

WHAT SHOULD BE ON EVERY CMO'S WISH LIST FOR 2022

December 15th from 1:00-2:00pm MST

A HOLIDAY FIRESIDE CHAT



Speakers



Mike Swainey

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Intelligent Demand



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Distinguished VP, Analyst
TOPO (now Gartner)

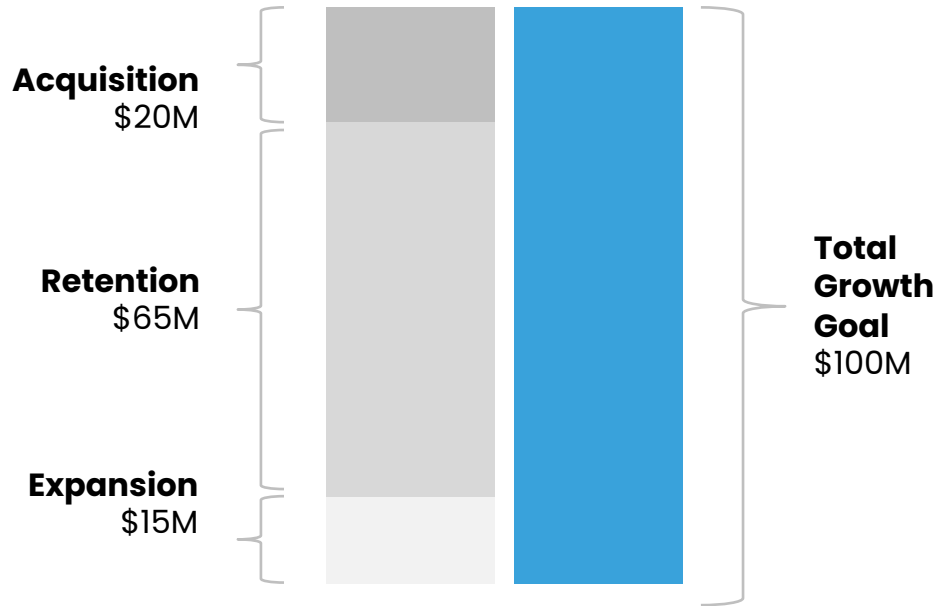


John Common

CEO, Founder
Intelligent Demand

#1

Use your growth goals to drive the right go to market strategy



Does your entire growth team know your 2022 growth goals?

#1

Use your growth goals to drive the right go to market strategy

Total Growth Goal - \$100M			
	Acquisition - \$20M	Retention - \$65M	Expansion - \$15M
Tier 1 Accounts	Largest, critically important per account, 10s of these		
Tier 2 Accounts	Medium, important per account, 100s of these		
Tier 3 Accounts	Small, less important per account, 1,000s of these		

Do they use the same systems and sources of truth?

#2 Use your GTM strategy to drive the right “integrated demand recipes”

	Total Goal - \$100M		
	Acquisition - \$20M	Retention - \$65M	Expansion - \$15M
Tier 1 Accounts	1:1 Account Based	1:1 or 1:Few Account Based	1:1 Account Based
Tier 2 Accounts	1:Few Account Based	1:1 or 1:Few Account Based	1:1 or 1:Few Account Based
Tier 3 Accounts	1:Many Dem Gen or 1:Few Account Based	1:Many Dem Gen or 1:Few Account Based	1:Few Account Based

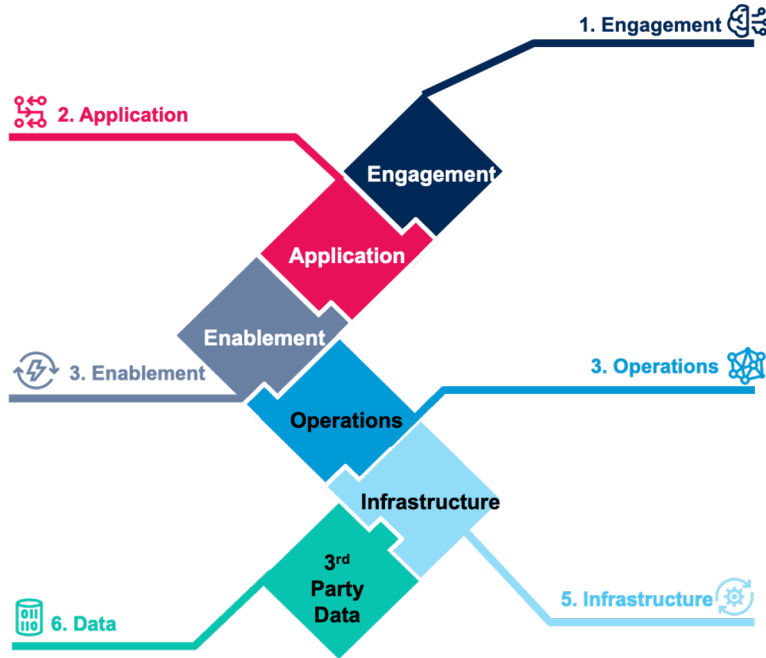
Use the right recipe for the job!

Is your revenue team ready to execute these GTM motions?

#3 Use your integrated demand recipes to improve cross-functional orchestration

	1:1 AB	1:Few AB	1:Many DG/AB	1:TAM
Target accounts	Highest Value Most Strategic	High Value Clusters	Target Segments	"Smart TAM"
QUARTERBACK the integrated play	- Growth Marketing (AB Director)	- Growth Marketing (AB Director)	- Growth Marketing (DG Director)	- Brand or Growth Marketing Director
LEADS account engagement	- Enterprise AE/CSM	- Enterprise SDR/BDR	- Growth Marketing - SDR/BDR	- Corporate / Brand Marketing
Primary support	- Enterprise SDR/BDR - AB Growth Marketing	- AB Growth Marketing	- SDR/BDR - DG Growth Marketing	- Growth Marketing
Secondary support	- Sales Leader - Executives	- Enterprise AE/CSM - Sales Leader	- Standard AE/CSM	- AE/CSM
Partners /channel program	Integrated Partner Plays by vertical, use case, geography, size			
Enablement, alignment, mbrs, qbrs	Cross-functionally aligned 1:1 AB	Cross-functionally aligned 1:Few AB	Cross-functionally aligned 1:Many DG/AB	Cross-functionally aligned 1:TAM Brand
Revenue operations	Integrated Revenue Operations - tailored to each GTM motion: MarTech, AdTech, SalesTech, Data, Analytics			

#4 Leverage the hyper-automation of revenue



82.6%

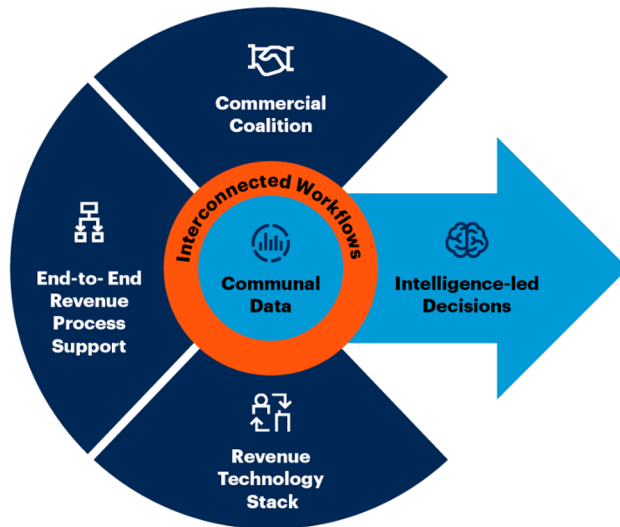
Of CROs believe tech is important to achieving sales targets

Source: Gartner's CSO Priorities Pulse Survey — H2 2021

Source: Gartner G00751545

#5 Move quickly toward revenue operations – it's critical for 2022

The Revenue Operations (RevOps) Model



Source: Gartner
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The RevOps operating model enables organizations to run their business as an interconnected, end-to-end revenue process across GTM functions.

Data is collected across the entire revenue process and made observable through a trusted, communal source that enables insight-led, revenue-impacting decisions

#6 Update and evolve your SDR/BDR function



TARGET

PLAYS

- Prioritization of accounts/leads
- Account Selection
- Multi-threading stakeholders
- Research process



ENGAGE

- Triple touch messaging framework
- Touch Pattern Playbook
- Messaging assets (persona, value props, stories, insights)
- Scalable messaging templates
- High-value offers and messaging



QUALIFY

- SDR-QL definition
- Qualification call framework
- Post-qualification audibles



HANDOFF

- Closed loop handoff

#7 Build your B2B brand into a growth driver

Shallow Brand → **Deep Brand**

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Shallow Brand → Deep Brand

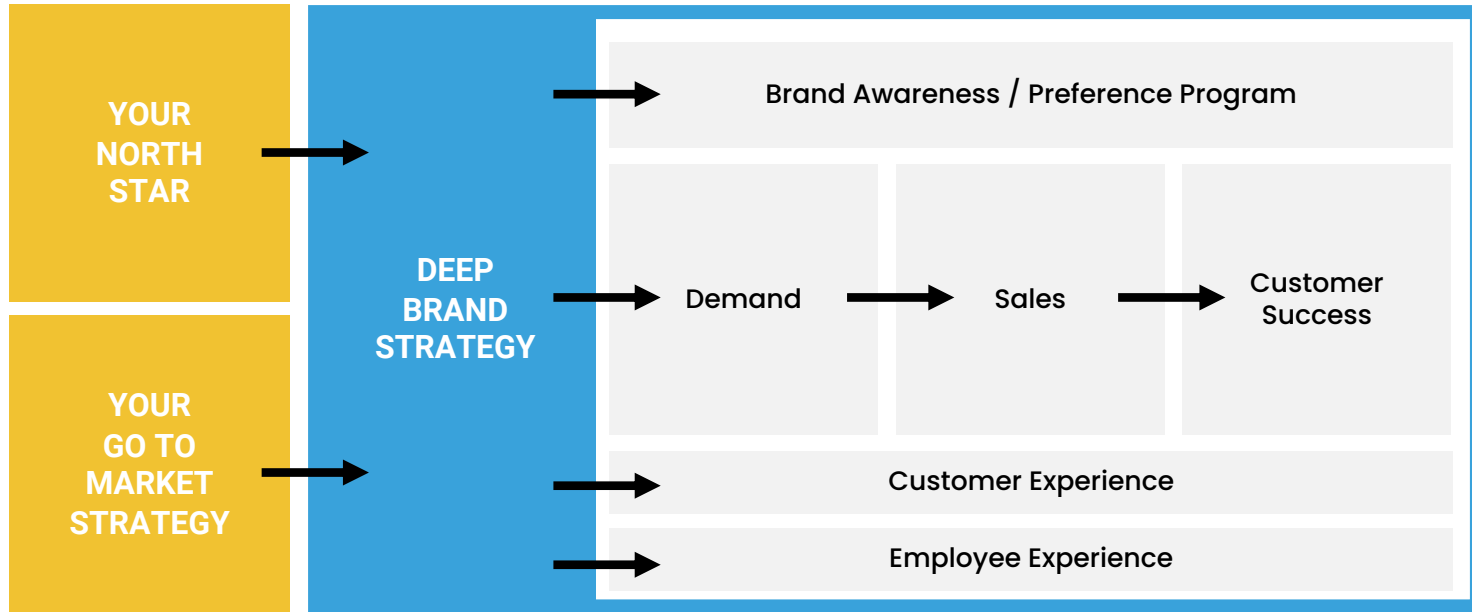
1. Corporate and/or product narcissism
2. Pointed at your entire TAM
3. Timid — no point of view
4. Blends in with Sea of Sameness
5. Lives in a silo, a bit of a one-trick, attention pony
6. Anchored in a market opportunity or product
7. Mostly about identity/style (logo, typeface, colors)
8. Disconnected from your Go To Market strategy
9. Disconnected from your employees and EX
10. Punny, clever, aspirational advertising statements
11. No real commitment to measuring impact of brand

#7 Build your B2B brand into a growth driver

Shallow Brand Deep Brand

1. Rooted in your customer's needs, emotions, goals – a promise that your CX fulfills
2. Insanely relevant to your Ideal Client Profile (ICP)
3. Courageous – strong, informed point of view
4. Different! Bold! Creative!
5. Brand brand as end-to-end narrative that resonate across personas and customer journey stages
6. Deeply anchored in, and guided by, your North Star
7. Multi-dimensional; brings your Why to life for all stakeholders
8. Highly connected to your Go To Market strategy
9. Employees and EX embody and amplify the brand
10. Compelling expression of what customers will actually receive (CX)
11. Commit to measuring brand health, strength, impact this year – really get on the journey

#7 Build your B2B brand into a growth driver



**NO SILOS.
NO ISLANDS.**

#7 Build your B2B brand into a growth driver

64% of people cite **shared values** as the main reason they have a relationship with a brand.

- Harvard Business Review

B2B decision makers consider **brand as a central element** of a supplier's value proposition.

- Forbes

B2B brands that **connect emotionally** with buyers drive **2X the impact** over marketers who only sell business or functional value.

- LinkedIn

70% of B2B buyers cite **company reputation as the most influential factor** when choosing which company to do business with.

- LoSasso

Customer experience has overtaken price and product as the **key brand differentiator**.

- Walker

75% of B2B buyers want branded content that helps them, but 93% of brands focus their content on their own products and services.

- MarketingCharts

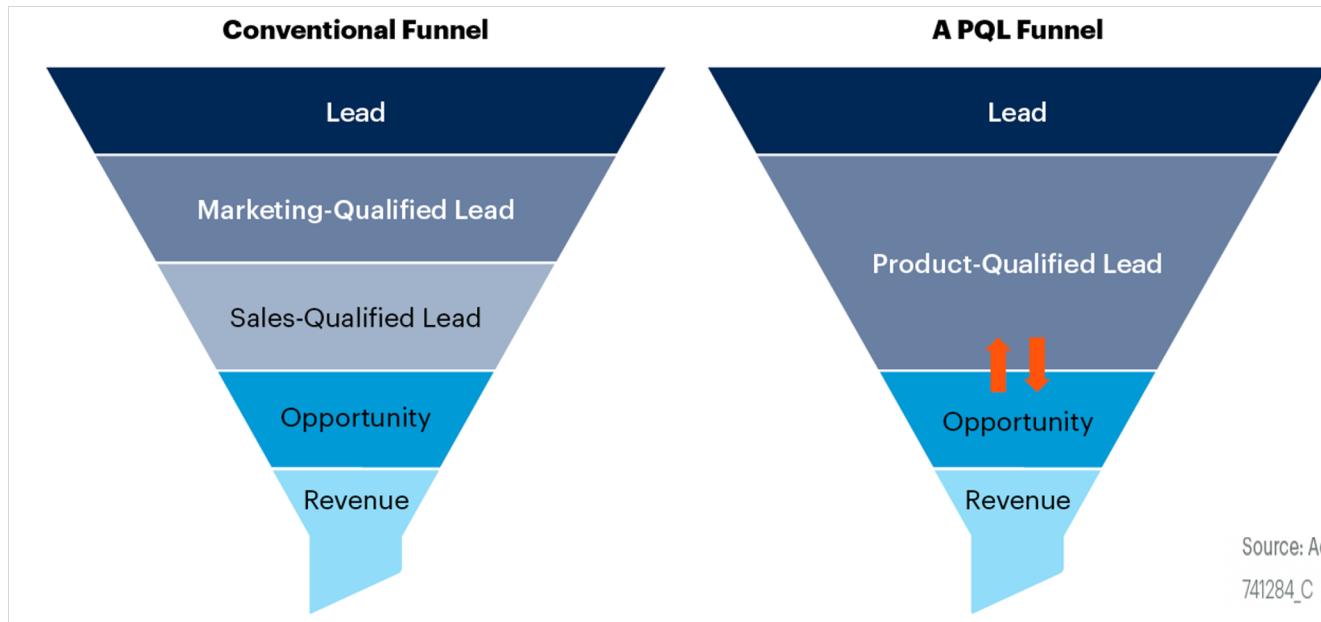
B2B marketers have consistently cited **brand awareness as their top goal** over the last five years.

- CMI & MarketingProfs

Organizations that invest in building awareness, positive perceptions and preference for their brand have **objectively better revenue performance**.

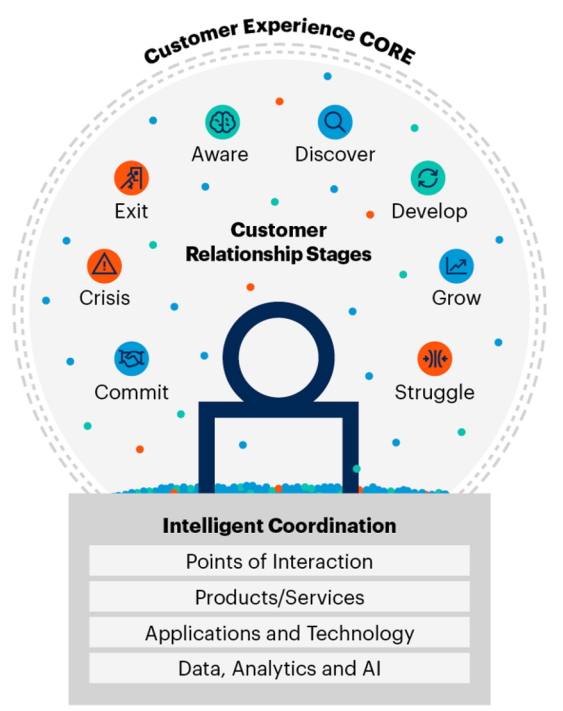
- SiriusDecisions/Forrester

#8 Start thinking, learning, and testing product-led-growth (PLG)



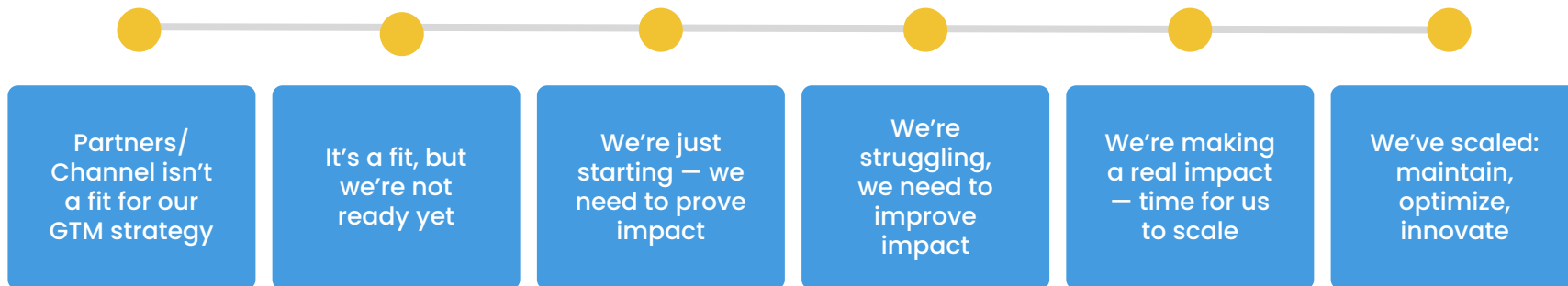
Source: Adapted From OpenView Partners
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#9 Be aware of these CX insights and trends for 2022



Source: Gartner
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#10 Take a hard look at your partner/channel program



- We're seeing big growth in the # of companies leveraging partners/channel.
- Know WHERE you are on this continuum.
- Know WHY you are there.
- Determine where you SHOULD BE.
- ALIGN with cross-functional growth team.
- Work into 2022 priorities, budgets, and planning as appropriate.

#11

Double down on your people and culture

The Human Deal



Source: Gartner

Today's Fireside Chat Topics

1. Your growth goals
2. Your GTM strategy
3. Your integrated demand recipes
4. The hyper-automation of revenue
5. Revenue operations -- it's critical for 2022
6. Your SDR/BDR function
7. Your B2B brand
8. Product-led-growth
9. CX insights for 2022
10. Your partner/channel program
11. Your people and culture

Q&A





Thanks!