

# Sales = More Science than Art



DESIGNS WHERE SCIENCE & ART BREAK EVEN.  
**Robin Matthew**

# AIDA



**ATTENTION**

5-15 seconds



**INTEREST**

2 minutes

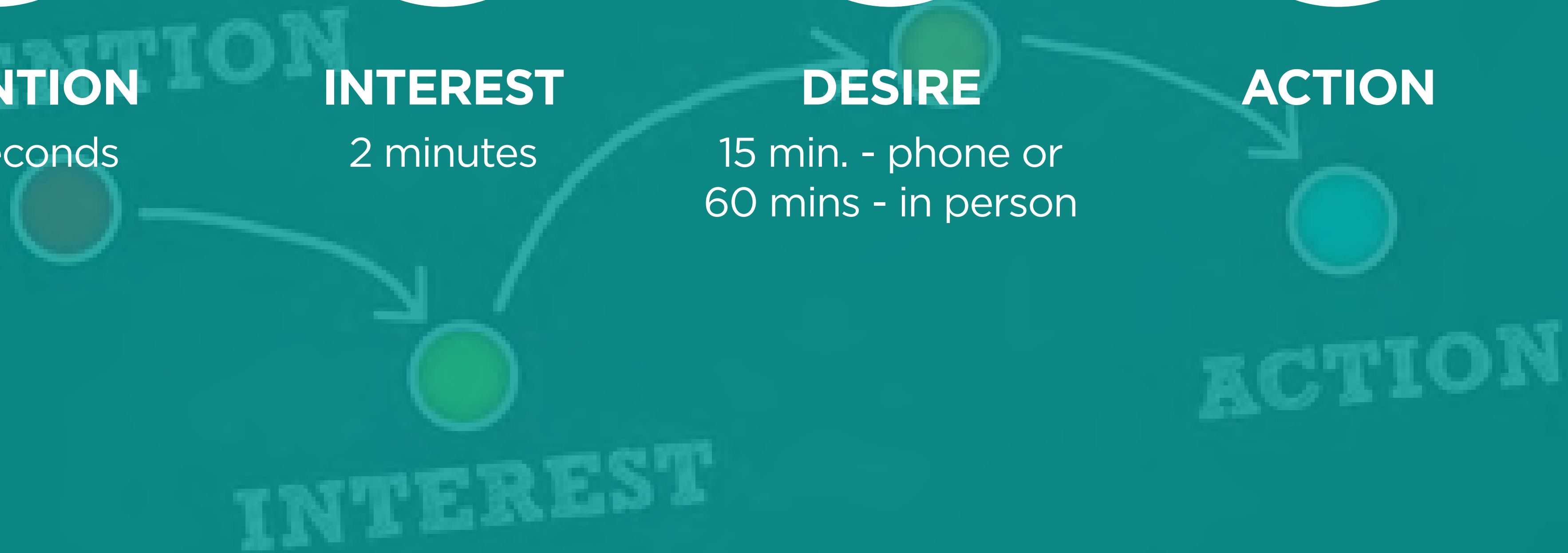


**DESIRE**

15 min. - phone or  
60 mins - in person



**ACTION**



# ELEVATE THE CONVERSATION

People don't buy  
**WHAT** you do

**WHAT**

**WHY**

**HOW**

People don't  
buy **HOW**  
you do it

People will always buy  
**WHY** you do what you do

Cloudflare is a mission and  
vision driven company

#savetheinternet

# SALES EQUATION

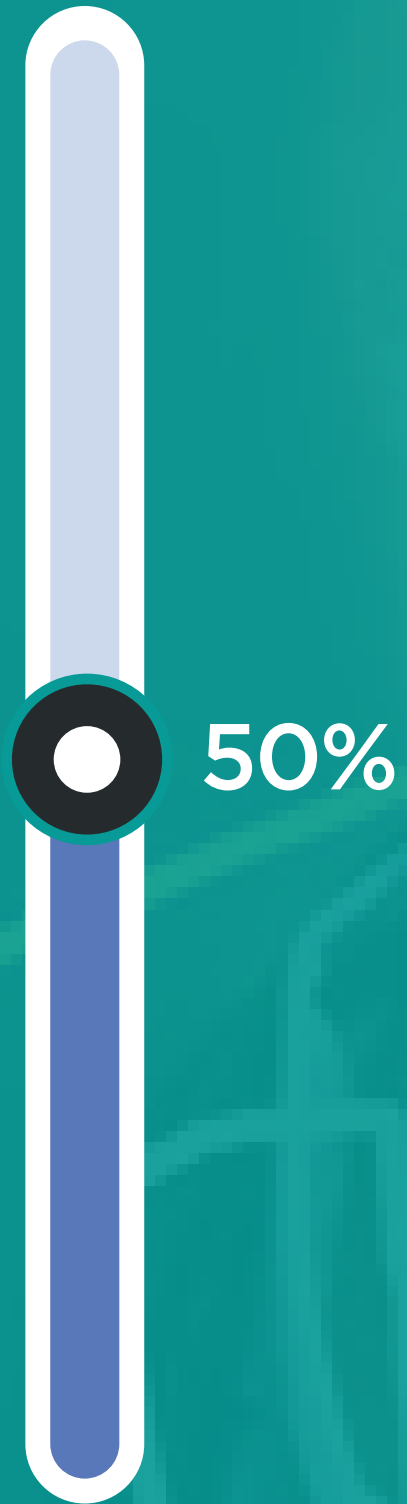


1%



Prospecting

800

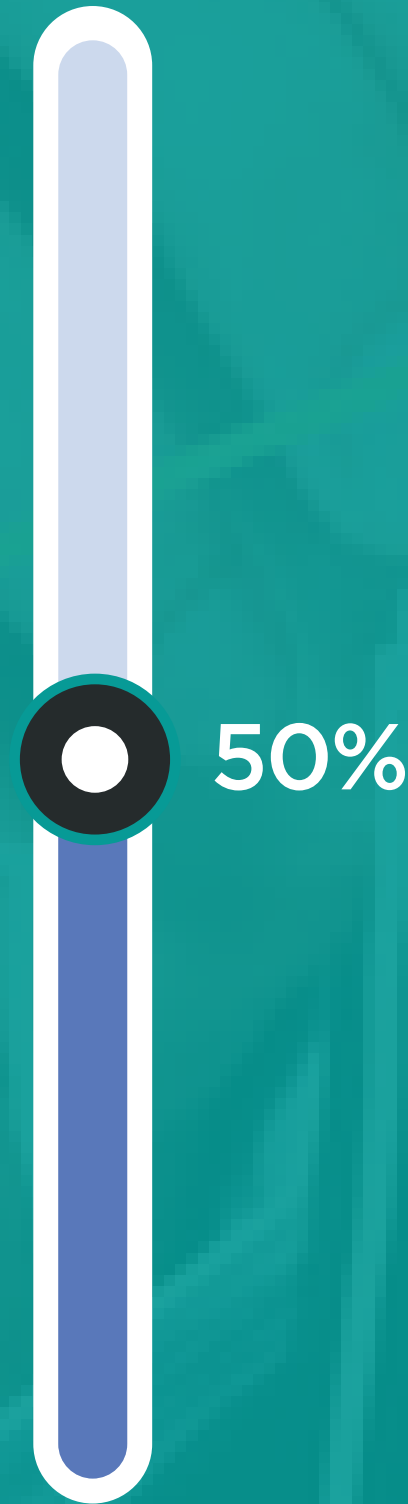


50%



Meeting

8



50%



Proposal

4



Close

2

# SALES EQUATION

## QUOTA

|                            |                     |
|----------------------------|---------------------|
| Your yearly revenue target | <b>\$ 1,000,000</b> |
| Your Average deal size     | <b>\$ 50,000</b>    |

## CONVERSION RATIOS (estimates)

|  |            |
|--|------------|
| Prospecting Activities: Qualified Meetings | <b>5%</b>  |
| Qualified Meetings: Proposals              | <b>50%</b> |
| Proposals: Signed Contracts                | <b>20%</b> |

| OVERALL ACTIVITY LEVELS | Yearly       | Monthly    | Weekly    | Daily     |
|-------------------------|--------------|------------|-----------|-----------|
| Prospecting Activities  | <b>4,000</b> | <b>333</b> | <b>80</b> | <b>16</b> |
| Qualified Meetings      | <b>200</b>   | <b>17</b>  | <b>4</b>  | <b>1</b>  |
| Proposals               | <b>100</b>   | <b>8</b>   | <b>2</b>  |           |
| Signed Contracts        | <b>20</b>    | <b>2</b>   |           |           |

## ISR CONTRIBUTION

|  |           |
|--|-----------|
| Average # of Qualified Meetings generated by ISR per month | <b>10</b> |
|--|-----------|

\* can also come from other sources

| AE ACTIVITY NEEDED                | Yearly       | Monthly    | Weekly    | Daily       |
|-----------------------------------|--------------|------------|-----------|-------------|
| Your Qualified Meeting Activities | <b>80</b>    | <b>7</b>   | <b>2</b>  | <b>0.32</b> |
| Your Prospecting Activities       | <b>1,600</b> | <b>133</b> | <b>33</b> | <b>6</b>    |

# TIER YOUR ACCOUNTS



# TAILOR YOUR MESSAGE

## RESPONSE RATE

★ ★ ★  
RESPONSE  
RATE



⌚ TIME

# STAY ABOVE THE POWER LINE

**POWER  
LINE**



## **POWER LINE RULE:**

The higher you go, the higher you stay...



## What does NOT

*get executive attention*



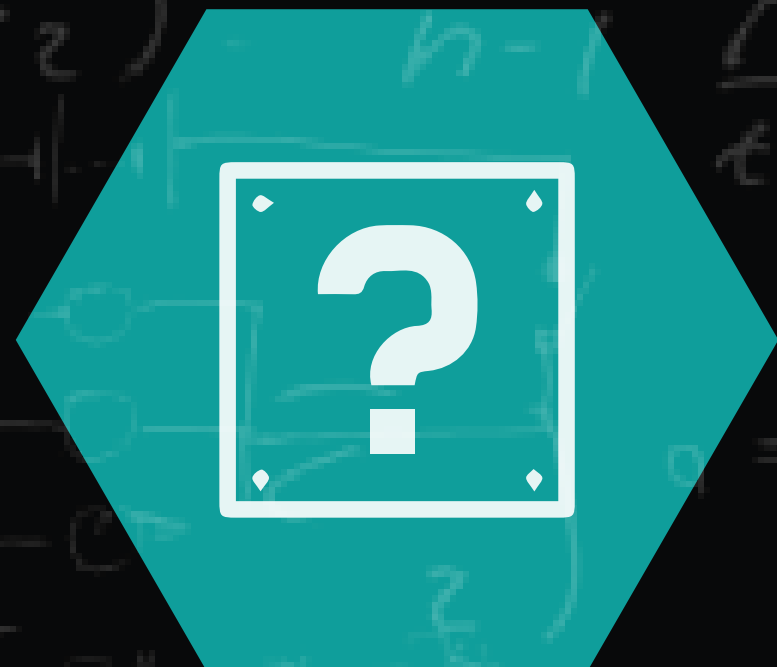
**Too Long**



**Vague**



**No Value**



**Assumptions**

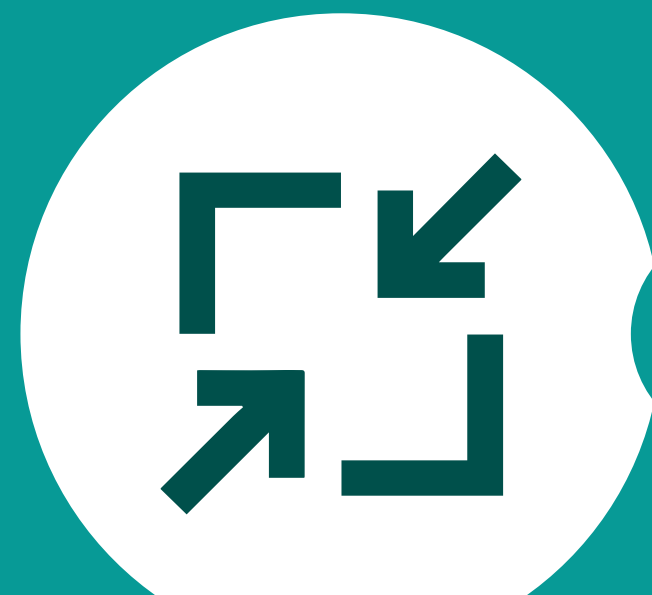


**Tricks**



**Annoying persistence**

# WHAT DOES GET EXECUTIVE ATTENTION



**Short**

+



**Direct**

+



**Value**

+



**Goal**

*Alignment*

+



**ATTENTION**

## COMMON TRIGGERS



Launching new products



Opening up new offices or geographic expansion



Hiring and growth



Mergers and acquisitions



New leadership roles



Or quotes from executives

## ADDITIONAL TRIGGERS



Social Media Presence

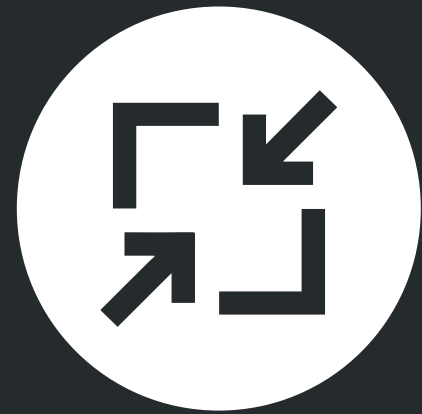


# of locations



Look and feel of website

# TRIGGERS & ATTENTION GRABBERS



**Short**

**Aa**

One sentence



Periods and commas are the enemies



**Peak curiosity**



**Focus on results**



Case Studies



Win stories



**What is unique about us**



**Specific and targeted**



The image shows a smartphone screen with a messaging app interface. The screen is tilted and displays several blue message bubbles. The text "Delivering the Message Via Phone" is overlaid in white, bold font. The background is a solid teal color.

# Delivering the Message Via Phone



## Weak Introduction

How are you today?

---

Is this a good time?

---

I'm sorry to bother you

---

Touching base. Checking in.



## Powerful Introduction

Thanks for taking my call

---

Do you have a few moments?

---

Can you help me?

---

The reason for my call is...

# THE WINNING CALL STRUCTURE



**Powerful  
introduction**



**Reason for  
your call**




**Call to Action**



**Contact information  
(at the END!)**



The image features a teal background with a hand holding a smartphone in the lower right. Numerous white outline icons of envelopes are scattered across the scene, some appearing to float or be sent from the phone. The overall aesthetic is clean and modern, representing digital communication.

# **Delivering the Message Via Email**



# HOW PEOPLE PRIORITIZE THEIR INBOX



**People they know**



**Priorities**



**Customers**



**Employees**

- Other
- Us



# Why You Why You Now



**Subject line**  
"Your"



**Why You**  
Triggers  
or Priorities



**Why You Now**  
Value Cloudflare  
brings to the  
trigger or priority



**Call to**  
**Action**

Hi Jane,

Just finished reading your interview on growth strategies and employee empowerment for CTrip. You stated that CTrip has a "very large share of online travel in China, but the move from offline to online bookings is still very early in its transition path."

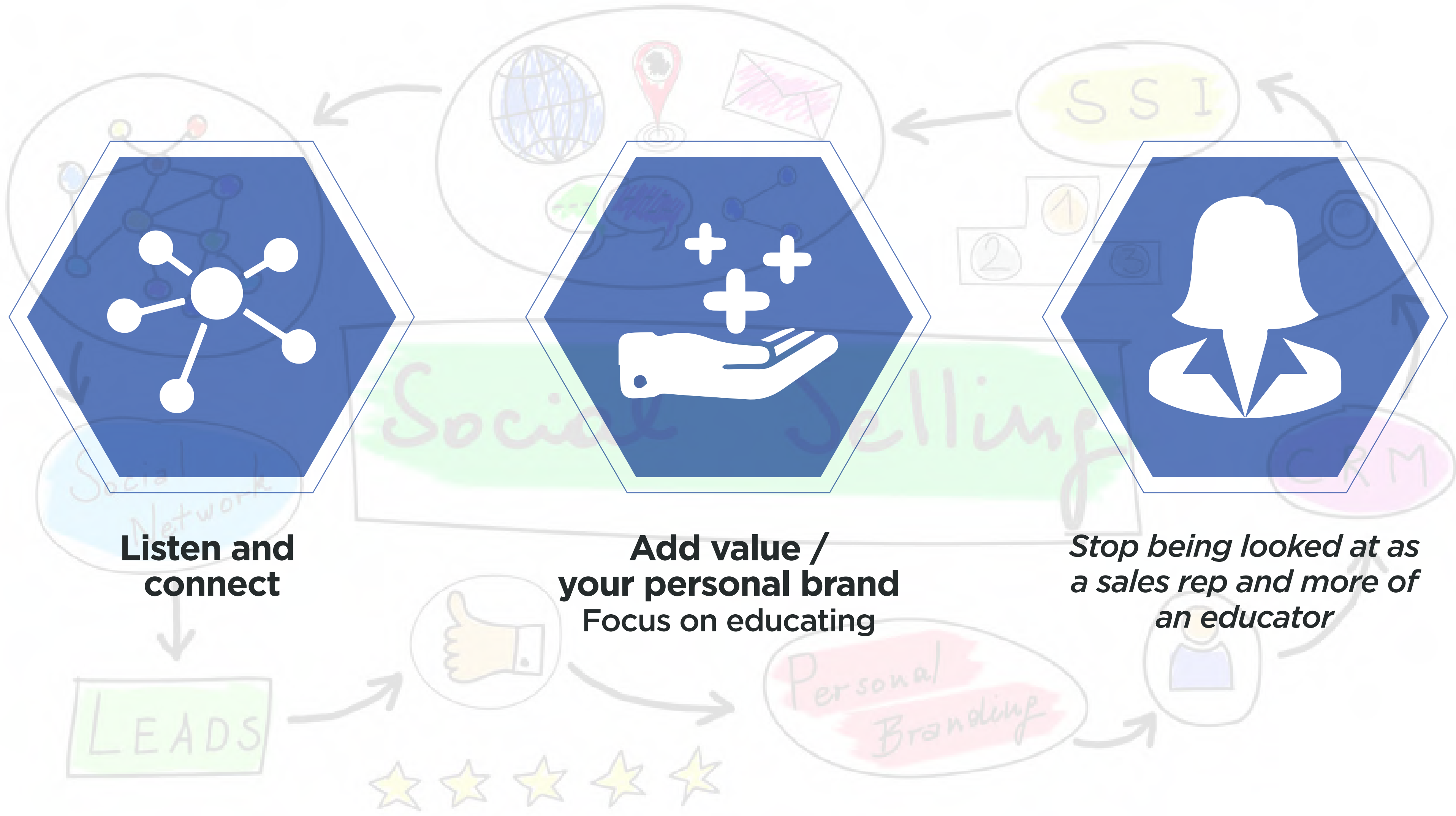
Cloudflare has the only truly integrated global network that offers a fast and secure experience for visitors inside of China, through our partnership with Baidu.

Let's explore how we can help your team as you move from offline to online travel bookings.

Best,

**Matt DiDomenico**

# SOCIAL SELLING



# MANAGE YOUR TIME

|                  | 19 Monday                          | 20 Tuesday                         | 21 Wednesday                       | 22 Thursday                        | 23 Friday                          |
|------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|
| 8 am             |                                    | Prospecting Power Hour (Approach3) |                                    |                                    |                                    |
| 9 <sup>00</sup>  |                                    |                                    |                                    | Prospecting Power Hour (Approach1) |                                    |
| 10 <sup>00</sup> | Prospecting Power Hour (Approach1) |                                    |                                    |                                    |                                    |
| 11 <sup>00</sup> |                                    |                                    |                                    |                                    | Prospecting Power Hour (Approach3) |
| 12 <sup>00</sup> |                                    |                                    | Prospecting Power Hour (Approach5) |                                    |                                    |
| 1 <sup>00</sup>  |                                    | Prospecting Power Hour (Approach4) |                                    |                                    |                                    |
| 2 <sup>00</sup>  |                                    |                                    |                                    | Prospecting Power Hour (Approach2) |                                    |
| 3 <sup>00</sup>  | Prospecting Power Hour (Approach2) |                                    | Prospecting Power Hour (Approach6) |                                    | Prospecting Power Hour (Approach4) |
| 4 <sup>00</sup>  | Send Info                          | Send Info                          | Send Info                          | Send Info                          | Send Info                          |
| 5 <sup>00</sup>  |                                    |                                    |                                    |                                    |                                    |

## CREATE A WELL DEFINED CONTACT STRATEGY

| QUOTA | Touch | CEO                                | CTO                                | IT Director      | Dev Ops      |
|-------|-------|------------------------------------|------------------------------------|------------------|--------------|
| 1     | 1     | WYWYN                              | WYWN                               | WYWYN            | WYWYN        |
| 7     | 2     | Dial                               | Dial                               | Customized Email | Email        |
| 11    | 3     | Personalized video communication   | WYWYN                              | Dial             | Dial         |
| 15    | 4     | Send hand written card and T-Shirt | Send hand written card and T-Shirt | Send T-Shirt     | Send T-Shirt |
| 21    | 5     | Dial                               | Dial                               | Email            | Email        |
| 25    | 6     | Email                              | Email                              | WYWYN            | WYWYN        |
| 30    | 7     | Dial                               | Dial                               |                  |              |