

The 3x3 Play

Radius Sales Enablement

The 3x3 Play

Your prospect isn't buying technology—they are buying a solution to their problems/objectives. One of the greatest challenges technology companies in emerging spaces is to help buyers map specific use cases to buyer challenges and vendor solutions. The 3x3 that enables buyers and sales reps to align from the very first call all the way through to their first quarterly business review as a customer. You should be able to complete this table after your discovery stage. In the next meeting following a discovery conversation, review this slide with your Champion to ensure you captured their goals & milestones, and reinforcement how Radius delivers solutions that will enable their specific milestones. Challenge yourself to not put the solution in the second column—it should still be 100% about the buyer.

Other tips:

- You don't need to have 3—more isn't better. Specific is best.
- Think of the strategic goal as the “compelling event” that is influencing this organization to research new solutions
- This is slide at the beginning of all remaining calls—**especially people new to Radius added to meetings**
- Your 3x3 play is a perfect script for how to run a customized demo—it naturally aligns to benefits the solution will provide that specific buyer
- During discovery, show the buyer the 3x3 table empty and let them know you must map this out
- Not all cells under solution have to be completed. There maybe a key milestone that we don't enable—buyers appreciate the transparency and actually believe you more if you include an objective that we can not help with.

Pre-Call Prep: Best Practices

BUYER MESSAGING SALES PROCESS ONBOARDING

Before engaging in a sales process with a prospect, sales reps must prepare. You must understand your buyer, predict pain points in advance, and prepare messaging that will drive the conversation.

Who's the Buyer

Understand the buyer, their persona and top-of-mind issues

- Understand both the organization and the individual persona
- Search LinkedIn and other sources for key issues facing the buyer

Key Selling Points

Arm yourself with 1-3 key selling points

- Identify current initiatives and challenges
- Put these initiatives in the context of the Radius product: how can you help?

Prepare Use Cases

Prepare 2-3 use cases with personas and customer stories similar to them

- Use cases should be prepared for similar personas (e.g., Owner vs. Bookkeeper) and a list of questions for issues they may be facing

List Your Questions

Prepare relevant questions that will give you leverage in the conversation

- Questions = "reverse use cases": rather than tell the prospect why, ask why
- Questions give you leverage by forcing the prospect to think and verbalize

Create a Goal-Driven Plan

Goals for each step are essential for rep success

- Make a habit of creating 1-3 goals for each step in the cycle
- Modify and tweak your goals as necessary to keep the cycle moving forward

Pre-Call Prep: The 3x3 Tool

BUYER MESSAGING SALES PROCESS ONBOARDING

Use this tool to take notes during your pre-call research and re-iterate business objectives and ask questions throughout the sales process.

Company Major Goal/Challenges	Pain/Challenge Identify 3 potential pains and milestones required to hit the goal	Solution Identify 3 possible solutions
Questions Reverse use cases	<ol style="list-style-type: none">1. (Segmentation) Many of our customers use us today personalize their marketing campaigns through micro-segmentation. How do you segment your customers today? How do you determine your highest ROI segments today?2. (Net New) Many of our customers use us today to target new customers based on the profile of existing customers. How do you currently target look-alikes?3. (TAM) Many of our customer use us today to define their addressable markets? How do you do that today? How well is it working?	
Stories Stories for similar personas	<ol style="list-style-type: none">1. Customer Story #12. Customer Story #23. Customer Story #3	
Notes:		

Pre-Call Prep: 3x3 Example

PLAYS

- Outreach
- Pre-call Prep**
- Discovery
- Demo Against Discovery
- Actively Manage a Trial
- Present Proposal
- Close

During discovery show the buyer the empty 3x3 template and let them know you must fill this out. You should be able to complete this table after your discovery stage. In the next meeting following a discovery conversation, review this slide with your Champion to ensure that you captured their goals & milestones, and reinforced how Radius delivers solutions that will enable their specific milestones. You should be revalidating and amending this information as needed throughout the sales process.

STRATEGIC GOAL	MILESTONES	SOLUTION
2x Customer Base	Saturate the retail-chain market & expand into adjacent markets	Automate net-new account identification within target segments and micro-segment across any US market leveraging common characteristics (outside of industry) of current customer-base– retail, hospitality, and restaurant markets
	Ramp new sales reps to acquire customers in new markets	Territory planning and populate reps pipeline with targeted accounts prior to start date
	Increase campaign ROI	Optimize outbound campaign personalization and channel optimization to increase conversions with target accounts

Examples

Strategic Initiatives

Strategic Goal	Milestones/Challenges	Solution
Become the fastest growing digital advertiser ever	Identify which accounts in Salesforce are most likely to need a promoted pin managed plan.	Leverage Radius segmentation capabilities to build targeted segments for SDRs to call on. Identify accounts with cross sell potential for either Promoted Pin or Buyable Pin product lines.
	Find look-a-likes to target in verticals relevant to [REDACTED]	Use Radius Insights and Recommendations to identify net new businesses likely to advertise with Pinterest. Sample expansion industries include Financial Services, Travel, Health & Medical, and more.
	Append billing information in [REDACTED] Salesforce instance, alleviating collections challenges and capture missed revenue.	Data intelligence engineer from Radius will append Pinterest's Salesforce data with information from the Radius Business Graph. This will increase the segmentation capabilities and alleviate billing challenges.

Goals

Segment

Business Case

Proposal

Up Next

Business Objectives:

Strategic Goal	Milestones	Solution
Drop the spray and pray approach.	Identify all likely-to-convert leads that are currently in Marketo. Currently have 1.2 million prospects in Marketo (internationally) from purchased lists. They want to tap into those leads for prioritizing cold calling and emailing.	Automate this process by creating a fit score for each lead that is in Marketo. Radius can model off of customers and great opportunities to then assign a score for each Marketo lead.
	ABM Strategy for outbound cold calling. After they have gone through all of their current prospects that are in Marketo they want to start doing more targeted outbound. Have historically only segmented by firmographics, so want to get deeper on signals that are correlating to success to build out targeted lists.	Use more advanced signals and tools for segmentation. Target the net-new businesses that fit their ideal customer profile.

Objectives

Strategic Goal	Milestone	Solution
Acquire & retain 10,000 customers	Maximize rep efficiency <ol style="list-style-type: none">1. Lead scoring2. Radius Connect	Use MSH score (behavioral/implicit) along with Radius score (demographic/firmographic/explicit) to hone in on prospects that have the highest propensity to convert into customers
	Increase customer lifetime value for current and former customers to mitigate churn and win back former customers	Align SFDC statuses with Radius for current customers and former customers to create targeted, customized vertical or territory based content for nurture campaigns
	Optimizing and maximizing MSH's ability to utilize existing CRM data and net new records from Radius	Leveraging Radius Predictive Lift Scores to prioritize Open records (in Salesforce & Marketo) that are likely to convert and Recommended Segments to identify net new prospects that marketing and sales should pursue

Business Objectives

Strategic Goal	Objectives	Solution
Grow customer base exponentially while maintaining margins & profitability goals	Gain complete visibility into total addressable market and new customers	Integrating Radius Business Graph gives access to navigate & define market size and penetration based on [REDACTED]'s ideal customer profiles across the entire US Market.
	Ramp agents & agencies to acquire customers in new markets. (Quick start product launches.)	Precise territory planning - Assign and populate an agency or sales agent pipeline with targeted accounts. Automate account identification with high propensity to convert leads.
	Execute outbound (i.e. Direct Mail, eMail, Tele Sales) campaigns to drive demand for [REDACTED] services directly with customers	Look-alike targeting based on predictive models coupled with rich prospect profiles and deep segmentation enables marketing to identify the best merchant prospects and execute targeted 1:1 marketing campaigns for higher response rates.
	Model new ways to drive demand while lowering acquisition costs.	Native social integrations enable [REDACTED] to expand campaign mix to lower cost digital channels. Richer customer intelligence offer insight to enhance messaging & content targeting. Self-learning platform for continual iteration & improvement.