

REVENEER BUSINESS INSIGHTS

Data powering your go-to-market strategy

We manage dozens and dozens of outbound teams on behalf of our customers. Each team is researching and calling based on a carefully prescribed cadence that is designed to generate the most conversations for that unique go-to-market strategy.

Using our **proprietary real-time monitoring system**, we can quickly understand which days of the week, and times of day, are the best to engage prospects for your business. We know connect rates, conversation rates, and how conversations convert to calls to action. We can also tell if something isn't working the way that it should, and quickly implement the right changes.

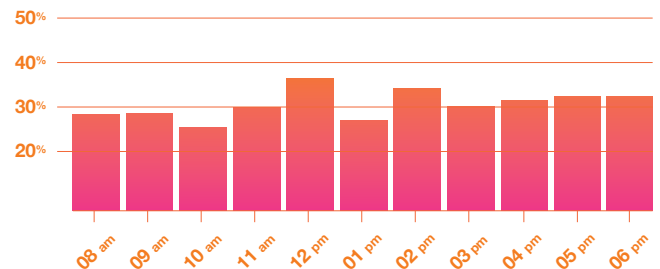
That's just the beginning...

Your dedicated Reveneer team will be making thousands of outbound calls each month, speaking to the right people at companies that represent your ideal customer profile. They will learn a lot of valuable information on these calls. Information that we will share with you, providing rich insights into what is working, and what is not, in your outbound lead generation strategy.



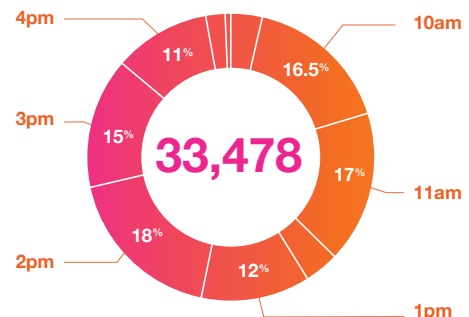
CONVERSATION RATIO BY HOUR

A 'connect' that resulted in a conversation two minutes or longer with a prospect.



SUM OF CONNECTS BY THE HOUR

When a prospect answers the phone.



Business Insights

At Reveneer, we're fanatical about data. So much so, that we have a dedicated in-house **Business Insights Team** that is there to develop real-time dashboards so you can see what we see. For each customer engagement, we carefully instrument your Salesforce instance to efficiently capture these insights during the outbound call cadence.

Leaders in the Top Percentile of Conversion Metrics

CONVERSION RATE	DEMOS SCHEDULED RATE	DEMOS DELIVERED RATE
MACHINERY 43%	APPAREL & FASHION 36%	ACCOUNTING 68%
CONSUMER GOODS 35%	COMPUTER SOFTWARE 34%	INFORMATION TECH 68%
FACILITIES 34%	CONSUMER GOODS 34%	COMPUTER & SECURITY 65%
	COMPUTER & SECURITY 34%	COMPUTER SOFTWARE 60%
	INFORMATION TECH 33%	CONSUMER GOODS 56%
		RENEWABLES & ENVIRO 42%

Straight from Your Prospects

Not only quantifiable information, but we will provide qualitative information as well.

We capture quotes and comments heard from prospects that we engage. What are they saying about you, your competitors, or their own needs and pain?

When it comes to data and insights, the capabilities are limitless.

Custom-built



In addition to tracking team day-to-day productivity, we'll work with your leadership team to custom-build our dashboards to track data points important to you and your company.

During our weekly scheduled huddle with your team, and on our monthly leadership reviews, we will share these insights to inform and optimize your go-to-market strategy.

We will categorize the information gained during our conversations to provide you with quantifiable evidence of where your messaging is resonating – which verticals and with which personas by title, keyword, and other variables.

What We Are Hearing

FROM PROSPECTS:

Company A: Prospect A has a lot of projects going on and are overwhelmed because they are moving everything into the cloud. He is very interested in what our product can do to help them.

Company B: Great first meeting with the right prospects. They were initially looking into new systems but due to Covid-19, the purchasing has been pushed. Due to the circumstances, we have pushed the next step demo to a later date.

Company C: The prospects are extremely interested in the capabilities our platform offers. They have a lot going on and haven't committed to the live demonstration yet. We are coordinating between the three major offices in Ireland, India, and the United States.

COMMON OBJECTIONS ON THE PHONE:

"Call me back at the end of the month, getting the hang of working remotely."

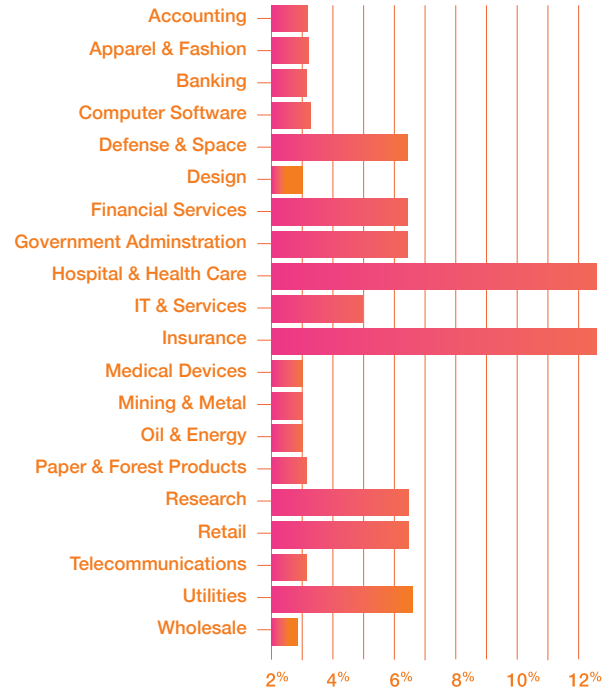
"Our budget is currently on hold."

"We are already using competitor X."

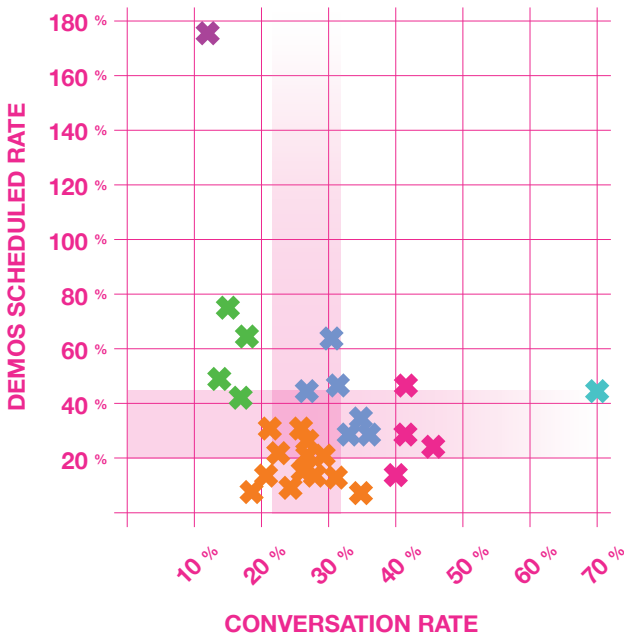
Hidden Insights Through Data Aggregation

We're in a unique position. We see conversion metrics across a wide variety of go-to-market strategies with a diverse set of parameters – ideal customer profile, target persona, technologies and verticals are just some of the unique characteristics. This unique view gives us a leg up. Our data show us what success should look like, even before we get started, avoiding needless trial and error. Your experienced Reveneer team of sales development, customer success, and business insights managers access aggregated parametric data, to generate deep insights into when and how to modify the cadence. We will share these insights with you every step of the way.

DISCOVERY CALLS DELIVERED BY INDUSTRY



DEMOS SCHEDULED RATE VS CONVERSATION RATE



Innovative Use of Sophisticated Data Analysis Techniques

Most inside sales organizations measure conversions, like the rate at which calls connect or conversations and meetings happen. But we go way beyond that.

For example, by mapping key conversion rates on scatter plots like these, and comparing them to other projects, we can quickly spot if the results are 'in range', or if some element needs to change.

True Predictability

Let's not forget why we're here. We measure success based on what matters most – actual booked business. When you can predict how activities at the top of funnel generate qualified pipeline, you are well on your way to predicting the rate of new customer acquisition.

So where does all this lead? After several months of using data to map the unique 'fingerprint' of your go-to-market strategy, we can get into the real value of providing true predictability. Not just an idea of what should happen, but based on statistical trends.

At Reveneer, we'll design, build, and manage a predictable revenue engine for you. Our business insights power our team to drive your go-to market strategy based on data and facts.

Contact us at reveneer.io to learn more!

