

EVERSTRING

dialsource



Drift

Sendoso

**ACTIONABLE INSIGHTS**  
to boost your engagement

**MEANINGFUL ENGAGEMENT**  
starts with a focus on delivering the best customer experience, guiding the buyer across every channel, and providing a trusted resource through every interaction.

## SELL TO F.I.R.E. ACCOUNTS

- Find the 4-6 attributes that make up a great account for your business.
- Work with your sales operations team to ensure fields for each of these data points have been created and filled out.

**“You’re about to put forth a lot of effort to go after an account. You want to make sure the accounts are going to want to be a part of your sales cycle.”**

- Matt Amundson, VP of Marketing and Sales Development, EverString

## CREATING A CONVERSATIONAL BUYING EXPERIENCE

- TOPO says there can be between 8-23 people involved in a buying process, that’s a lot of relationships to build! You have to use better tools than only phone and email—Video allows for faster relationships being built.
- Start including and sharing videos in your conversations, get started today with [Drift Video for free](#).

**“If you simply stop and give the person what they want, they are more likely to engage with you.”**

- Armen Zildjian, VP of Sales, Drift

## CONVERSATIONS LEAD TO INTENTION AND ACTION—THEY ALSO UNLOCK UNDERSTANDING.

- Develop a list of standardized call outcomes and have your reps group each call, upon completion, into one of the call-outcome categories.
- Report on these outcomes and build a data set to illustrate what is happening on calls in a measurable way.
- Challenge your team members to list out what should happen next in the sales process based on the call outcome.

**“You have the opportunity to turn phone calls into measurable outcomes, and use that contextual data to make your sales process more effective and conversations more meaningful.”**

- Tim Harris, VP of Marketing, DialSource

## USE DIRECT SENDING TO MAKE MORE HUMAN CONNECTIONS

- Rise above digital noise by utilizing direct sending to land on people’s desks—not just their inboxes.
- Make more human connections with personalized items or handwritten notes.
- Continue to engage them in meaningful and real ways throughout the entire customer lifecycle.

**“Everyone, including myself, is inundated with emails and calls. I’ll never have enough time to get to them all. But I can’t ignore a package on my desk, and I’ll definitely be more willing to hear from the person who took the time to send it.”**

- Joe Venuti, Sr. Director of Inside Sales, Sendoso