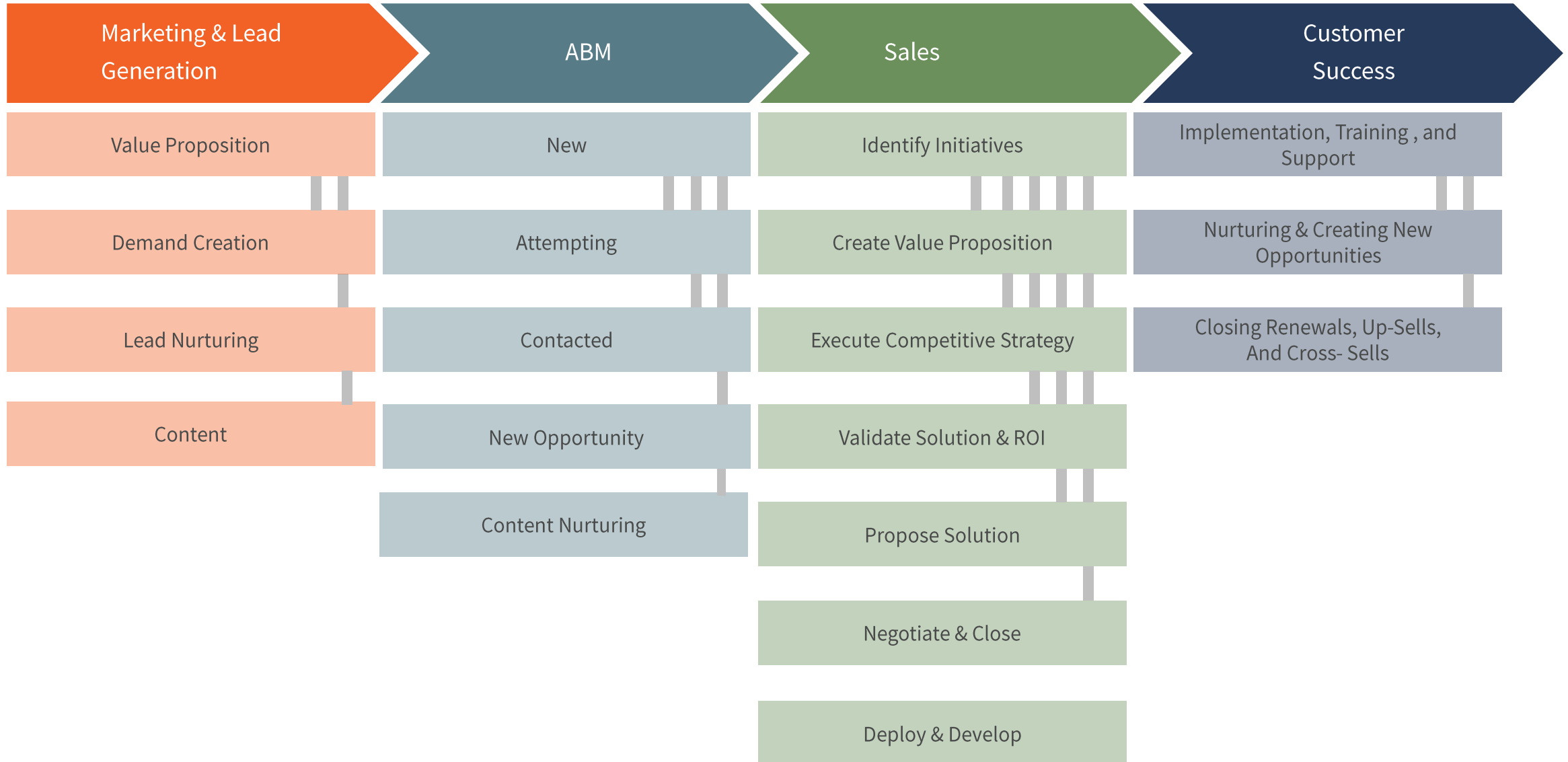
- Validate the right model for your business
- Optimize your sales and marketing efforts
- Hire the right executives
- Reduce your time to market
- Insulate yourself from competition
- Provide situational awareness and direction to scale efficiently

GO-To-Market Boot Camp



ASSESSING YOUR COMPANY'S DNA

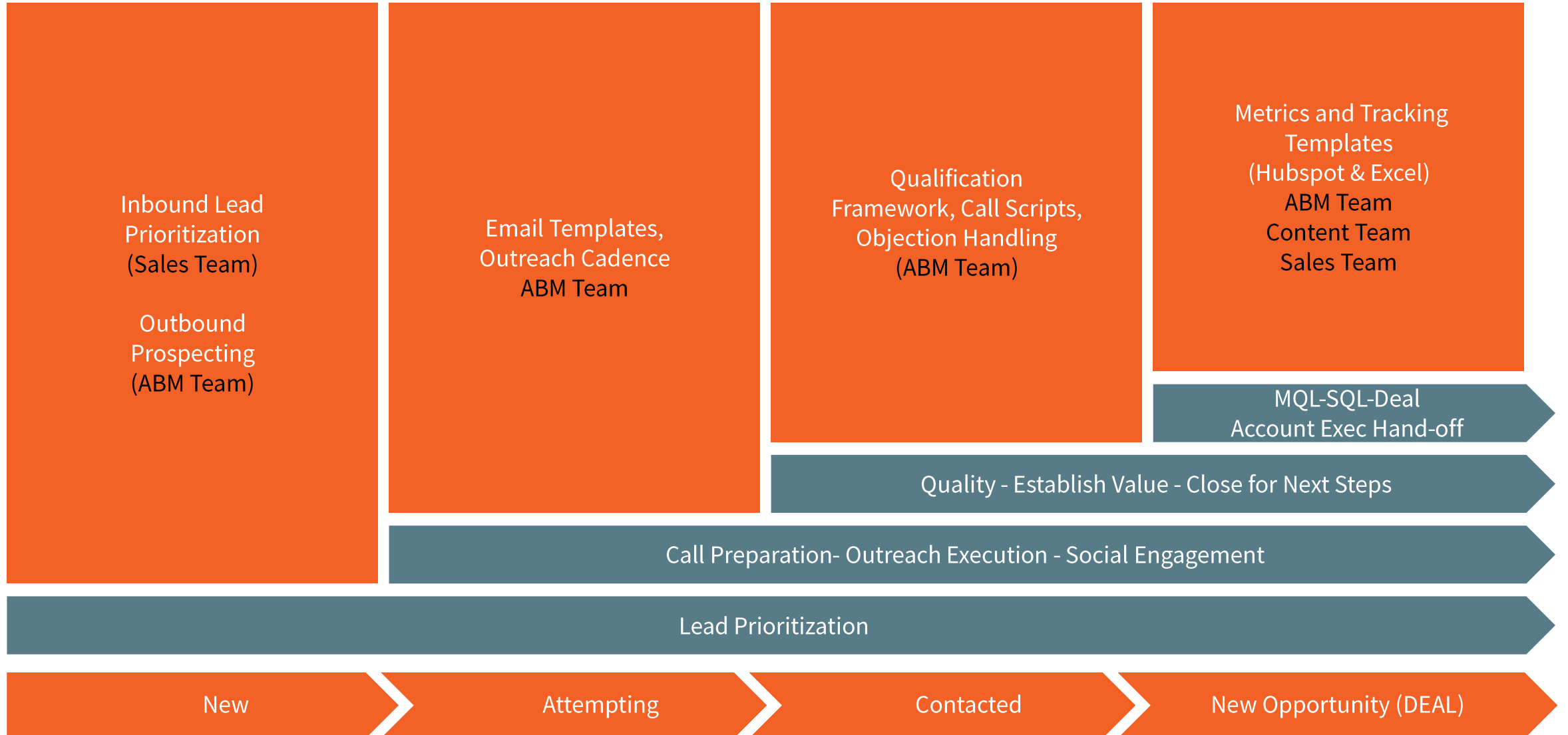
Go-To-Market Boot Camp



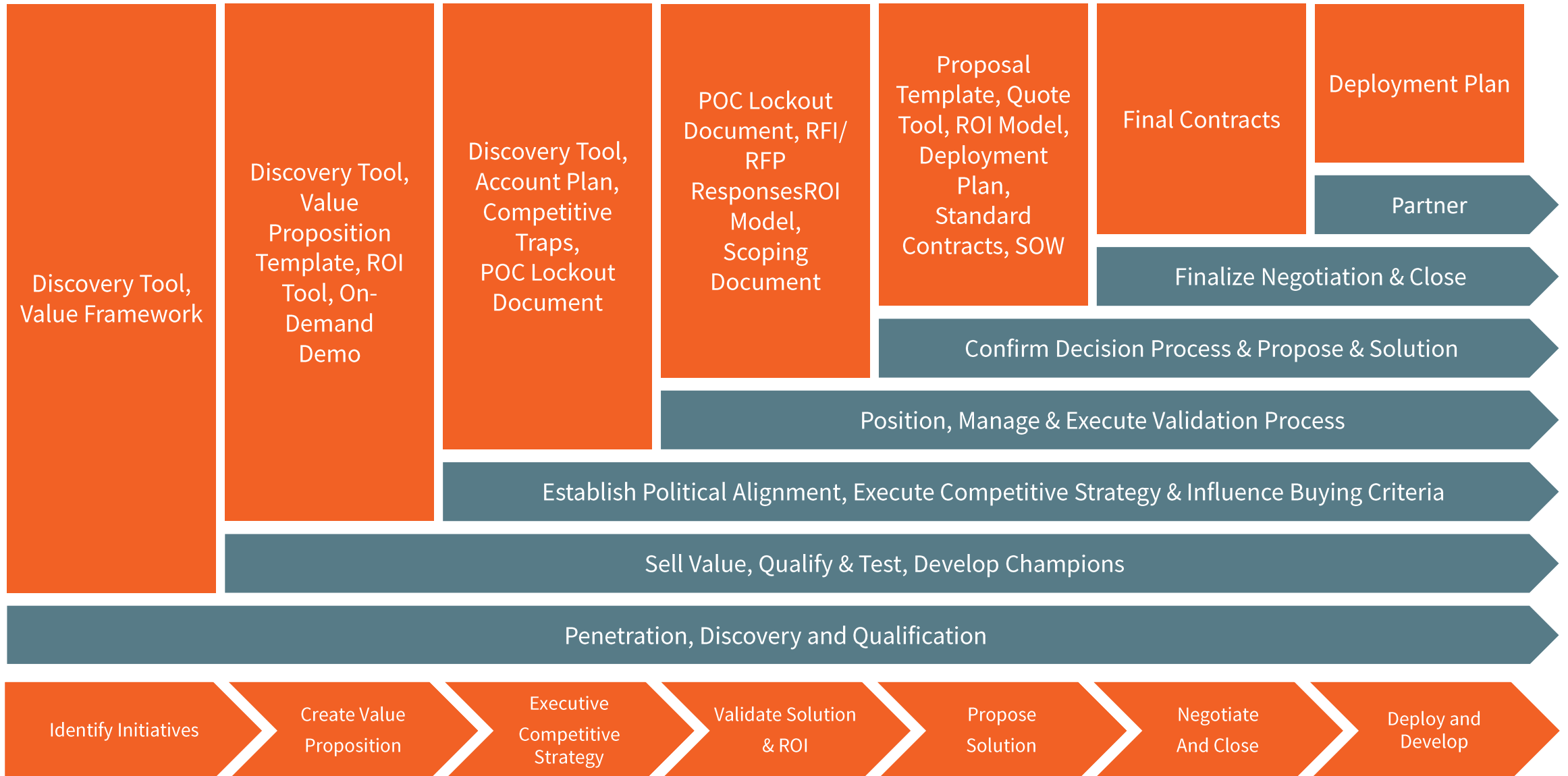
Marketing & Lead Generation



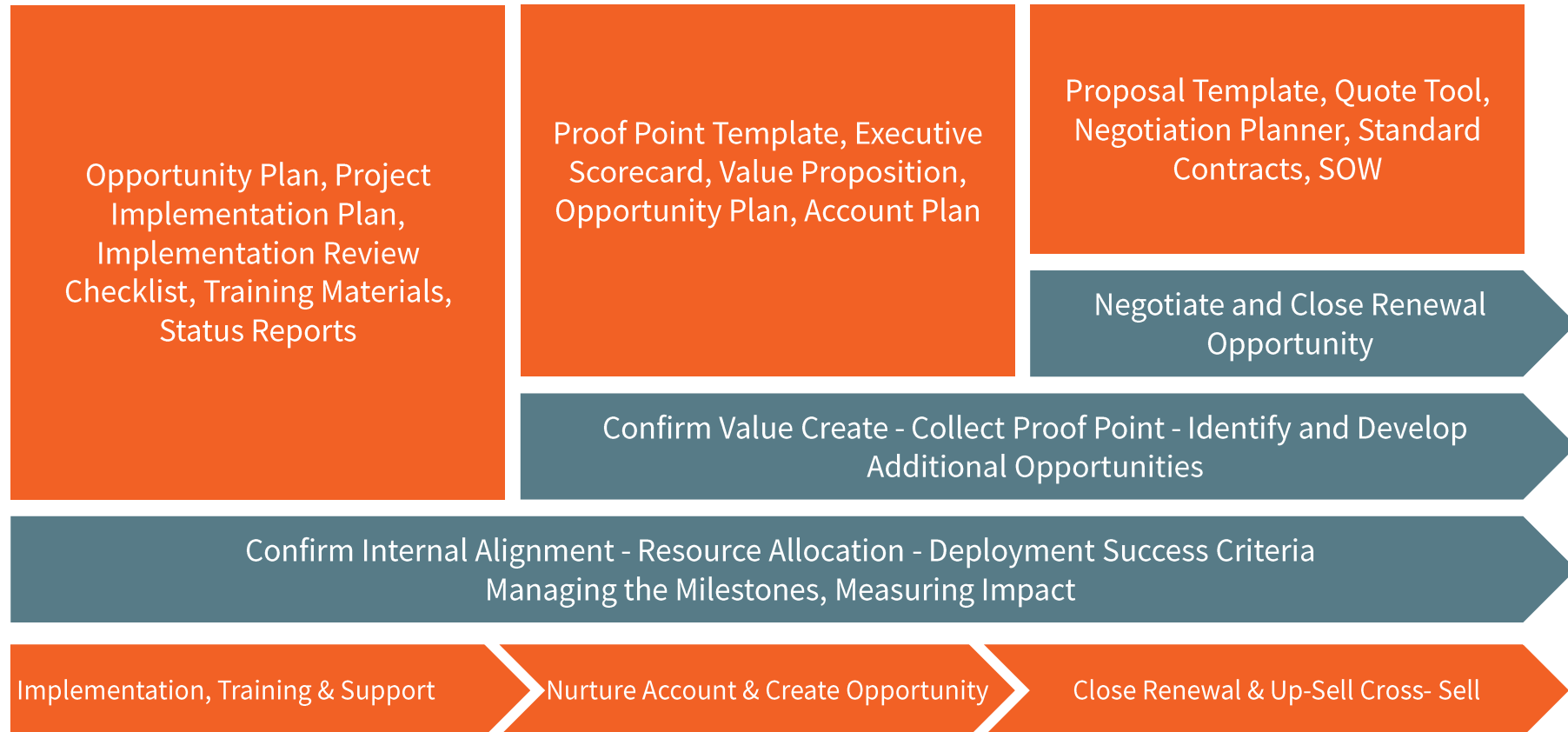
Inside Sales



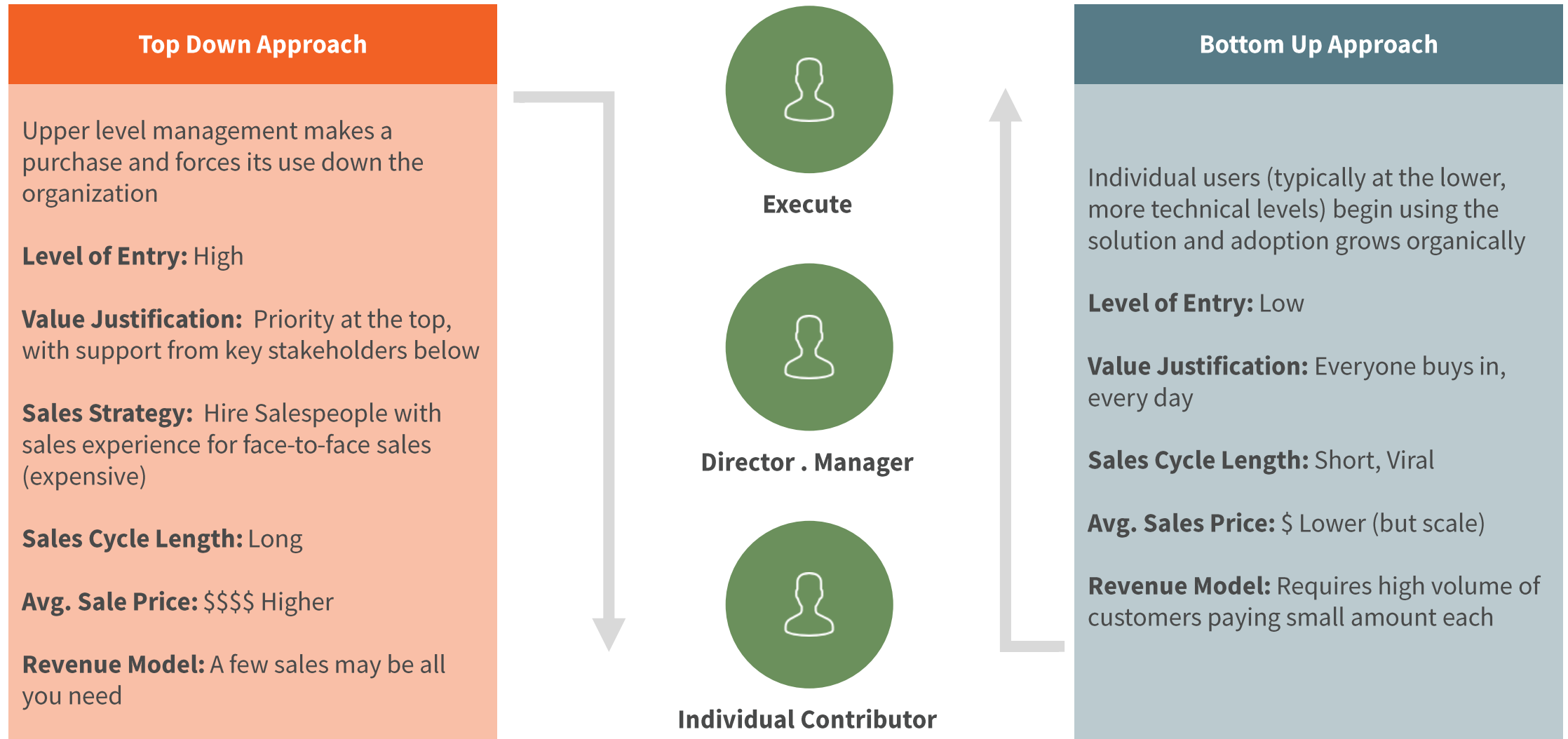
Field Sales



Customer Success



Top Down vs. Bottom Up (User Acquisition Model)





Go-TO-Market Boot camp

MARKETING

Marketing & Lead Generation



Marketing's Role

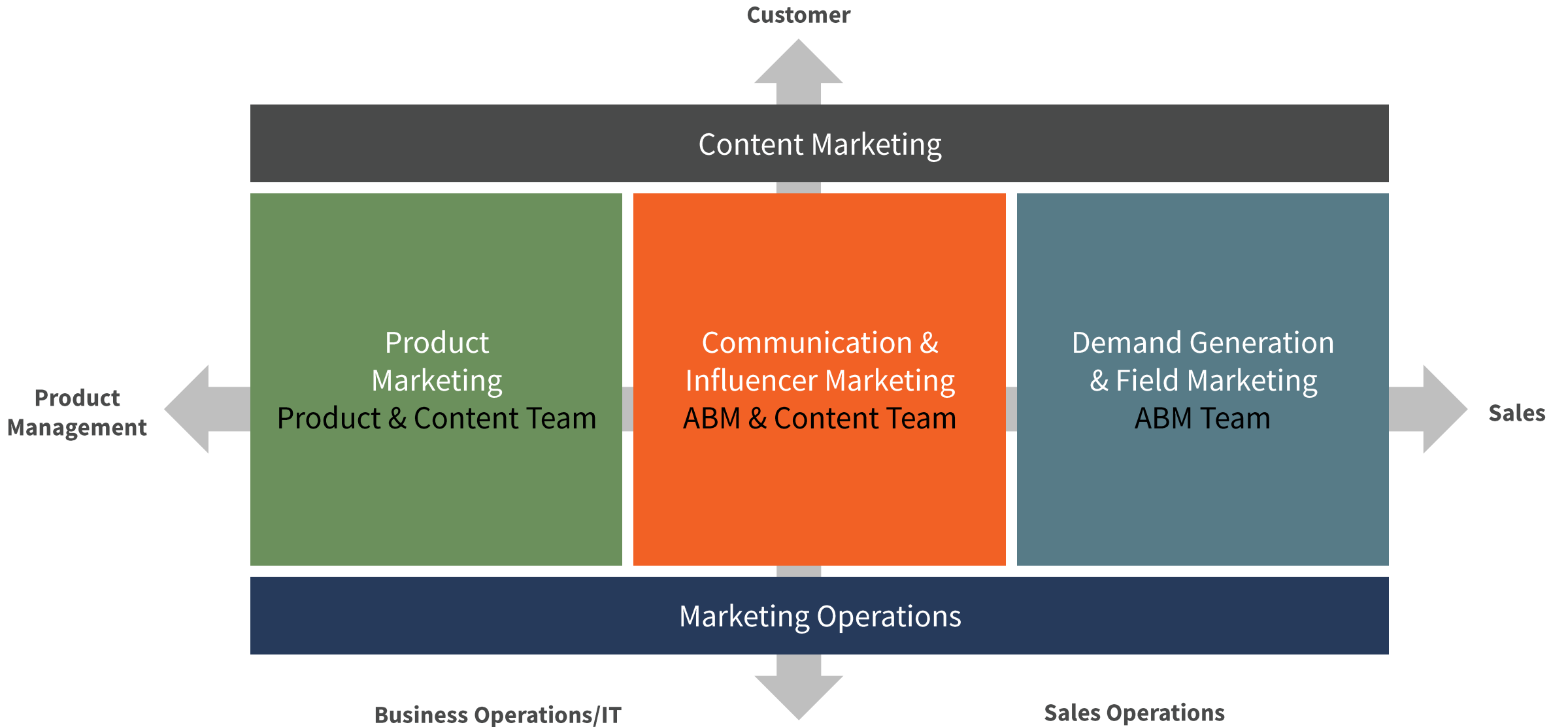
The Chief Storyteller

BUILD
A POWERFUL POSITIONING
PLATFORM

GENERATE
AWARENESS &
CREATE DEMAND

BUILD
CUSTOMER PREFERENCE &
ELICIT LOYALTY

The Modern Marketing Organization



Value of Market Segmentation



Prioritizes where
Investments will
Yield highest return

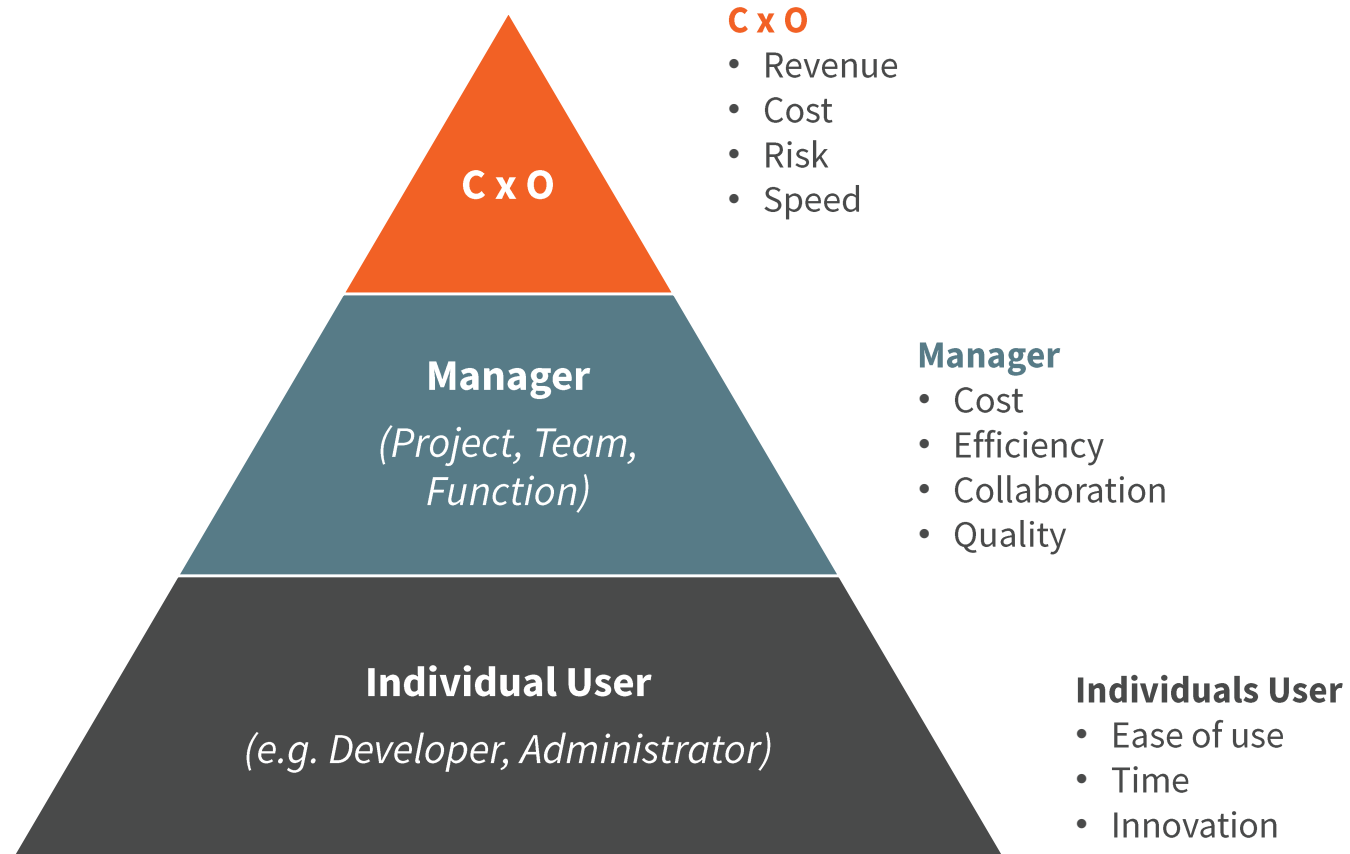


Aligns sales,
Marketing, and
Product development

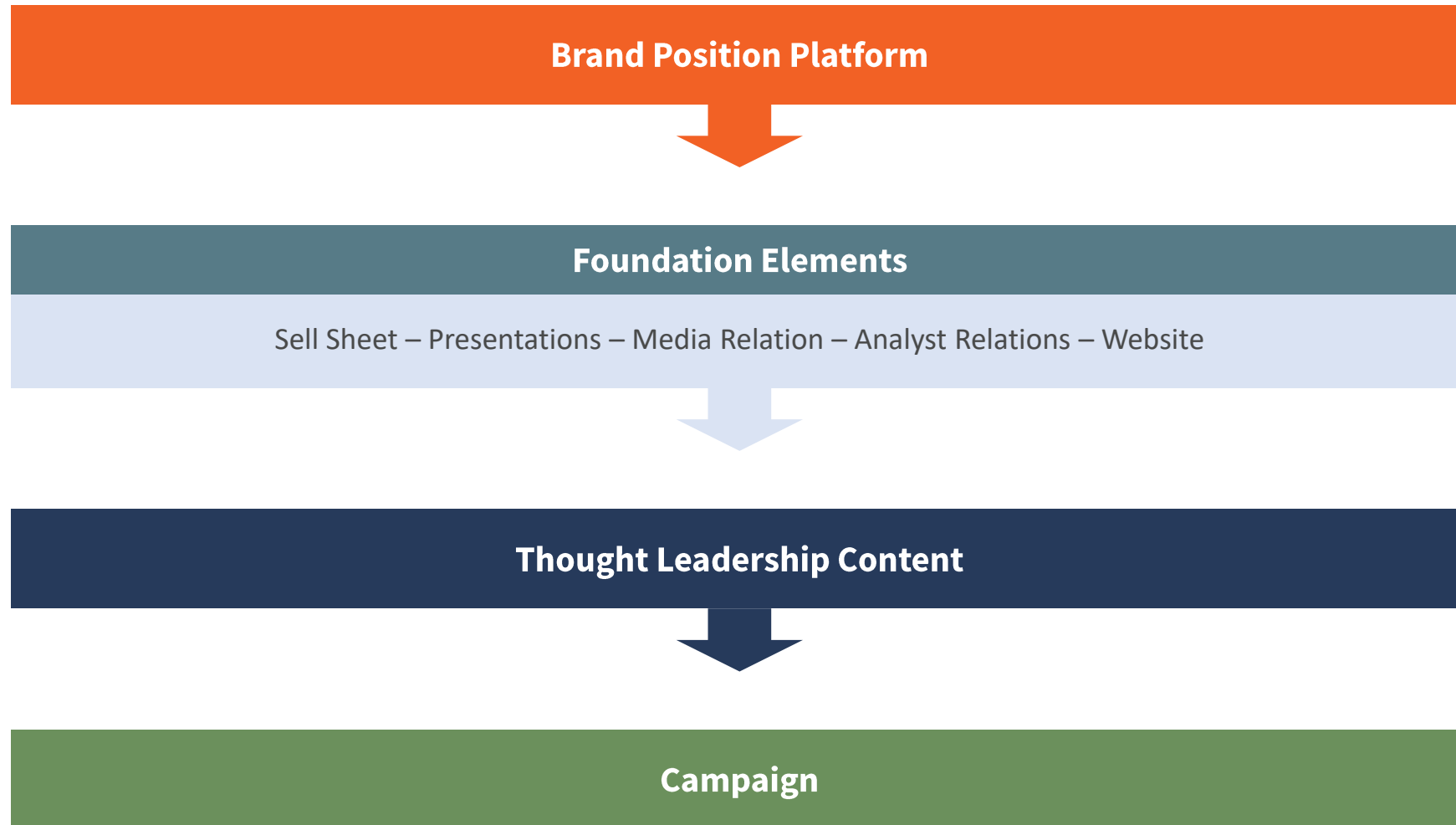


Enables tailored
Messages and
Selling strategy

Aligning Use Cases & Impact by Audience – Template



Building Out the Platform



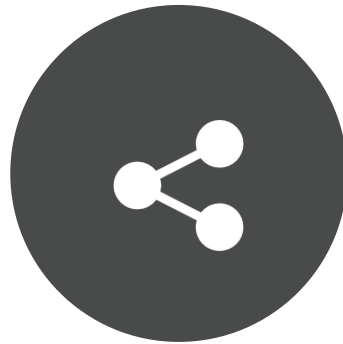
Generate Awareness & Create Demand



Define your
Campaign Audience



Design A
Campaign Strategy



Manage Campaign
Workflows



Measure
The Results



Refine &
Optimize

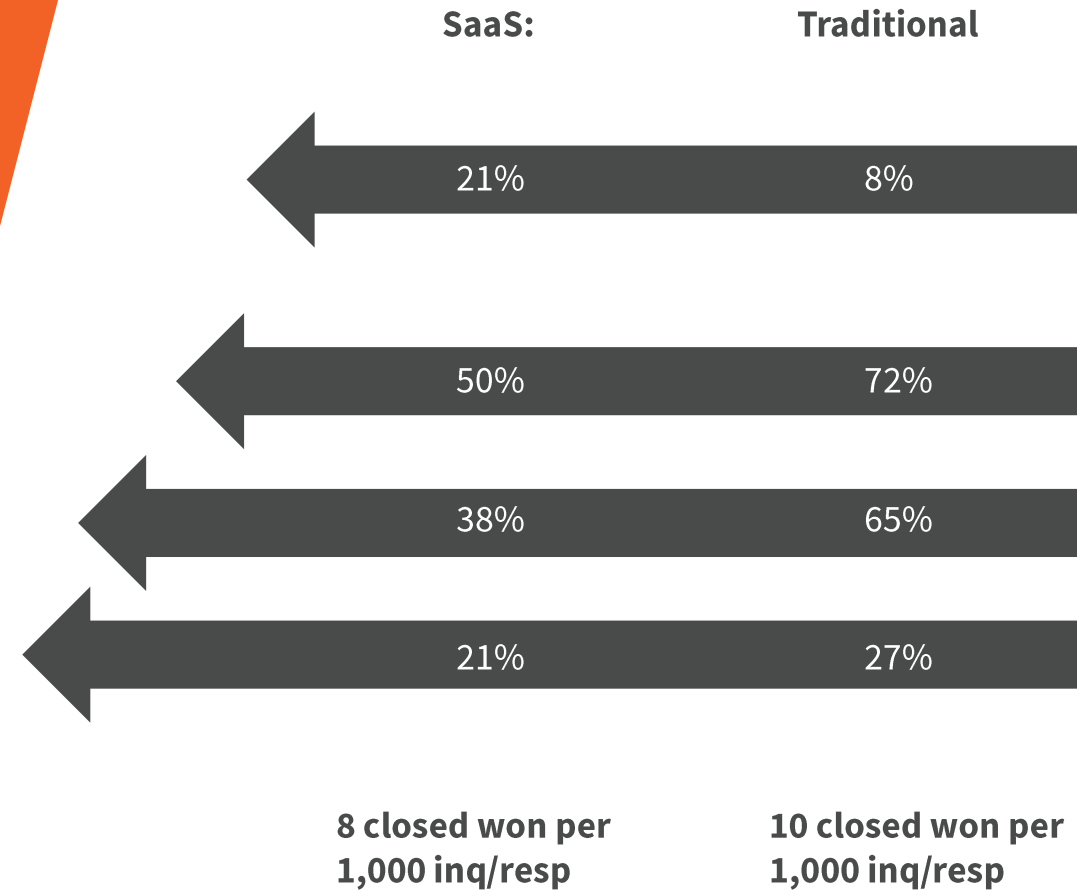
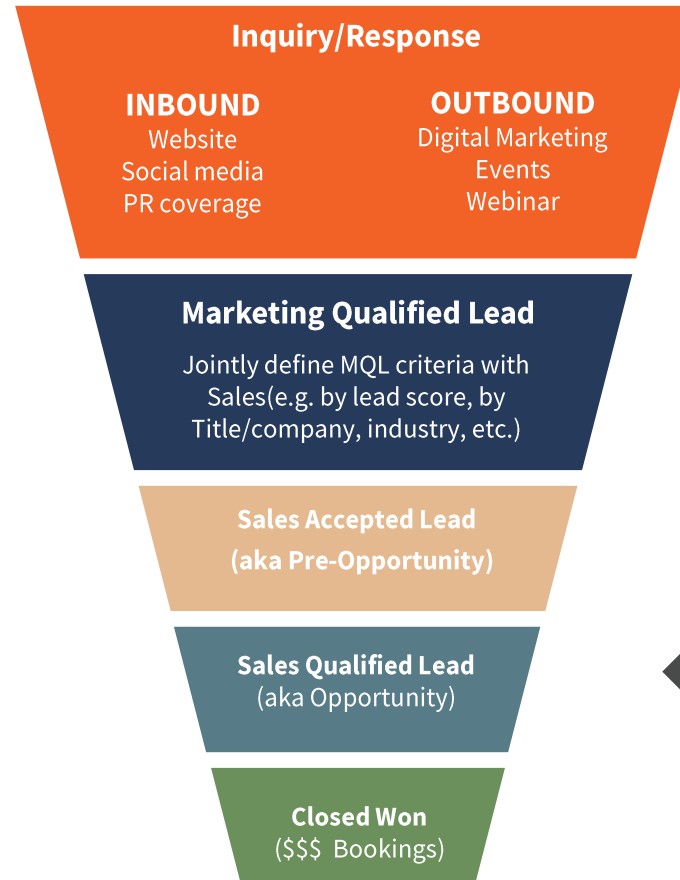
Design: Campaign Planning Template – Example

Campaign Name	Campaign Objectives	Campaign Duration	Campaign Components	Target Audience/ Segment(s)	Key Messages	Campaign Goals	Campaign Budget	Expected Campaign ROI (\$\$)
Next-gen Analytics Campaign	Introduce a new breed of analytics and generate interested prospects	Feb –April (90 Days)	2-part Webinar Series, Exec Brief, Technical Whitepaper Buyer’s Guide, Display Ads, AdWords, Tech Summit	CDO, Data Scientist, VP IT Ops	Prescribe next best action based on inline insights, Blow away the competition with Real- time graphs & dashboards	<ul style="list-style-type: none"> • 1,500 responses • 15 Optys • \$3M pipeline • 4 Deals • \$1M closed bookings 	\$ 200K	5X Program Spend to Bookings ROI
Secure First Campaign	Generate preference and consideration for battling modern APT with xyz Threat Intelligence Platform	Jun- Nov (180 Days)	Cyber-Security Symposium, Analyst RoundTable, Executive Briefs, CIO Summit, Tech Sponsorship, Whiteboard & Videos	CISO, CIO, CSO, Security Architect, Fraud & Risk Analyst	Smart Prevention Real –time Detection & mitigation Intelligent Threat Profile Engine	<ul style="list-style-type: none"> • 1,500 responses • 12 Optys • \$6M pipeline • 4 Deals • \$2M closed bookings 	\$300K	7X Program Spend to Bookings

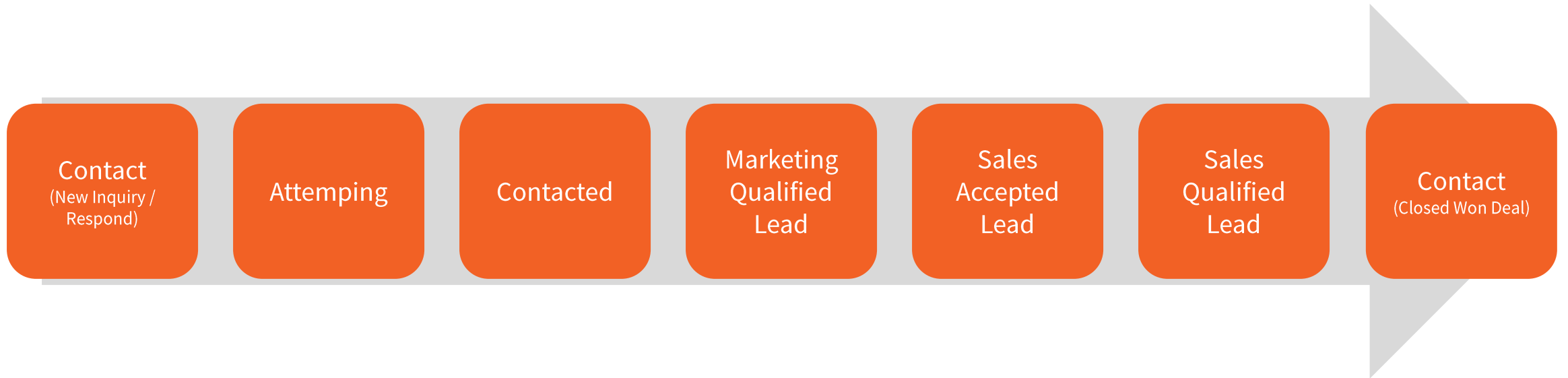
Measure the Results: KPIs and Benchmarks

Lead Conversion Rate Benchmarks (Source: Sirius Decisions)

KPIs
<ul style="list-style-type: none"> New Inquiries/Responses Generated Sources of Inquiries/ Responses Cost per Inquiry/ Response Number of Touches Quality
At each stage in Funnel:
<ul style="list-style-type: none"> Number by Source (Quantity) Conversion Rate (Quality) Duration in Stage (Velocity)
Pipeline and Closed Business
<ul style="list-style-type: none"> New Inquiries/Responses Generated Sources of Inquiries/ Responses Cost per Inquiry/ Response Number of Touches to Qualify



Contact to Contract Process



Lead Management: Nurturing and Drip Campaign

Send offer every 7-30 days (based on campaign and sales cycle)

Score triggers inside sales follow-up to determine sales readiness

Opt-out option with every touch: it's a legal requirement

Database segmentation is critical: don't look uncoordinated

Example

Drip Campaign



Lead score threshold met,
Triggers sales follow-up → Yes: remove from drip
No: remain in drip

Long-term Lead nurturing campaign



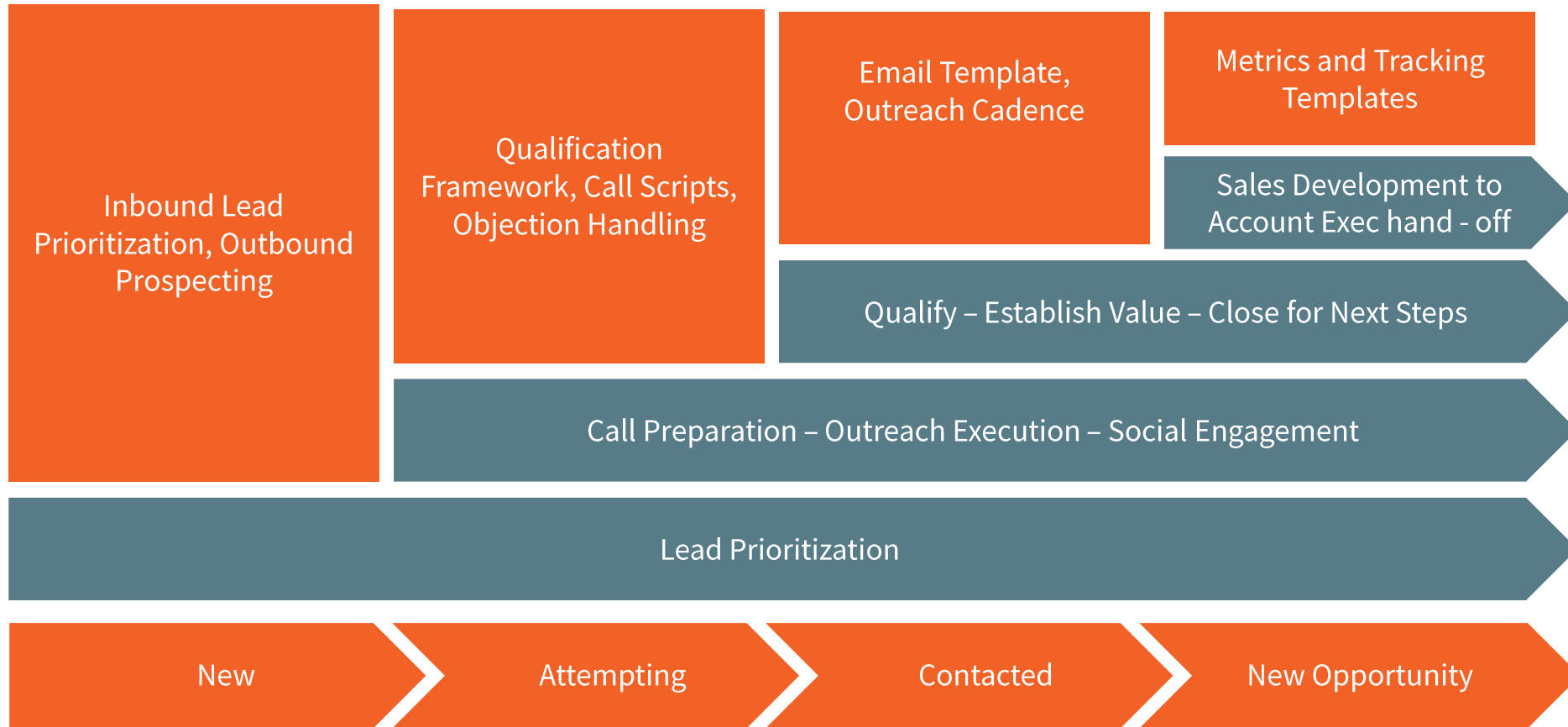
← No response or
Not sales ready



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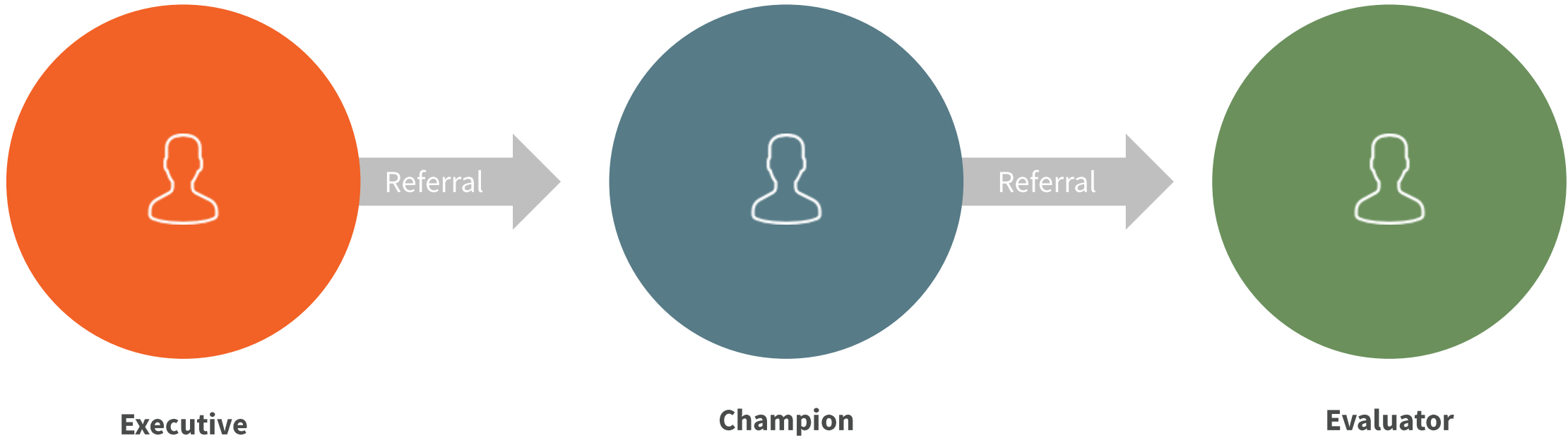
INSIDE SALES

Inside Sale



Outbound Priority

CALL HIGH - GET REFERRAL



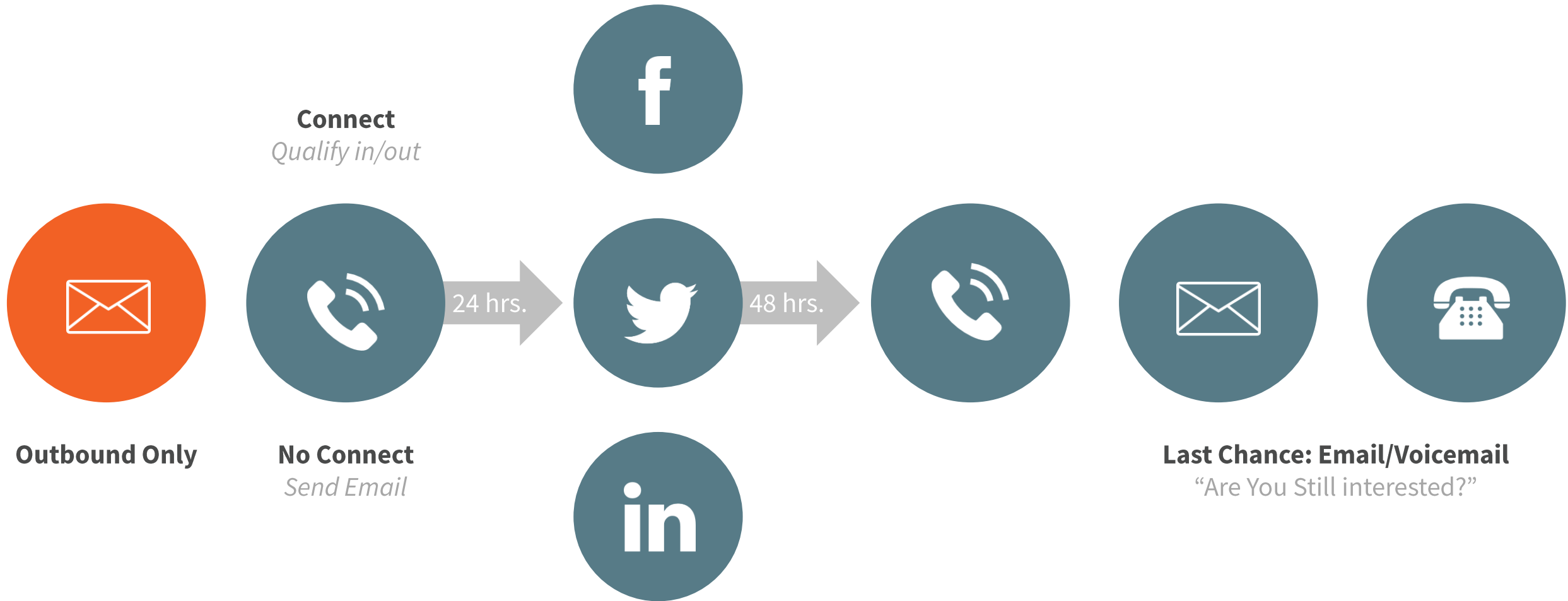
Outreach Execution

LEVERAGE ALL ANGLES



Example Prospection Strategy

“83% OF HIGH PERFORMERS HAVE A DEFINED STRATEGY AND MAKE 4-8 ATTEMPTS.” – KINSEI PARTNERS



Anatomy of an Effective Email

Keep it Short

Readable on Handheld

Clear Call to Action

One Call to
Action per Email

Value Statement

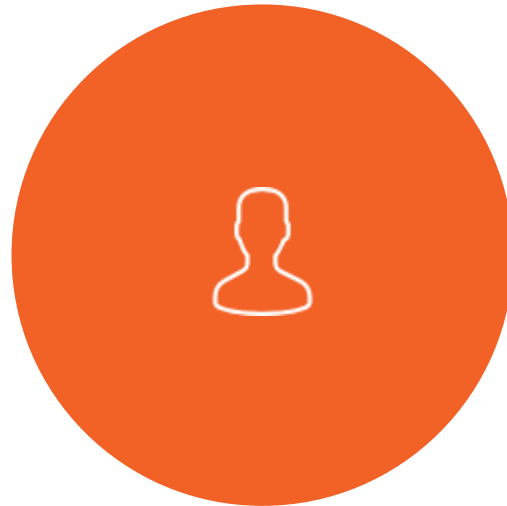
Clear, Concise
Value Statement

Track It!!

HOW DO YOU KNOW IF THE PROSPECT OPENED YOUR EMAIL, AND THEY OPENED IT ?



Applications like
ToutApp allow you to:



Collaborate on Email template,
increasing efficiency



Measure email open
Rates, optimizing
Effectiveness



Track when emails
Are opened in real time

Objection Handling

Inside Sale to Sale Handoff

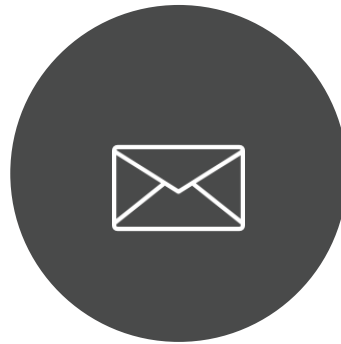
A SUCCESSFUL HANDOFF: THE DEVIL IS THE DETAIL



Create Calendar
Invites



Send letter of
understanding



Send email reminder
To client day of call/
meeting

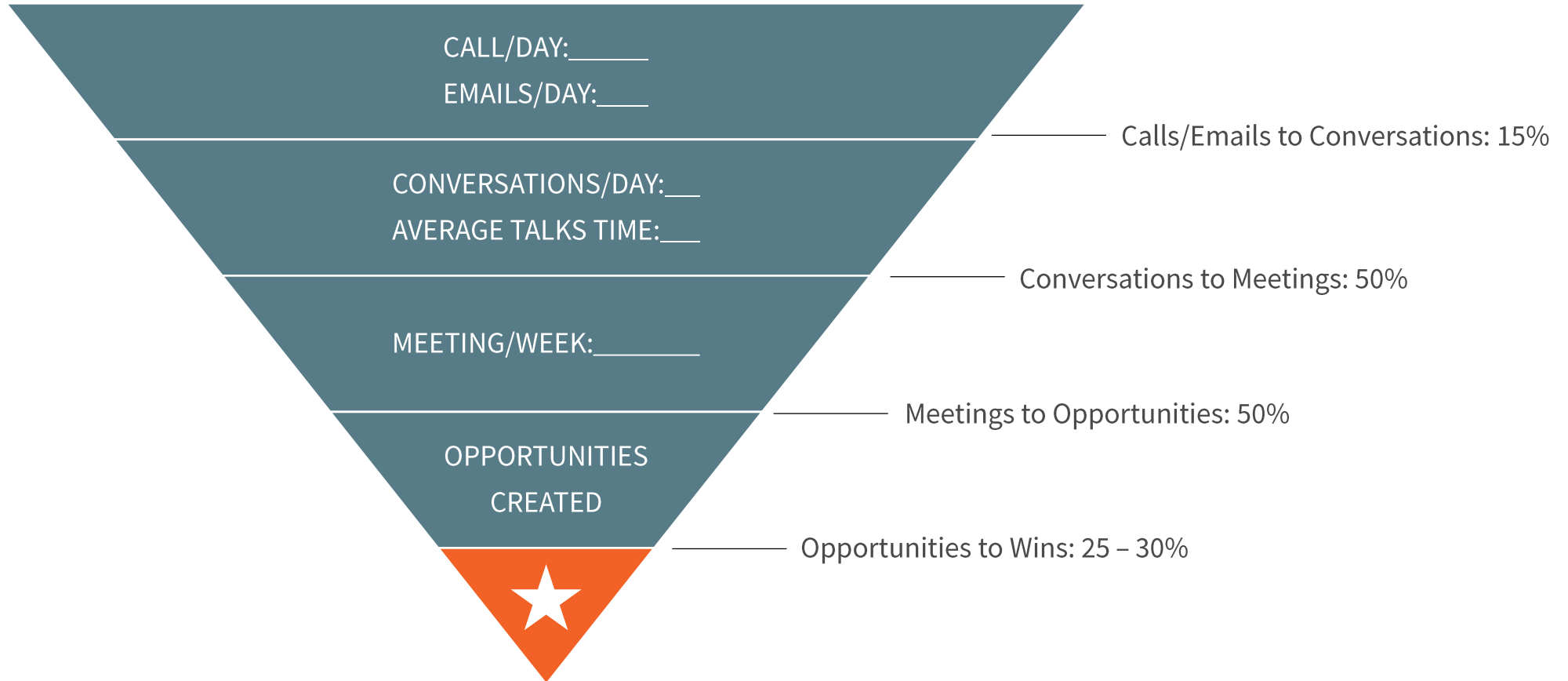


Launch Call,
Introduce both
parties



Post-call analysis:
Was it a qualified
Call?

Key Metrics – Template



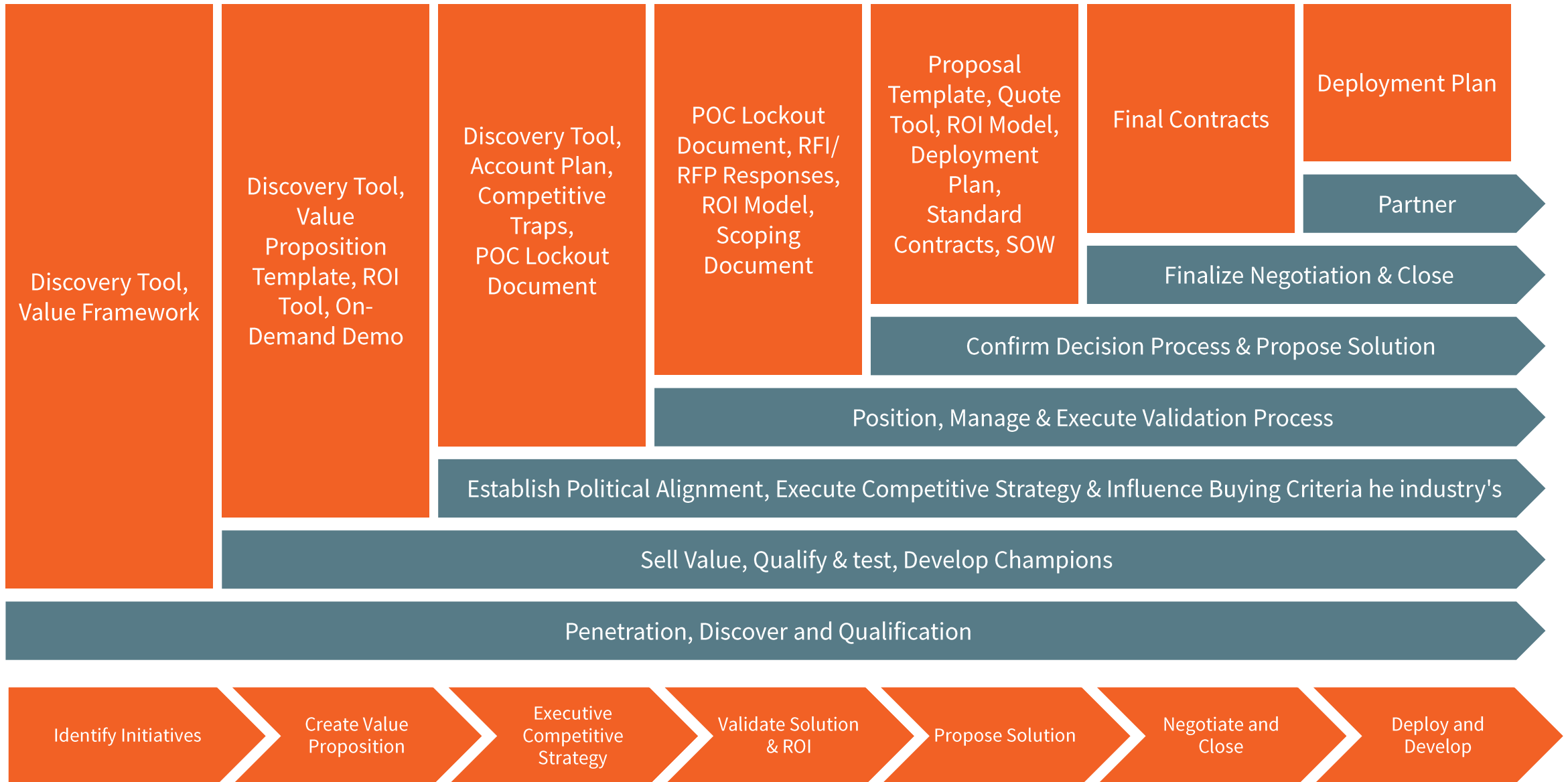
CLOSED/WON OPPORTUNITIES



Go-TO-Market Boot camp

FIELD SALES

Field Sale



Selling is Simple

JUST ANSWER THESE 3 QUESTIONS:

Why do anything?

Why your company?

Why Now?

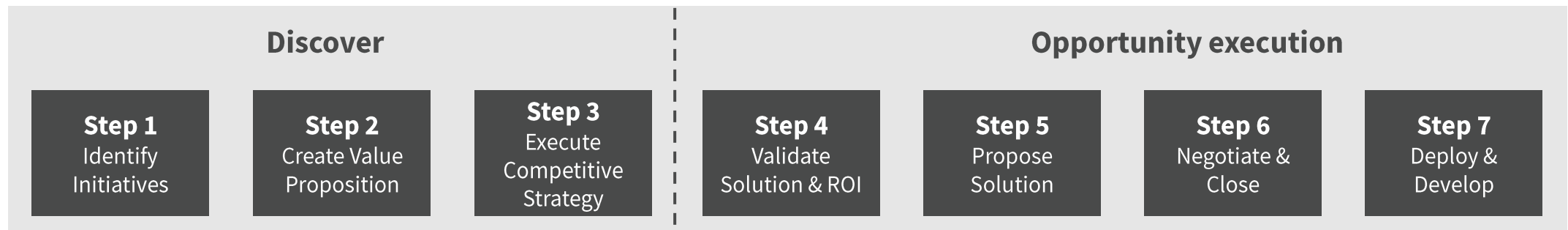
Sales Process

ITs A TEAM SPORT !!!

SUPPORTING ACTIVITIES AND RESOURCES

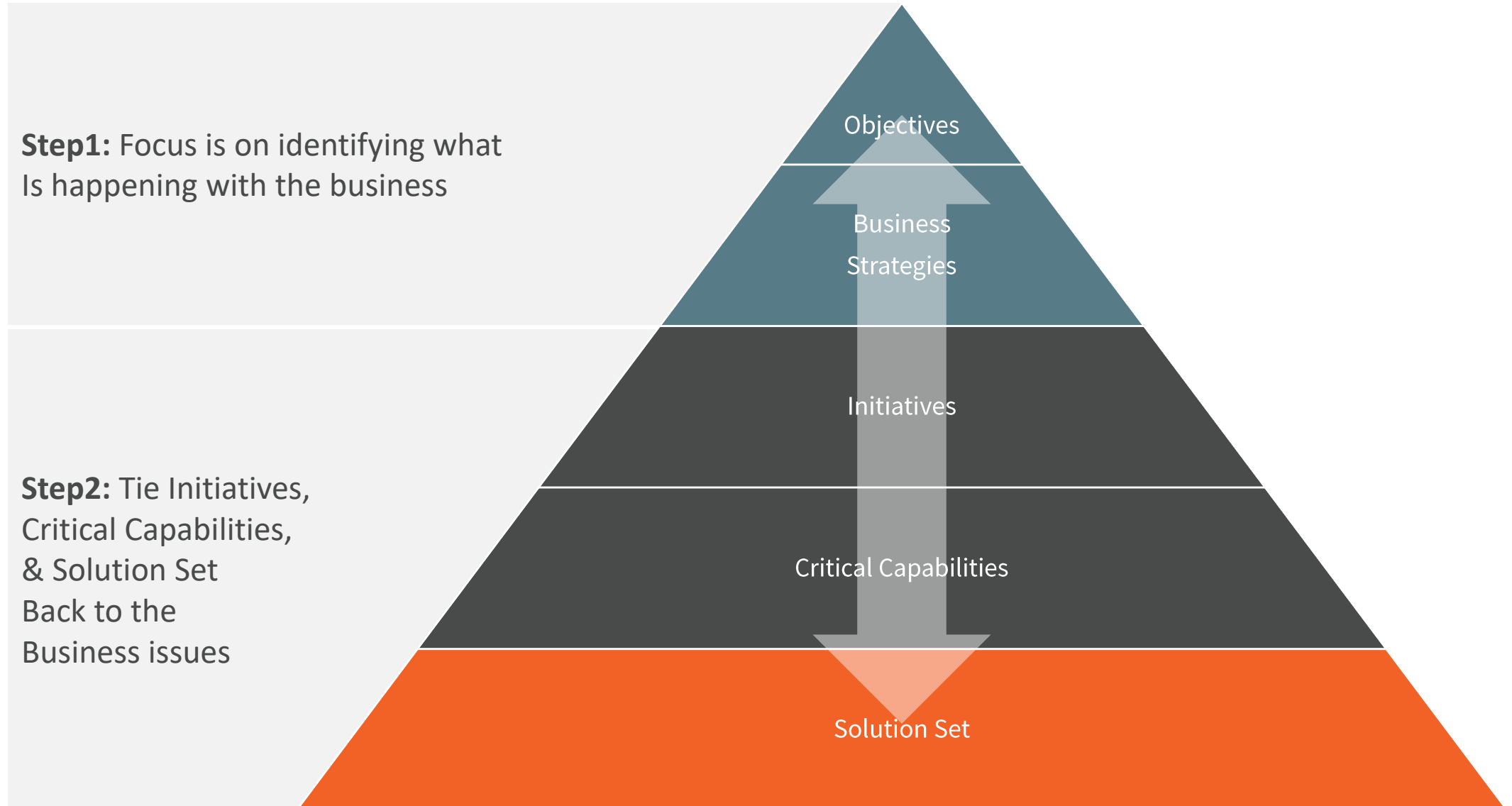


Rapid Prototyping Capability

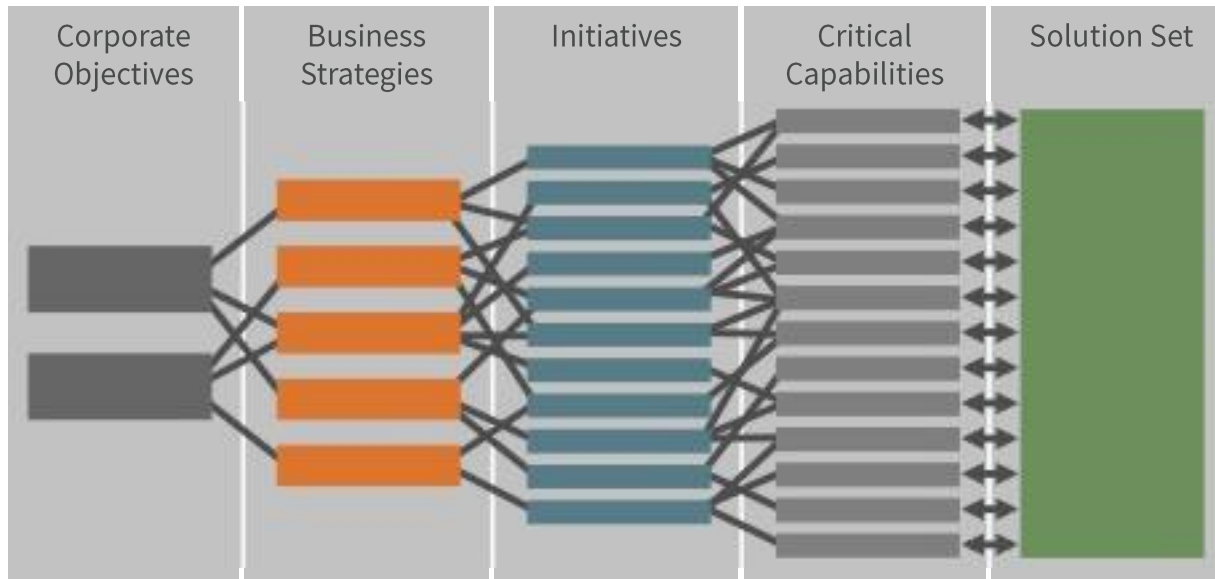


Through A Non-Linear Sales Process

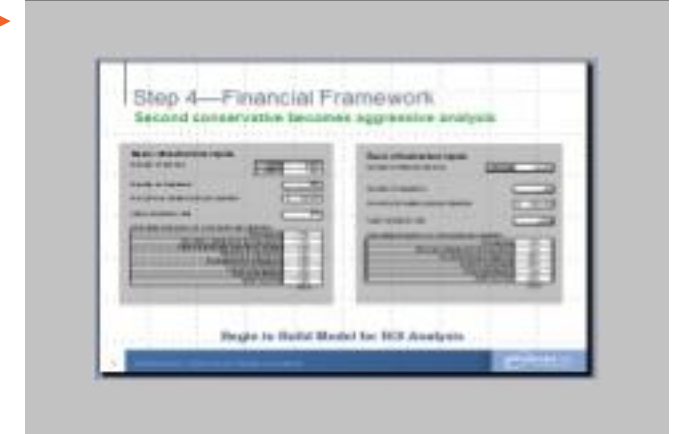
Develop the Value Framework



Creating the “Unique” Value Proposition



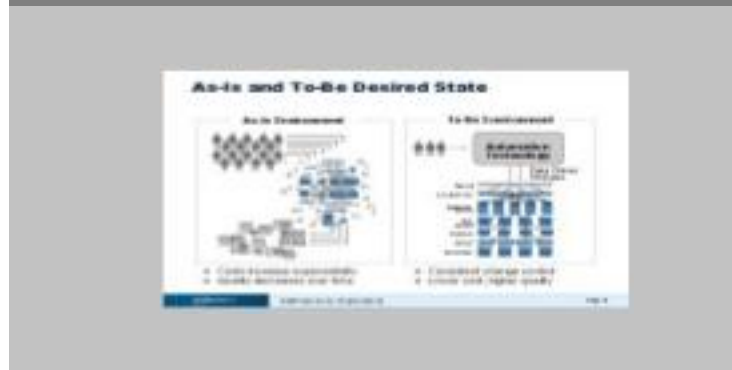
Step 4: Develop and Test the Anticipated Financial Returns Associated with Your Solution



Step 1: Build and Test Your Value Statement



Step 2: Understand the As-Is and To-Be State



Step 3: Identify Case Studies for the Value Proposition



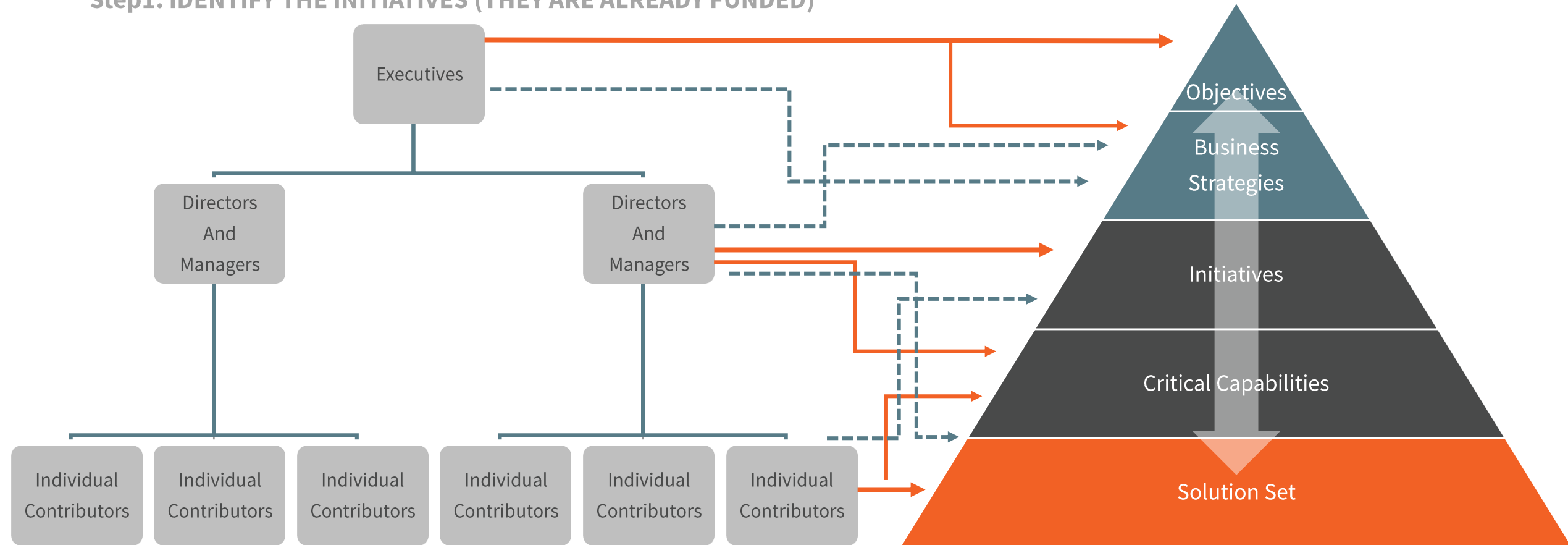
Opportunity Management & Account Planning

MANY MOVING PARTS....



ROI/POV Creation

Step1: IDENTIFY THE INITIATIVES (THEY ARE ALREADY FUNDED)



—————> **Focused on and accountable for**

- - - - -> **Aware of understand their relationship to**

Typical Use Cases

Scope	Benefit Areas	Input Data	Improvement Levels	Estimate Implementation	Cost Estimate	Cost Benefit
Green field, Differentiated, Both (Why anything, why You, why now)	Applicable subset	Iterative and validated with anecdotes	Based on capability maturity	Phases & Timelines	TCO implication	Schedule

Components of a Proposal

CHECKLIST



**Quote with
Terms**



**License
Description**



**Statement
Of Work**



**Teach Validation
& ROI Results**



**Software License
Agreement**



**Support and/or
Services Agreement**

Deal Review Process

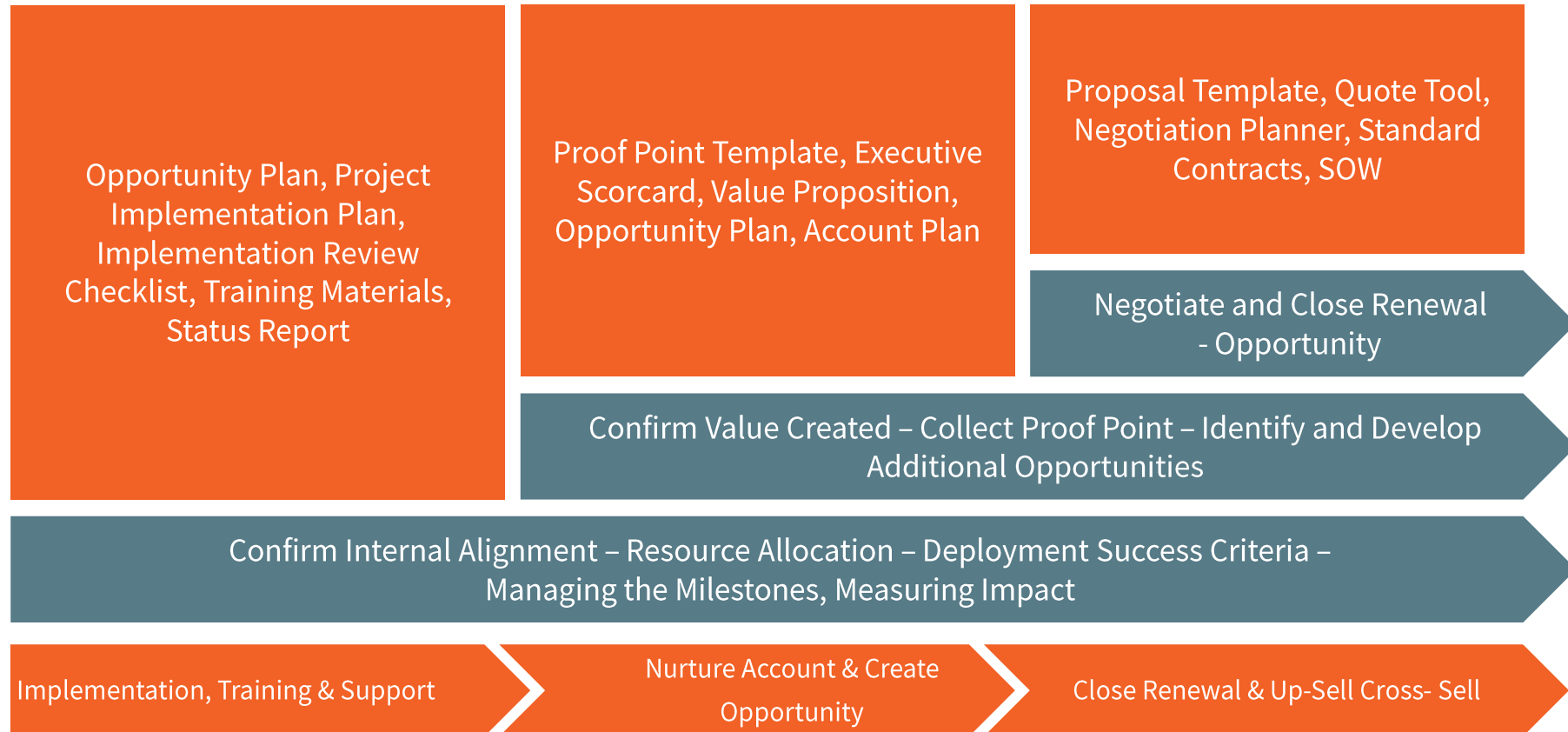




Go-TO-Market Boot camp

CUSTOMER SUCCESS

Customer Success



Program, Deliver, and Project Management

Program Management

- Responsible for managing long-term PS relationship with customer
- Manages multiple projects within single customer – MAM, PAM, News
- Typically working on Strategic Accounts in each geo
- Works closely with Sales to develop news, add- on opportunities
- Billable resource and part of Project Team on larger deployment

Delivery Management

- Manages the Delivery team of Project Manager and Engineers
- Responsible for Resourcing, Budgeting and Forecasting
- Works closely with Sales, Solutions Design, Program and Project Management

Project Management

- Owns Project P&L and ultimately responsible for success of project
- Schedules Project Engineering, Training and Workflows resources for each project

Training Services & Support Programs

ESCALATION PROCESS EXAMPLE

Standard Escalations



Issued for all situations needing Escalation, but not meeting Code Blue criteria

Code Red



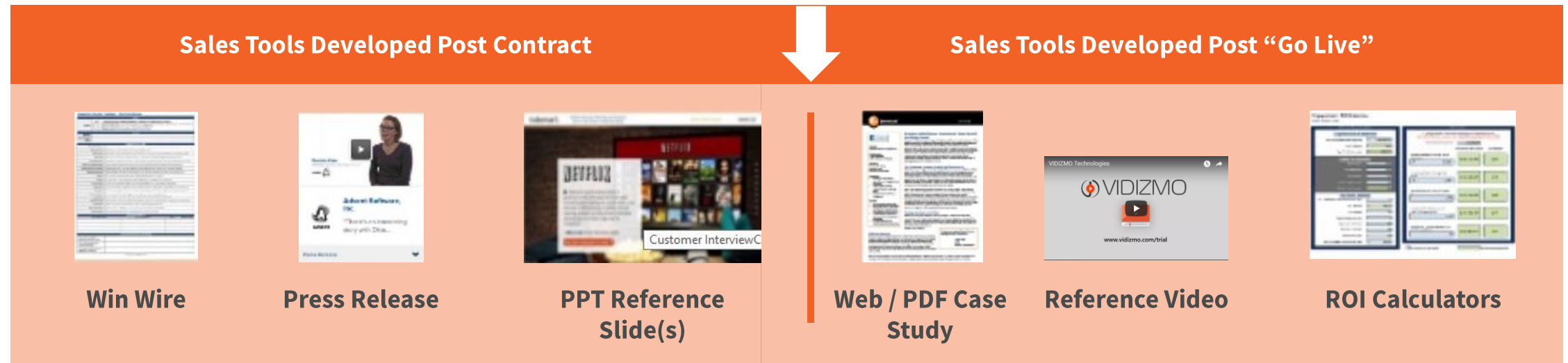
Issued proactively as “stand-by” Alert for heightened Preparedness for a significant Event or series of events

Code Blue



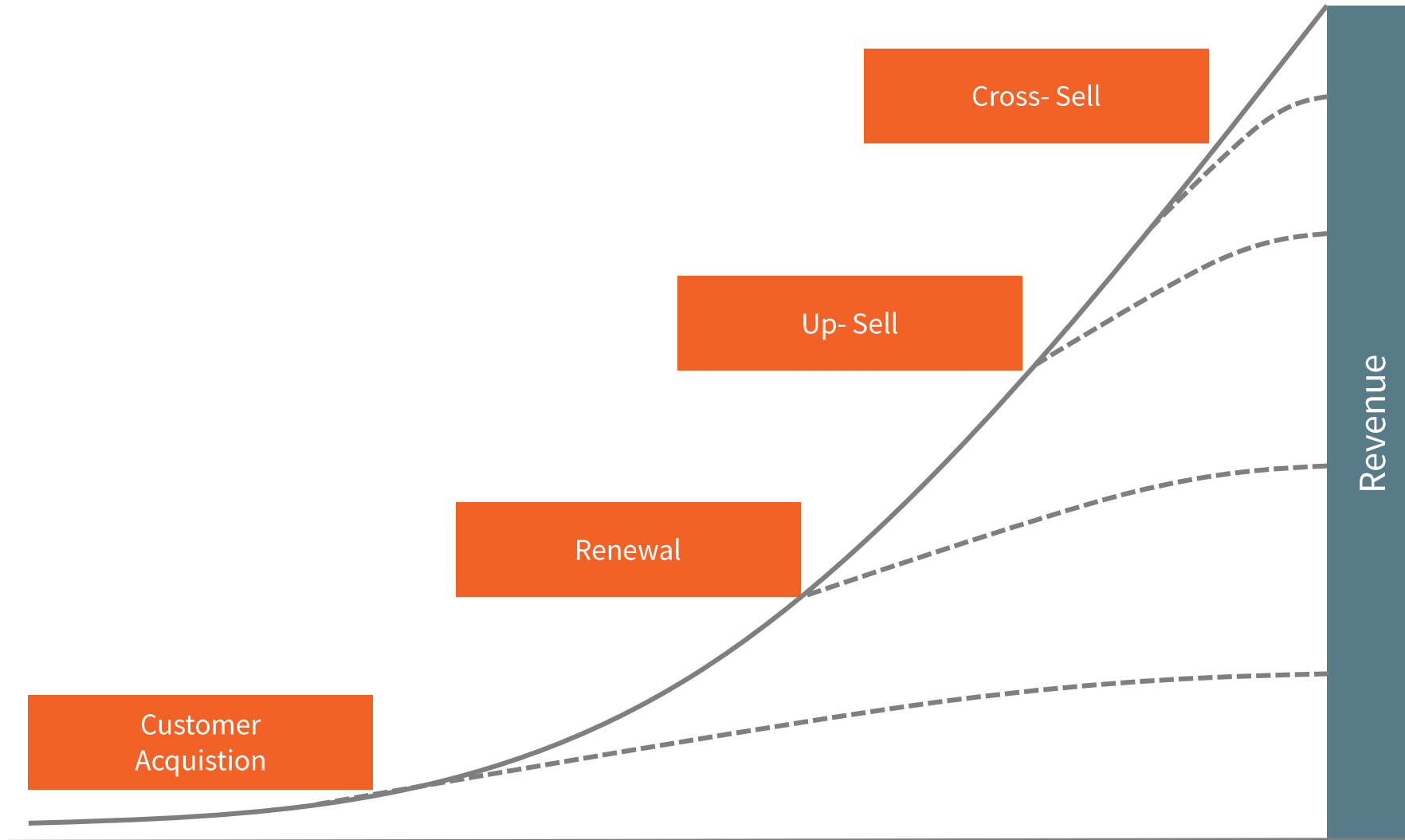
Issued when there is immediate Harm or damage requiring emergency response or if immediate and sustained response is needed outside of business hours

It Starts By Creating Reference Customers

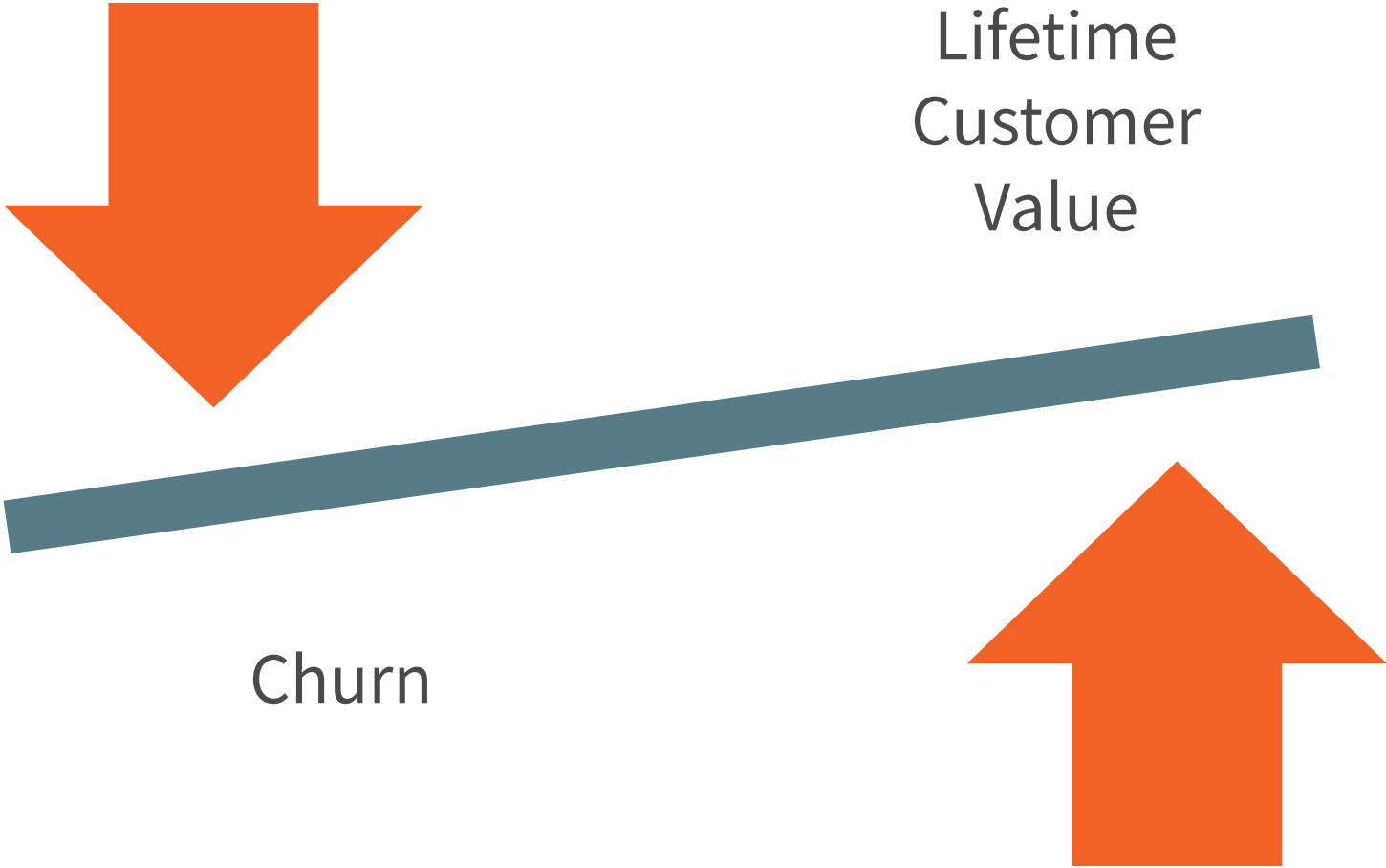


Driving Customer Lifetime Value

THE MAJORITY OF REVENUE IS GENERATED AFTER THE INITIAL SALE



Maximizing Lifetime Customer Value



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