



Webinar



Podcast



Event

B2B outbound: how to create a scalable and repeatable engine

Wednesday 7th August 2019
11.00 AM, London

Please submit questions throughout

Cognism 

Our panel



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CRO, Peakon

Agenda

What is a predictable,
scalable outbound
engine?



What are your top tips for
coaching and developing
your team?



How do you quickly
experiment and react to
improve performance?



How do you know when, and
how to implement new
processes into your sales
team?

What is the secret to creating
a sales team structure that
can scale?

How to buy tech the
right way

What is a scalable and repeatable outbound engine?

Things to consider:

- What is outbound?
- What do we mean by predictable? And how do you measure it?
- Why is it important?



How do you know **when** and **how** to
implement new processes into your sales team?



What are your top tips for coaching and developing your team?

Things to consider:

- How to hire well
- Best practice for onboarding new starters
- Ramping: setting new starters up for success
- Mentoring
- Progression
- Training



What is the secret to creating a sales team structure that can scale?

Things to consider:

- Focused roles
- Volume
- Uniformity
- Progression
- Processes



How do you quickly experiment and react to improve performance?

Things to consider:

- Allow room for creativity, build it into your culture
- Measure everything
- Understand key metrics that matter
- React quickly
- Are there any specific tools here that can help?



How to buy tech the right way

The image displays a grid of 48 categories of B2B sales technology tools, each represented by a box containing logos of companies in that space. The categories are organized as follows:

- Visitor ID/Tracking:** SalesWings, leadfeeder, enecto, LEADZGEN, JORNIFY, LeadBoxer, buzzbuilder, leadberry, clickback, dun & broadstreet.
- Account Targeting, Predictive Scoring:** DiscoverOrg, TechTarget, ABERDEEN, Agent, unumy, sense, DeadSign, JACORECT, LiorCoda, compile, NAVIK, Angoss, RODE, EVERSTRONG, infer, laneOUT, flind, DEMANDBASE, JUVAGEN, Lattice.
- Presentation Creation:** daddystream, RISE, presenter, Customerflow, yoober, contiq, QWILR, KNOX, VANTAGE.
- Video Selling:** BRAINSHARK, consensus, vidyard, OneMob, MeetNarrate, Bantami.
- Unified Activity Entry & Look Up:** SMARTCLOUD, alono, tenfold, salesio, peoplea, TACT, ebsta, SalesDirectool, Lead Referrals, AMPLIFINITY, Refer.
- Scheduling:** timetrade, Gnu insight, SMARTCLOUD, FreeDay, Zazu, Doodle, colendy, MeetAgency.
- Online Meetings:** CLEARSLIDE, zoom, FreeConferenceCall.com, mikogo, veeva, glance, loopup, ReadyTalk, iMeet, BlueJeans, GotoMeeting, WebEx, mobileday.
- Value Selling & ROI:** FINLISTIC, Alinean, ECO, REVENUE, theROIshop, Selling to Zebras, ROISELLING, LeveragePoint, ROISALES, BAM.
- Sales Process & Activity Mgmt:** zilliant, alono, outside, TOP OPS, ONDGO, Numerik, Salesvue, occurro, RISE, smarttome, SalesDirectool.
- Revenue & Renewal Management:** Model N, zuora, obero, pramata, APTTUS, SellingPRO, Intacct, Customer Experience & Success, STRIKEDECK, zilliant, tamr, tenfold, backflip, revana, Gainsight, VISIONCRICIDE, ECO, skiljar, Salmetiv, TOTANGO.
- Skills Development and Reinforcement:** Qstream, leveljump, allego, BRAINSHARK, Showpad, SkillDirector, outside, Axonify, SALESKID, gnawbe, Lessons, veelo, SYNDUS, Xactly, Coach Simple, IGLOO, voyant, GURU, bugle, SmartWinnr, MindTickle.
- Database Cleanse & Append:** DiscoverOrg, InsideView, ABERDEEN, TechTarget, DEMANDBASE, D&B Hoovers, dun & broadstreet, UpLead, Rampdip, node, APOLLO, LeadGenius, LeadFuze, ORACLE, zoominfo, qib, Growbots, infofree, leadpace, PRIOSPECTIFY, Seamless AI, cloudmpe, superior, data quality, find, Cienly, melissc, wingmo, Emailified, Datafinder, proleods, uunory, BedrickData, amplexmarket, mias, Informatica, MIXRANK, salesgenie, lunLeads, ReadyContacts, GINCHESSE.
- Lead Lists/Building:** (Logos included in the Database Cleanse & Append box).
- Sales Enablement/Content Management:** Bigtincan, medially, SEISMIC, conversica, SMARTCLOUD, OppSource, AUTO KLOSE, account, madus, unika, TechTarget, JOY, Outreach, Reply, Engage, CallidusCloud, DOCUMENTED, CLEARSLIDE, ALTIFY, SIDETRADE, hublumum, LENTENLEDGE, VISION, collabspot, DocSend, DEMANDBASE, SENDLOOM, whitut, Woodpecker, Marketa, Docsify, Qotient, folloze, STORYSLAB, veelo, Demodesk, proleods, mgDNA, SalesLoft, groove, ATTACH, StoryDimensions, SPOTIO, INGRESALES.COM, logoom, Kinetiqa, buzzbuilder, kienty, ABERDEEN, Cloud, Arbitrary, bugle, dealhub, iboard, PersistIO, Inside Sales Best, tellwise, rebump, salesframe, LOOKBOOKS, OptiNow, PIVOTPOINT, RISE, smaparko, Sales Envy, Yesware, FRONT, Brandfolder, BuyerDesk, PROUPIO, ENTOTWORK, mobileeye, FrontSpin, LinkPoint, eltrapy, INBOXED, ModuleQ, enhatch, NAVIK, SalesAI, TRACK, PFL, INTELLYSENSE, quota, factory.
- Sales Prospecting & Engagement:** (Logos included in the Sales Enablement/Content Management box).
- Knowledge Sharing:** KIITE, RadateBuzz.
- Buyer Consensus:** MEMBRAIN, consensus, Revey, DEMAND FARM, ALTIFY, smaply, akoonu, Kapta, boxstep.
- eSigning:** Adobe Sign, DocuSign, RightSignature, AssureSign, odoo, SignNow, SyngingHubs.
- Configure, Price, Quote (CPQ), Contract Life-Cycle Mgmt:** Model N, CallidusCloud, Proposify, APTTUS, dealhub, QUOTEBOOKS, FPX, paperless, omdup, iQUOTEEXPRESS, Selling to Zebras, N, VISTAAR, CloudSense, PendoDoc, APAROUND, Axonore Inc., NINTEX, DRAWLOOP, CPG, infer, odoo, um, webmerge, ORACLE, CPQ, priya, Cincom, KX, Configure One, SAP, endeavorcpq, OCTIV, socket, conga, exari, prods, SellingPRO, A QWILR, exporlogix, vendavo, TRACTON, ConnectWise, proposable.
- Sales Forecasting & Reporting:** Adaptive Insights, aviso, vortini, CallidusCloud, SalesDirectool, INSIGHTSQUARED, ci, clari, ZS, Springill, VisualCur, funnelsource, H, Scoreboardz.
- Video Practice & Role-Play:** Qstream, BRAINSHARK, allego, leveljump, Showpad, Harve, MindTickle, CommercialTribe, SALESKID.
- Gameification:** launchball, gameEffective, CallidusCloud, hoopla, AMBITION, SPARTA, NOBLE SYSTEMS, Scoreboardz, SmartWinnr.
- Sales Compensation:** Sales Cookie, Xactly, CallidusCloud, oplymyze, obero, ICONIX.
- Quota & Territory Management:** MapAnything, TerrAlign, oplymyze, naplan.
- Web Lead Clipping:** capture, FOUNO, hunter, ecquire, Brubler, LeadLize, LeadGibson, Salesroots, emailmatcher, KickFire, AeroLeads.
- Installed Tech Stack:** InsideView, TechTarget, DiscoverOrg, D&B Hoovers, siftery, RAMPDIP, Databits, ABERDEEN, Seamless AI, Datafinder, Seamless AI, Salesify.
- Lead Engagement:** conversica, speak, leads, PostAI, Continuity, exceeded, Lucap, Drift.
- Email Reply Mining:** LEADGNOME, Siftrock.
- Sales Personalization/Trigger Events/Social Selling:** DiscoverOrg, affinity, TechTarget, Agent, SALES NAVIGATOR, D&B Hoovers, Gropeviteb, InsideView, BAMBU, Crystal, Seamless AI, inohive, contify, ACCOMAN, PEOPLESIX, Ordeback, Ordeback, xIQ, fuse, reachable, SalesIntelligent, nudge, detective, FunnelFire, Owler, F, colobo, RocketReach, artesian, Fectr, RADIUS.
- Specialized Mobile:** madus, SalesRabbit, mobilelocker, Flipdeck, Repzio, Present, SPOTIO, HANDBARK, VOICE HUNTER, naphyquesthairs, ZUANT, Pavenso, Clozer, beehivr, FlowVella, appglu, vabiet, Honeybee, show, LINK, SPIRO, BADGER, showell, outfield, loop & tie.
- Tactile Selling:** Sendoso, PrintSF.com, SwagIQ.
- Channel Mgmt:** CHANDEL, JOURNEYSALES, entomo, Allbound, mobileforce, Qotient.

Source: Smart Selling Tools



What are your **3 top tips**
for developing a repeatable sales model?



Useful resources

[Whitepaper: How to sell without product differentiation](#)

[Whitepaper: How to build the perfect sales tech stack](#)

[Template: 5 sales emails that get responses](#)

[Whitepaper: Top 10 ways to improve your cold calling strategy](#)

[Event: Revenue AI](#)

[Book: Predictable Revenue, Aaron Ross](#)

For more resources on scaling outbound, visit: cognism.com/blog

Any questions?

This webinar has been recorded.

A link will be sent out later along with a copy of the slides.

For more resources on scaling outbound, visit: cognism.com/blog

And don't forget to look at our upcoming event: [Revenue AI](#)