# Creating a Culture of Revenue Growth

BTA Webinar September 16, 2021

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**Shawn Peterson – CEO of Quantum Business Solutions**

## ONE of YOU!!!

Shawn Peterson is the CEO of Quantum Business Solutions. As a leader of organizations, he has humbly felt the same frustrations your organization faces today:

- Hiring the Right People
- Training and Developing them
- Inefficiency in Sales
- Lack of Execution
- Missed Quotas
- Changes in Technology, etc.

With that in mind Shawn has brought Quantum Business Solutions to the market to consistently help you overcome these concerns.

DO NOT WAIT!!!

"Make the Leap"

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**THE INTENTION FOR TODAY!**

**Bring the QUANTUM GROWTH MODEL as a Turn-Key Solution for your Organization to 5-10X Sales PRODUCTIVITY in 180 DAYS.**
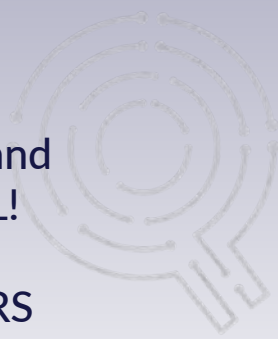
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# What will you learn TODAY?

- Future of Sales – 2025 Statistics
- How to Effectively Attract, Retain and Develop Talent (and Enable)
- How to Create a "SALES ORGNIZATION"
- Easy WINS in your Dealership for FREE!
- Controlled & Defined Process to 8-10X your Revenue Productivity
- Future Proofing Your Business

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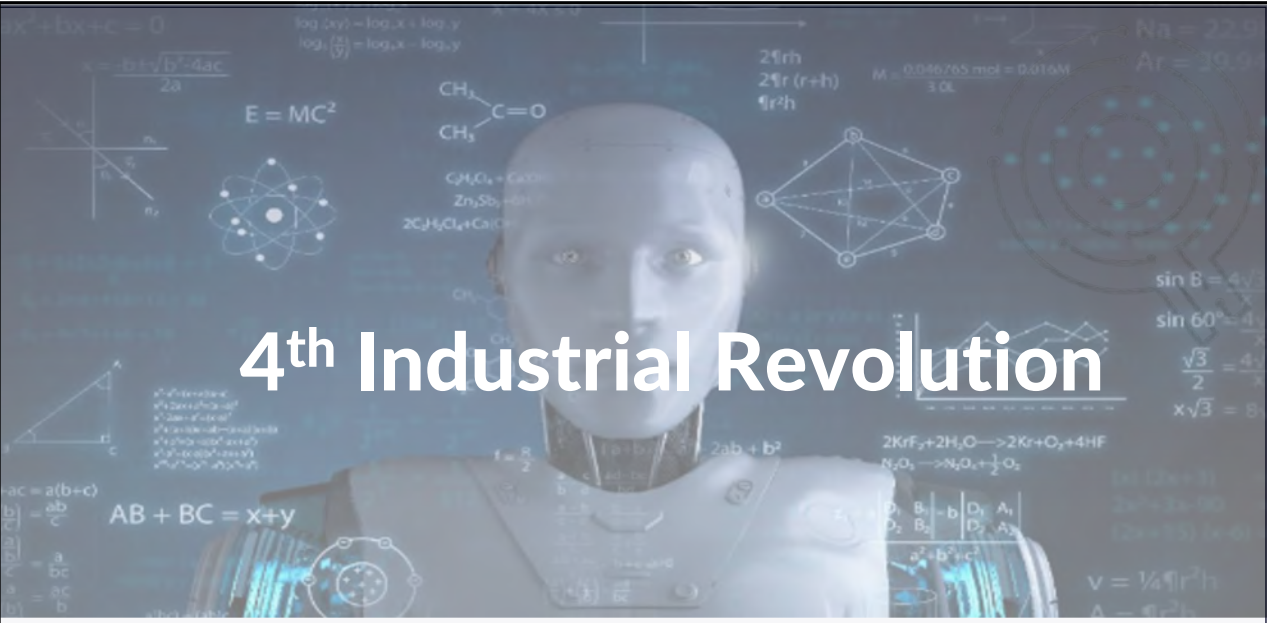SELLERS WANT TO SELL and WE WANT THEM TO SELL!

How do we put our SELLERS IN THE RIGHT PLACE AT THE RIGHT TIME, with the RIGHT CUSTOMER?

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# 4th Industrial Revolution

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**Sherpa – HubSpot two-way integration**

- **Coming in November**, White Cup will be releasing, a two-way integration between Sherpa and HubSpot marketing automation!
- The integration was built to allow Sherpa/HubSpot customers to take two previously separate and manually populated systems and synchronize critical data.
- Now, important data components in both Marketing Automation and CRM systems will automatically be kept accurate in both systems.

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**Sherpa – HubSpot two-way integration**

- The current integration is for the **Company/Account, Contact, and Opportunity components**.
  - The user can enable the integration for all three components or each one independently so the user can focus on the records that have the most value for their organization.
- In addition, each Record Type allows the user to apply filters of what will be synced between Sherpa and HubSpot.  This is handled by allowing the user to define filters on Sherpa or HubSpot fields.
- For more information:
  contact Doug Smith doug.smith@whitecupsolutions.com

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# HubSpot

- Quantum Business Solutions is working hand & hand with Hubspot. We can get you connected.

- Reach out to:
- Shawn@thequantumleap.business

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# Most Sellers Do Very Little Selling at All

**Reps are spending up to 65% of their time on administrative tasks, including:**

- List Building
- CRM Input
- Researching
- Calendaring

**They confuse thinking about selling, planning for selling, researching for selling and talking about selling, for SELLING!!!**

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## 2025 B2B Sales – FOCUS on WHAT MATTERS

- **70%** of what sellers do today can be AUTOMATED.

- Reps spend **297%** MORE TIME on DEALS that will never close versus DEALS that WILL!

- There is an equal gap spent on time for Ideal Customers versus Non-Ideal Customers.

"The future of B2B selling is when buyer sentiment meets seller relevance with human engagement empowered by technology that melts away as humans focus on high value interactions." – Tony Hughes, Technology Powered Sales

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## 2025 B2B Sales

- The Future of Sales is the permanent transformation of organizations' sales strategies, processes and allocation of resources, moving from a **seller-centric to a buyer-centric orientation** and moving from analog sales processes to **hyper-automated, digital-first engagement** with customers.

- To stay relevant and drive revenue, sales organizations need to **build adaptive systems** that are based **on hyperautomation of interactions** and transactions between sellers and buyers, digital scalability for sellers and AI.

- By 2025, **80%** of B2B sales interactions between suppliers and buyers will occur in digital channels

**The Future of B2B Sales**
The Convergence of Hyperautomation, Digital Scalability and Artificial Intelligence

People — Digital Scalability — Process

The Future of Sales

Artificial Intelligence — Hyper Automation

Technology

**Gartner**

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## Sales Velocity



$$V = \frac{\# \times \$ \times \%}{L}$$

OPPORTUNITIES · DEAL VALUE · WIN RATE

SALES VELOCITY

LENGTH OF SALES CYCLE

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## Sales Functions that Can be Automated by Technology

- Lists based on ICP and triggers – Seamless, Zoom, Sales Nav
- Presentation Building – DigiDeck, Flipdeck
- Referrals and personalization – Kennected.IO
- Author and send emails/social – Mailchimp, Kennected, HubSpot, etc.
- Dial and screen pop-up for live calls – ConnectandSell, Kixie
- Transcribe, coach and debrief – Kixie, ConnectandSell
- Coordinate and schedule calendar – Calendly, Chilipiper, Hubspot
- Confirm via call and e-mail – Calendly etc.
- Meeting notes and follow-up
- Prompt on risk/best next action - Introhive
- Update CRM and Forecast
- Sending Gifts to Clients – Reachdesk
- Chat – TextChat
- Customer Care - Jetspring

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# ⚙ Future of Sales Enablement & Automation

- 2025 Size of Sales Enablement Industry
  - $5 Billion Dollars Plus by 2025
  - Estimated at $1.3 Billion Today

  - This means your competitor will eventually get on board!!!

  - **Gartner Predicts 75% of the Highest Growth Companies in the World Will Deploy a RevOps Model by 2025**
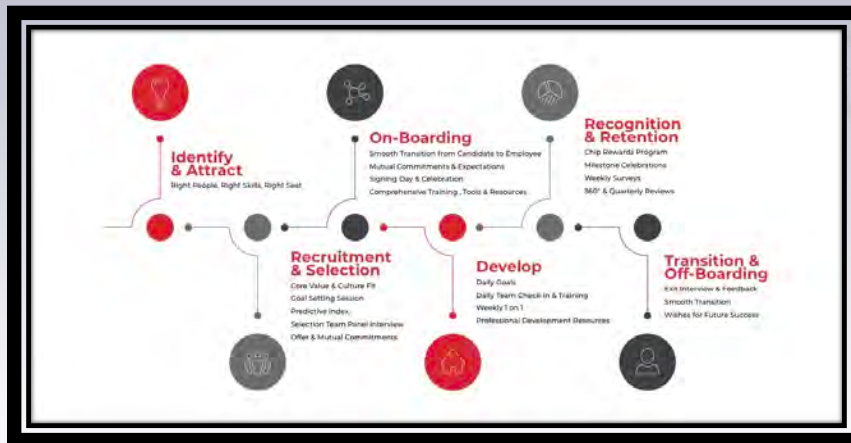
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# Hire to Retire



**Everyone on the Call will get the Quantum "Salesperson Hiring Playbook with 30 Days! FREE!**

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## Slide 17

# HIRECLICK

- Digital Optimization
- Jobs Distribution
- Efficient Hiring Platform
- All applicants flow into one centralized database

- Mention:
**BTA or Quantum2021 or Quantum Business Solutions**

**Small Business**
Employees : up to 49 employees
$99/Month Annual Subscription

**Standard/Large Business**
Employees : 50+ Employees
$199/Month Annual Subscription

**-Unlimited Postings-**

Your jobs will be sent to the job sites that matter most

facebook.
indeed
ZipRecruiter
MONSTER
Google

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## Slide 18

**Attract, Retain, Develop ANNNND Enable**

- ALWAYS BE RECRUITING
- **HIRECLICK or KENNECTED.IO**
- Make Sure they Fit Core Values
- Goal Setting Session
- Drive Interview
- Mutual Agreement
- Rock-Star Signing Day
- Write Goals Daily
- Formal On-Boarding
- Daily Development Calls
- and Interactive Sales Training

- Role-Play
- Set Clear Expectations –Post on WALL
- Automate Tasks
- Develop Content
- Build Process
- Lead Generate
- Nurture Leads
- Buyer Centric Sales Process that is FAST and SCALABLE
- Client Success Team and Process

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**What is the QUANTUM GROWTH MODEL?**

Quantum Business

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**SYSTEMIZE. OPTIMIZE. AUTOMATE**

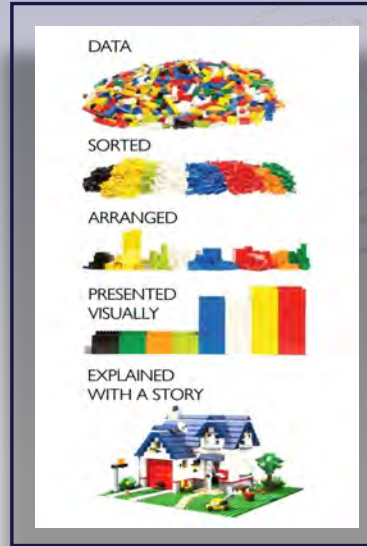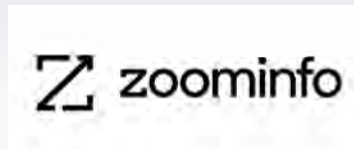Top Benefits of the Quantum Growth Model
- More with Less
- Controlled & Defined Processes
- Future Proof
- Efficient Use of Resources
- Recruiting
- Staff On-Boarding & Training
- Increased Business Value

Quantum Business

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DATA - In modern times, nothing allows an organization to move forward more than strong data. Insights that can be used for business development are buried in your data. The first step of the strongest Quantum Growth Model is clean, useful data at your fingertips.

Resource Option: Seamless.AI or ZoomInfo

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# Best Practices: Data

BUILD DASHBOARDS

UNDERSTAND TRENDS

CLEAN DATA

INTEGRATE SYSTEMS TO LEVERAGE DATA

USE ARTIFICIAL INTELLIGENCE

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## HubSpot & Sherpa Integration

White Cup is currently beta testing their integration with HubSpot.

Within the next 2 months, this integration will be available for dealerships utilizing the Sherpa CRM Platform.

**HubSpot**

**Popular Features**

| | |
|---|---|
| Free Meeting Scheduler App | Sales Email Templates |
| Social Media Tools | Help Desk Software |
| Email Tracking Software | Free Online Form Builder |
| Sales Email Automation | Free Chatbot Builder |
| Ads Software | Free Live Chat Software |
| Email Marketing Software | Marketing Analytics |
| Lead Management Software | Free Landing Page Builder |
| Pipeline Management Tools | |

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# ZoomInfo & Seamless.ai

ZoomInfo: Preferred Client Price–Quantum2021 or Quantum Business Solutions

Stephen Dillon is Rep – Stephen.Dillon@zoominfo.com

ZoomInfo is also offering a 1-Time "Cleanse or Enrich" of your CRM for Becoming a customer to start you on right foot! Mention: Quantum2021 or Quantum Business Solutions

Link:
https://login.seamless.ai/invite/quantumbusiness2021

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Marketing – Automated Marketing Approaches that Target Your Ideal Client Persona allow you to be more targeted than ever in your approach. This also allows "One-to-One" interaction in volume. Marketing must also provide Up-to-Date content based on the buyer journey to sales!

Resource Option: Kennected.IO

BTA Special Announced at END of Webinar

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## Best Practices: Marketing

Understand the Ideal Client Persona

Create Content to Market to your Ideal Clients

Develop Sequences to AUTOMATE contact

Read: They Ask You Answer by Marcus Sheridan

SURVEYS as LEAD Magnets

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# Kennected.IO

- BTA SPECIAL Available! Discounted On-Boarding etc

- Allows you to Automatically Message, Add Connection, Sequence, etc. on LinkedIN

- Kevin King is Contact: Kevin.King@kennected.io
  - **CODE: BTA or Quantum2021 or Quantum Business Solutions**

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## Development
### (SDR Team, Lead Nurturing)

- Sales Development is the cost-effective way to leverage data & marketing to maximize lead generation. Setting appointments and gaining valuable customer insights speeds up the sales process and grows your sales pipeline!

- Resource Option: Kixie, ConnectandSell

**KIXIE**

$$V = \frac{\# \times \$ \times \%}{L}$$

ConnectAndSell
*The End of Dialing*

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9/16/21

## Best Practices: Development

- Have Clear Objectives and Measurable KPI's
- PRACTICE, PRACTICE, PRACTICE!!!
- Scripts!
- Power Dialer
- Leverage Social Media
- Leverage Artificial Intelligence
- Enable with Content to Send to Prospects
- Automated Voicemail
- Automated Text Messaging
- Build Relationship with Sales and Marketing Teams

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# Kixie



*David Gable is Contact: David@kixie.com*

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# ConnectandSell.com

- ConnectAndSell is a conversation weapon.
- We transform sales teams and sales reps Go-To-Market strategy by solving their #1 pain - the ability to get sales conversations with people they want to talk to.
- Today it takes about **90 minutes** on average to get that conversation, users of ConnectAndSell average approximately **4.5 minutes to get the same conversation**.
- Expensive sales reps waste **95%+** of their time playing **telephone operator every time they make a call**
- Eliminate waste and frustration and allow them to spend 95% of their time selling - measured in the form of 10x more sales conversations with only the targets on their lists.

- If you want to see the system in action for additional context, here is a 6 minute uncut video demonstration of Lightning in action: https://connectandsell.com/6-minute-demo/

- Also, here's an 80 second video (edited version of above - cut out wait & talk time, and added captions for additional clarity) that summarizes (and demonstrates) the primary value proposition(s) of Lightning: http://connectandsell.com/80-second-demo/

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# ConnectandSell.com

**<<<<<4 HR Intensive Test Drive - Brief Description>>>>>>**
- The way to take Lightning for a Test Drive is to do our 4 hour Intensive Test Drive. The velocity of having 8-10x+ the number of conversations will be proven out convincingly during that time. Your Reps will be calling from their offices, with their Lists and their Message - so they will experience the full effect of using Lightning (our sales acceleration platform) for a 1/2 day. Of course, we'd coordinate on Success Criteria and post Trial Go Forward Plans at the outset to ensure alignment but there is little doubt your Reps will have more than a week's worth of conversations during this time.

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# ConnectandSELL.com

- Jonti McLaren is Contact: Jonti.McLaren@connectandsell.com
- Mention: BTA or Quantum2021 or Quantum Business Solutions

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# SDR Playbook

- Everyone on the call will receive the Quantum Business Solutions SDR(Sales Development Rep) Playbook FREE!!!

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## Sales

- The key is to develop a Professional Sales organization.

- By finding efficiency in the first three steps, you can place your most talented sales professionals in front of the most lucrative opportunities at the Right Time, with the Right Person on the Right Solution with the Right Ammunition.

- Value-Time-Management refers to opportunity cost gained or lost by how you utilize the most valuable revenue generation sources.

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## Best Practices Sales

Clearly Defined **BUYER-CENTRIC** Sales Process

Enable that Sales Process with the RIGHT CONTENT at Each Step. **90% of B2B Salespeople do not use Content in their selling**.

**TRAIN DAILY!!!** Professional Athletes DO, so should Professional Salespeople!!!

**SELLING TIME** as much as Possible. Quantum Growth Model can help 5-10X the productive selling time of sales reps.

**BLITZ: Block Out PROSPECTING TIME** and Get a WEEK's worth of calls in 1 day!
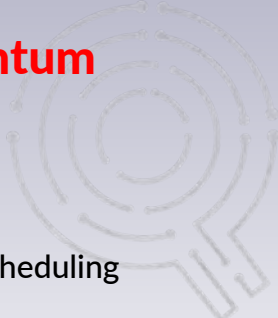
Set **CLEAR EXPECTATIONS** and talk about them OFTEN!

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# Free 60 Minute Sales Meeting from Quantum Business Solutions

- Schedule through Calendly.com/shawnpeterson

- Please E-Mail: shawn@thequantumleap.business as well in case scheduling conflict arises.

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## Customer Success

Once a client has been gained, the best way to grow your business is by providing a Red Carpet Experience. This will lead to client retention, account growth and net-new referrals. Quantum Growth will come from this.

Your Best SALE is RETENTION!

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## Best Practices: Customer Success

Have Systemized and Documented Customer Success Journey Process

Build Sequences around the Process

Automate as much as you can

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# Introhive

- Relationship Intelligence Software
- Working on Integration

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## Future Proofing Your Business

SYSTEMIZE. OPTIMIZE. AUTOMATE.

Do Not Depend on being valued in what can be automated away

Don't waste precious time doing what machines can do

Don't depend on what is not valued

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# DigiDeck

- Quantum - Copier Services Digideck

- **Effectiveness:** Modernize your presentations and proposals with a digital platform that can track analytics, unlimited multimedia.

- **Storytelling:** Bring the excitement to life through a presentation that elicits a memorable and emotional response. We help you do this through unlimited video, high-res imagery, renderings and mock-ups to show the impact they will have.

- **Efficiency:** Create custom, on-brand decks in just a few minutes, not hours.

- **Analytics and Insights:** Track engagement for better follow up. Get email notifications when prospects are engaged. See what content is driving deals forward. Measure activity to see who is generating engagement.

- **Versatility:** Meaningful Communication. Great for one-on-one meetings, presenting remotely, sending via email, using mass email marketing, sharing on social media, including on your website, trade shows/event invitations/special announcements, newsletters, etc.

- **Brand Control:** Ensure every presentation is on-brand and current. Control what can be customized and what is locked. Update presentations organization-wide in a single click.

- **Impressive:** Deliver a high-end presentation reflective of a specific brand that looks great on any device, offline or online. (Mobile Responsive)

- **Integrations:** Create presentations, track analytics and pull data into presentations directly from CRM.

- **Immersive Content Meets Real-Time Communication**
  With Digideck LIVE, you can chat and video conference with clients in real-time, any time. Answer questions, meeting them on their terms, providing maximum levels of service and profitability.

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## Slide 43

# FREE
# Misc. Tips

Digital Business Cards

Digidecks

Flipdecks

USE VIDEO!!!

Stickers on Copiers

Invoices

Customer Care Cross Selling

Service Tech Cross Selling

Know Your ICP

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## Slide 44

# Sales Math

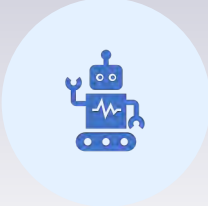| | | Productivity Calculator | | | | |
|---|---|---|---|---|---|---|
| | | 250 Working days | 10% | 20% | | |
| Sales Reps | Calls Per Day | Calls Per Year | Average Lead % | Avg Close | Deal Size | Revenue |
| Per Sales Rep | 15 | 3,750 | 375 | 75 | $6,000.00 | $450,000 |
| 10 | 150 | 37,500 | 3,750 | 750 | $6,000.00 | $4,500,000 |
| | | | | | | |
| | | 250 Working days | 15% | 30% | | |
| Sales Reps | Calls Per Day | Calls Per Year | Average Lead % | Avg Close | Deal Size | Revenue |
| Per Sales Rep | 30 | 7,500 | 1,125 | 338 | $6,000 | $2,025,000 |
| 8 | 240 | 60,000 | 9,000 | 2,700 | $6,000 | $16,200,000 |
| 3 | 300 | 75,000 | 11,250 | 3,375 | $6,000 | $20,250,000 |
| Total | 540 | 135,000 | 20,250 | 6,075 | $6,000 | $36,450,000 |
| | | | | | | |
| | | 250 Working days | 15% | 30% | | |
| Sales Reps | Calls Per Day | Calls Per Year | Average Lead % | Avg Close | Deal Size | Revenue |
| Per Sales Rep | 30 | 7,500 | 1,125 | 338 | $8,000 | $2,700,000 |
| 8 | 240 | 60,000 | 9,000 | 2,700 | $8,000 | $21,600,000 |
| 3 | 300 | 75,000 | 11,250 | 3,375 | $8,000 | $27,000,000 |
| Total | 540 | 135,000 | 20,250 | 6,075 | 8,000 | 48,600,000 |

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# Opportunity

| OFFICE TECHNOLOGY INDUSTRY HAS A LOT OF CLIENTS! | HOW DO WE BUILD AMAZING SALES-MARKETING MACHINE AND THEN SELL FUTURISTIC PRODUCTS INTO IT? | BUILD THE MACHINE, THEN SELL THE TOOLS USED TO BUILD THE MACHINE! |

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# Saas Multiples

https://www.saas-capital.com/blog-posts/2021-private-saas-company-valuations/



SaaS Capital Index and Standard Deviation

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# Opportunity for the Channel

**Seamless**      Multiple for Valuation   15

| Dealers | Clients/Ea | Users | Total Users | Mo Price | Mo Revenue | Annual | Value | |
|---|---|---|---|---|---|---|---|---|
| 100 | 250 | 15 | 375,000 | $ 100.00 | $ 37,500,000.00 | $ 450,000,000 | $ 6,750,000,000 | |
| | 25,000 | | | | $ 7,500,000 | $ 90,000,000 | $ 1,350,000,000 | 20% |

**Kennected**      Multiple for Valuation   15

| Dealers | Clients/Ea | Users | Total Users | Mo Price | Mo Revenue | Annual | Value | |
|---|---|---|---|---|---|---|---|---|
| 100 | 250 | 15 | 375,000 | $ 89.00 | $ 33,375,000.00 | $ 400,500,000 | $ 6,007,500,000 | |
| | 25,000 | | | | $ 6,007,500 | $ 72,090,000 | $ 1,081,350,000 | 18% |

**Kixie**      Multiple for Valuation   15

| Dealers | Clients/Ea | Users | Total Users | Mo Price | Mo Revenue | Annual | Value | |
|---|---|---|---|---|---|---|---|---|
| 100 | 250 | 15 | 375,000 | $ 65.00 | $ 24,375,000.00 | $ 292,500,000 | $ 4,387,500,000 | |
| | 25,000 | | | | $ 2,437,500 | $ 29,250,000 | $ 438,750,000 | 10% |

**HireClick**      Multiple for Valuation   15

| Dealers | Clients/Ea | Users | Total Users | Mo Price | Mo Revenue | Annual | Value | |
|---|---|---|---|---|---|---|---|---|
| 100 | 250 | 3 | 75,000 | $ 149.00 | $ 11,175,000.00 | $ 134,100,000 | $ 2,011,500,000 | |
| | 25,000 | | | | $ 2,235,000 | $ 26,820,000 | $ 402,300,000 | 20% |

| | | Total | $ 18,180,000 | $ 218,160,000 | $ 3,272,400,000 |
|---|---|---|---|---|---|
| Per Dealer *100 | | Total | $ 181,800 | $ 2,181,600 | $ 32,724,000 |

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# Quantum Growth Model Survey!



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**Next Steps & Contact Info**
Phone: 712-389-4639
Email: shawn@thequantumleap.business
LinkedIn: www.linkedin.com/in/shawnpetersonquantum
Website:  www.thequantumleap.business

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