

BEST SALES DEVELOPMENT TOOLS TO USE IN 2015

A Panel Discussion with

Ralph Barsi, Achievers
Andrew McGuire, Zendesk

Sean Kester, SalesLoft
David Dulany, OpenDNS



Friday, January 23, 2015

BrightTALK™

ANDREW MCGUIRE



San Francisco

Manager, Sales Development

 in/amcguire

 @andrewcmcguire

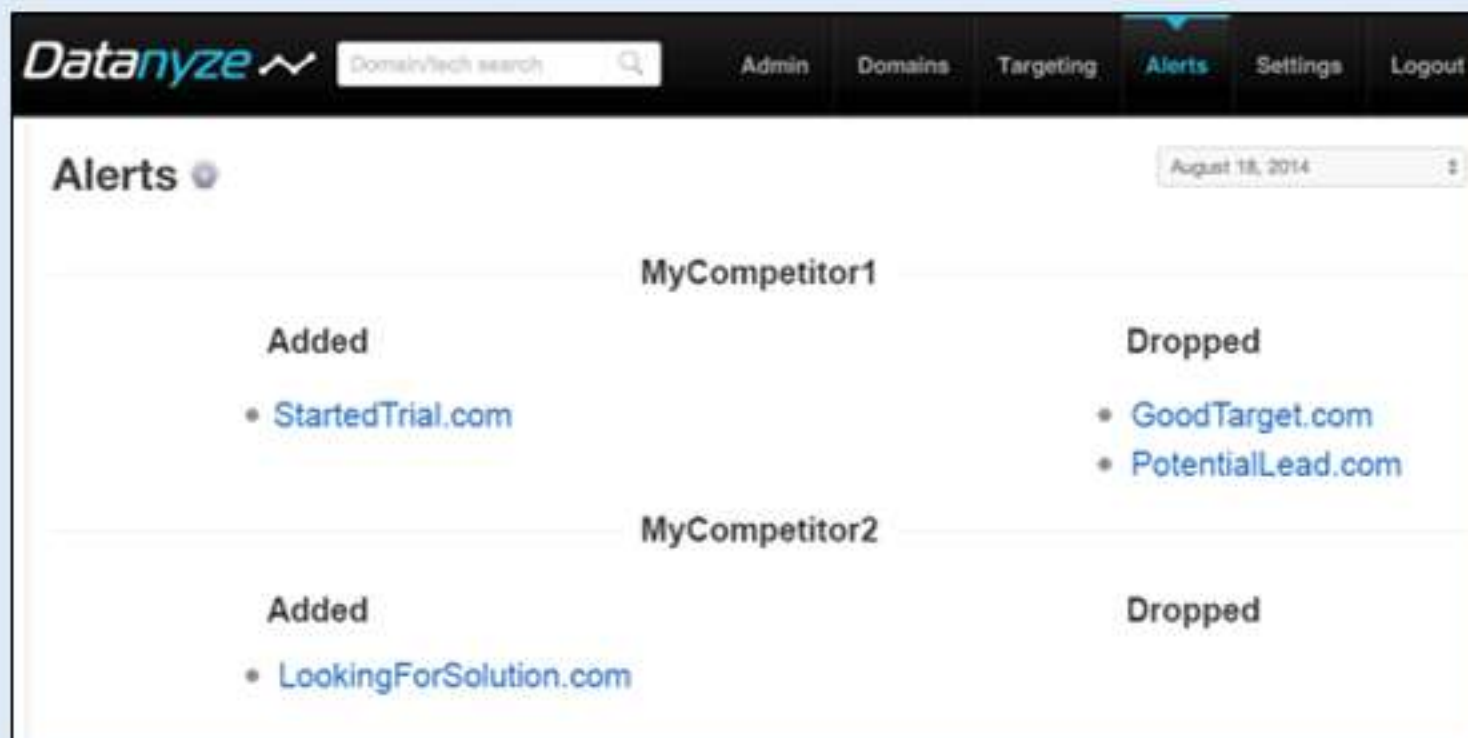


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#1



Timing is everything



Every day, Datanyze tells your SDR team **when to reach out**, revealing websites that have started or stopped using your competitor's product.

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#2

Direct Mail

VPs and CXOs

 **USPS.COM**



Maillift

VIP Events and Non-Responsive

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 @andrewcmcguire

DAVID DULANY



San Francisco

Manager, Sales Development

 in/davidkdulany

 @dkdinsf

OpenDNS

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#3

Google docs

Create a Request Form

Sales Development Team Campaign Support Request Form

Your username (ddulany@opendns.com) will be recorded when you submit this form. Not ddulany? [Sign out](#)
* Required

What is the name of the Campaign? *

What date does it start? *

What date does it end? *

Please insert Campaign link

What date will Report link be added to Work Circles?

What date will Report link be removed to Work Circles?

Who should work on this MDA or SDR? *

#3

Google docs

Syncs to Trello Board Project Tracking



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#4



Wide-ranging search features

Selecting 19182 companies, 341831 contacts Open in New Window

Active Criteria

Recent Searches

Favorite Searches

830 companies, 5412 contacts

174 companies, 10141 contacts

216 companies, 12183 contacts

Exact text: zero fox

Exact text: zerofox

437 companies, 37865 contacts

☐ Companies

☐ Recently Left

☐ Red Alerts

☒ Contacts

Search

Search Companies **Go**

Type a company name to search

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Show All

☐ 1-800 Contacts

☐ 1-800 Flowers

☐ 1-800 Petmeds

☐ 1105 Media

☐ 121 Financial Credit Union

Paste 'n Go

Real-Time Triggers

Bluefly sources indicate that the company is planning to expand storage infrastructure. [Robert Waite](#) currently serves as Senior Director, Engineering. (01/19/2015)

Infrastructure Storage

Bluefly is planning to expand the company's server framework leveraging open source solutions. (01/19/2015)

Infrastructure Open Source

Bluefly is planning to expand infrastructure to cloud solutions. [Robert Waite](#), Senior Director, Engineering is expected to be involved. (01/19/2015)

Cloud Infrastructure

Houghton International sources have indicated the company is now using Microsoft System Center Configuration Manager (SCCM) 2012. (01/19/2015)

Implementation IT Projects

Chat now

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#4



Individual search features

Contacts which match the following:
Country: USA
Job Function: Chief Information Officer
Job Function: Cloud / Mobility
831 companies, 5414 contacts

[Export / Upload](#) [Limit Export to First: 100](#)

[Add Search To Favorites](#) [Email Selected](#) [Add Red Alert](#) [View Map](#)

☐ BCC

[All](#) [New](#) [Downloaded](#) [Updated](#) [Clear All](#)

Sort By: ☒ Ascending ☐ Descending

Go to Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [10](#) [20](#) [30](#) [40](#) [50](#) [55](#)

	Company	Contact	Manager	City	State	
☐	3M 651-733-1110	 John Whieldon     Manager, Infrastructure & Technology 512-984-5233 Direct Dial		Austin	TX	   Level Contact Chat now

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 @dkdinsf

SEAN KESTER



Atlanta

Head of Sales Development

 [in/theseankester](https://www.linkedin.com/in/theseankester)

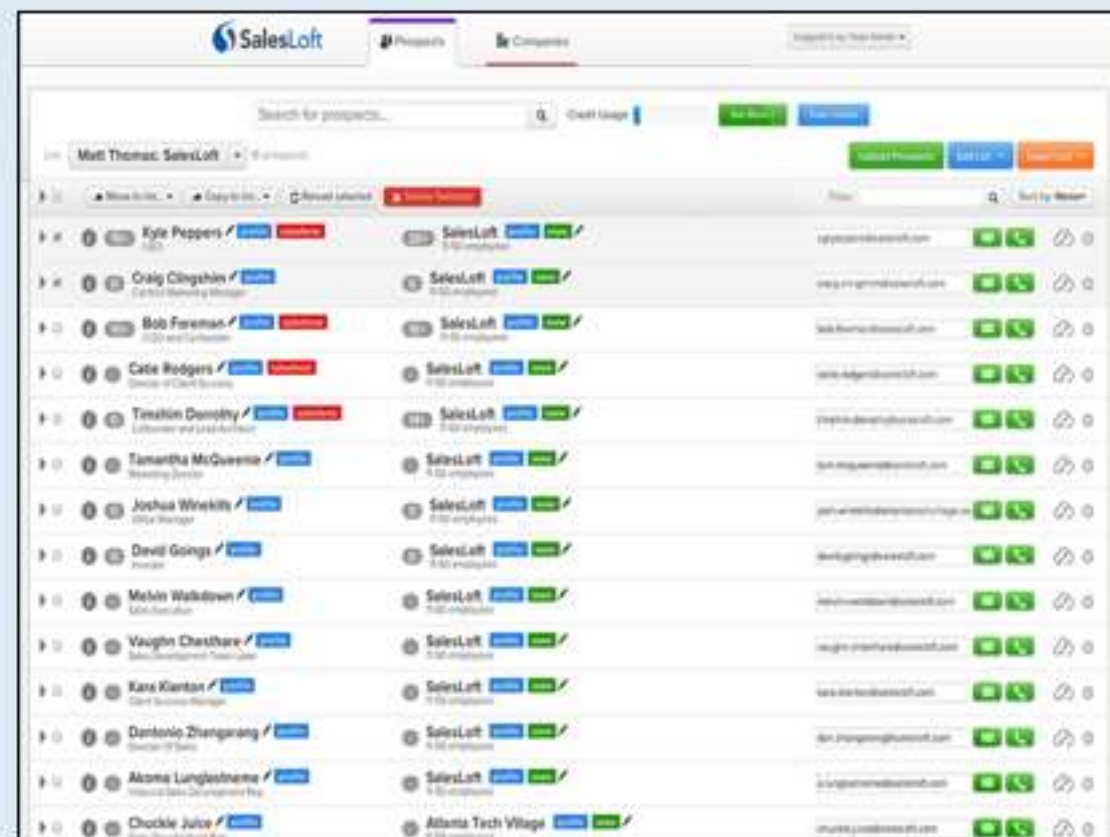
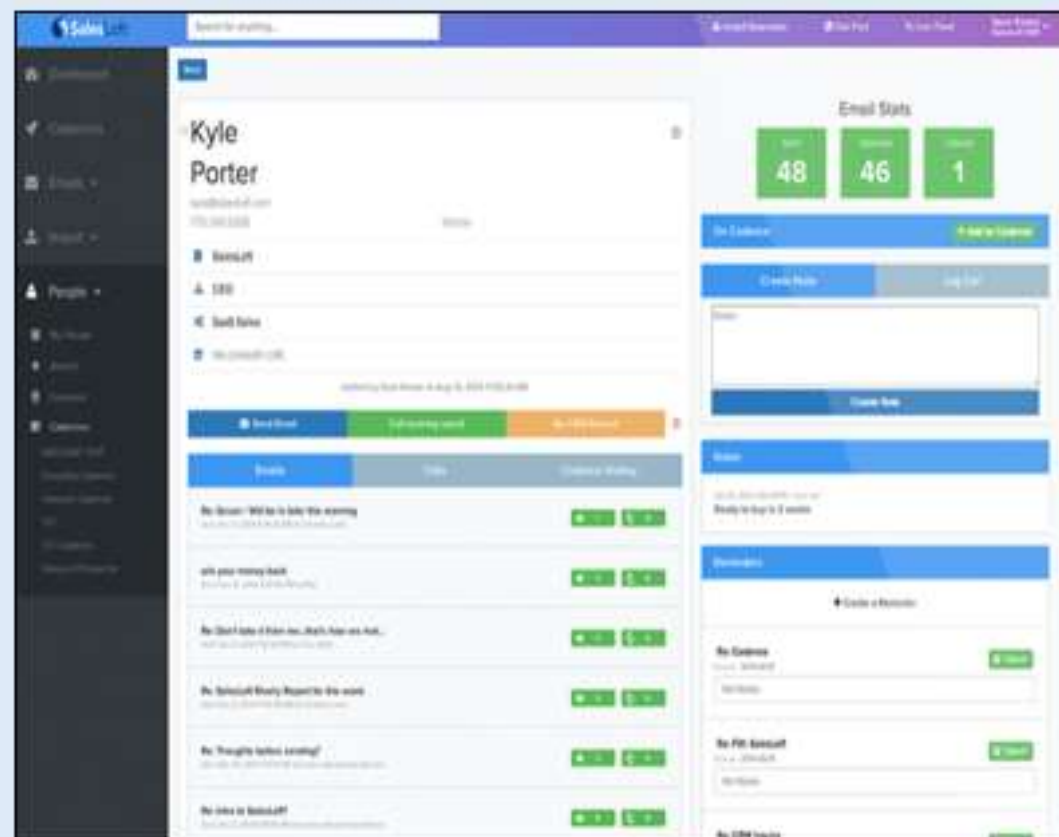
 [@theseankester](https://twitter.com/theseankester)



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#5

Prospector & Cadence



The **simplest way on the Internet** to prospect and set 300% more appointments and demos.

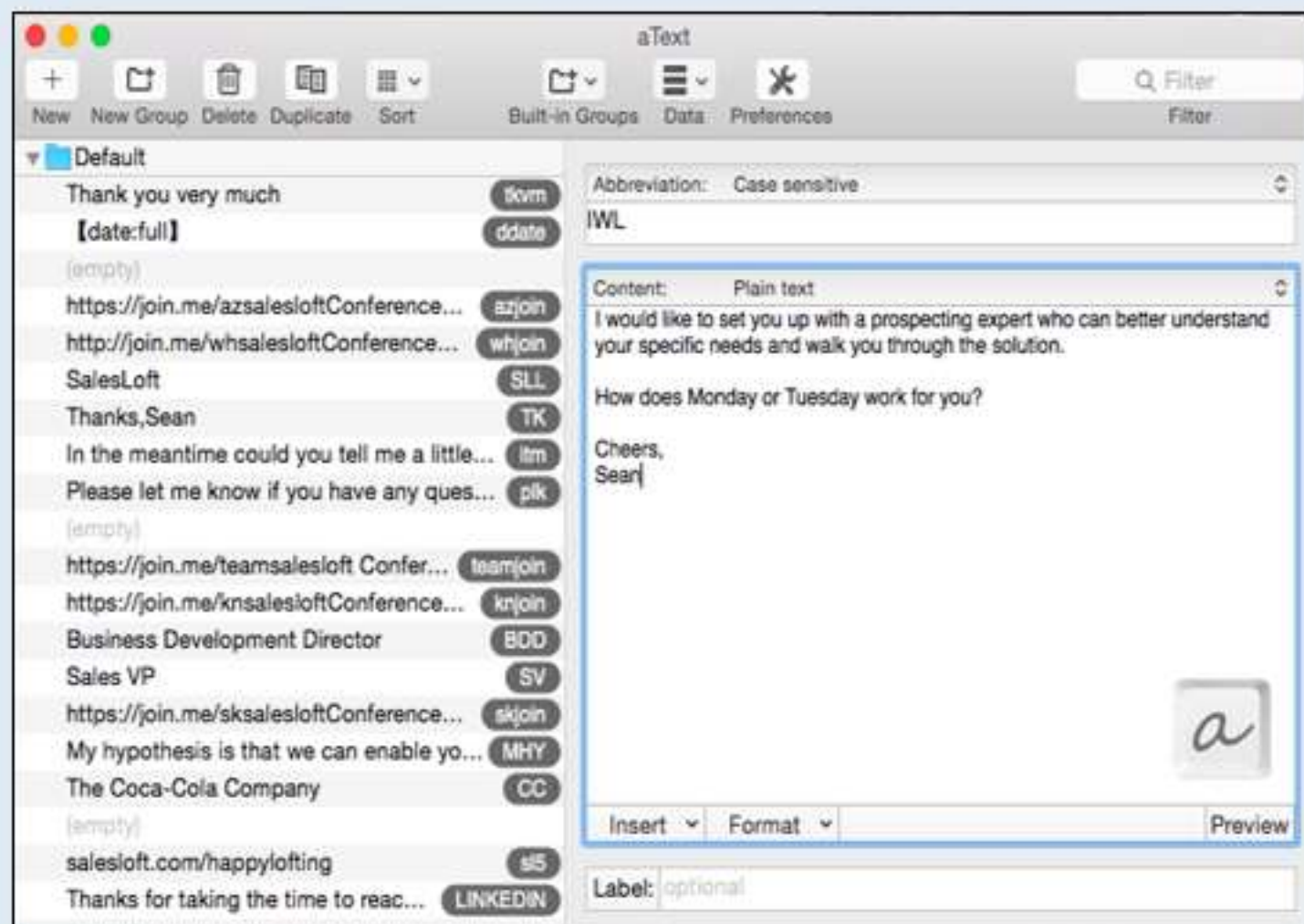
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#6

aText

Best tool you can buy (for the price of a beer!)



aText **accelerates your typing**
by replacing abbreviations
with frequently used phrases
you define.

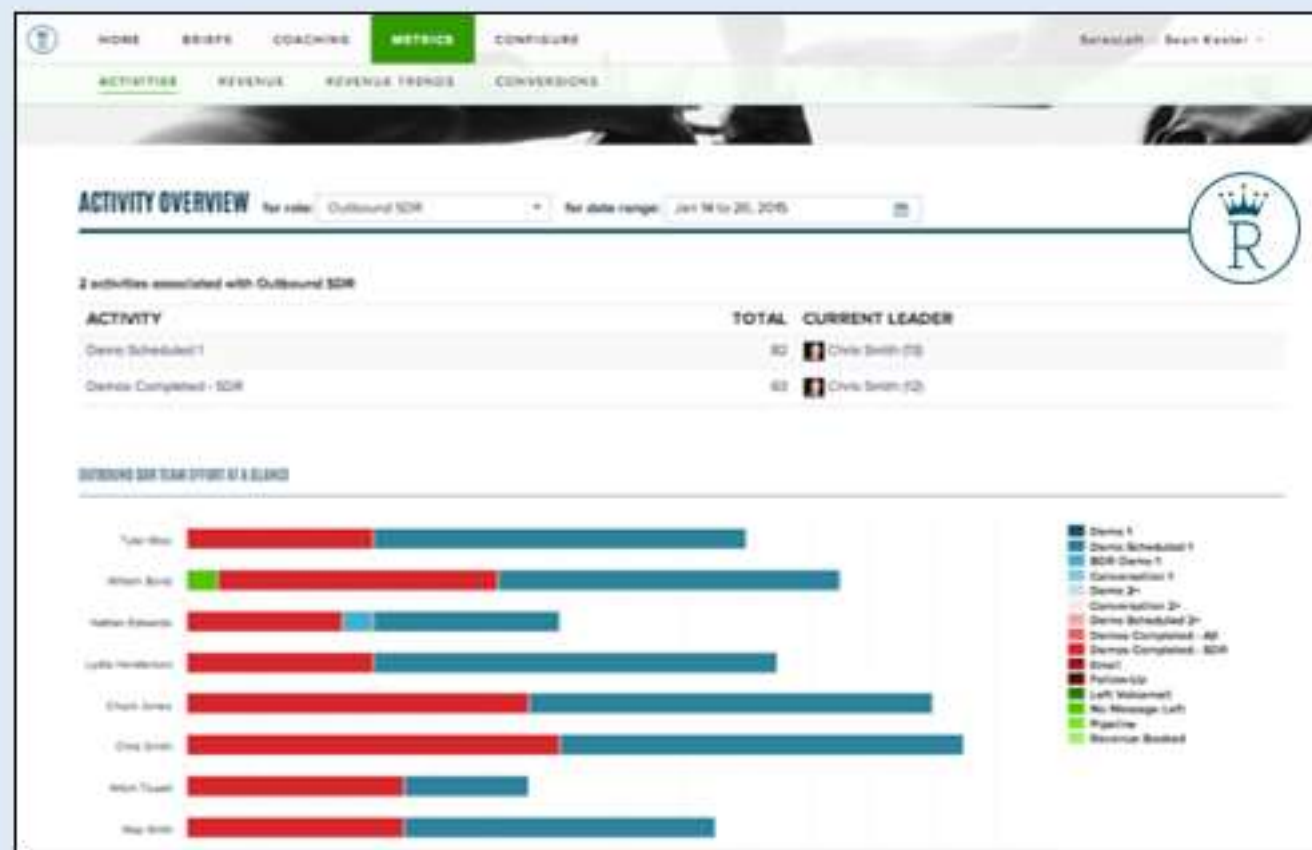
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#7

Rivalry

See **the what**, uncover **the why**



Transparency and accountability throughout your team with the **all-in-one** sales coaching platform.

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#7

Rivalry

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#7

Rivalry

See **the what**, uncover **the why**

YOUR BRIEF SETTINGS FOR SALES

DECIDE YOUR CADENCE

HOW OFTEN SHOULD BRIEFS BE SUBMITTED?

WHEN DO YOU WANT THEM DUE? @

Brief will be due on January 25, 2015 @ 9:00PM. Reminders will be sent on January 23, 2015.

ACTIVE QUESTIONS

Questions that currently appear in your brief. Drag and drop to reorder.

1. **What are your three sales goals this week?** with question
Created on Oct 30, 2014. Answered 3 times.
2. **Did you hit your 3 sales goals last week? Why or why not?** with question
Created on Jan 8, 2015. Answered 3 times.
3. **What are our MUST REVIEWS for our weekly 1-on-1?** with question
Created on Oct 30, 2014. Answered 1 time.



REVIEW BRIEF

**Emilie Norton**
BRIEF FOR 1/18/15
Submitted on 1/16/15 | Reviewed on 1/16/15



1. **What are your three sales goals this week?**
Find balance - work on sticking to a schedule  

Submitted on 1/16/15 at 12:15 PM
great. Are you putting the schedule on paper/Docs?
You 

Import leads (50)  

Submitted on 1/16/15 at 12:15 PM
great goal, is Carly going to help with you here?
You 

Transparency and accountability throughout your team with the **all-in-one** sales coaching platform.

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 @theseankester

RALPH BARSI



San Francisco

Senior Director, Sales Development

 [in/ralphbarsi](#)

 [@rbarsi](#)

Achievers

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Your emails are long enough. **Don't insert long URLs**, too!

Turn this...



`http://api.longurl.org/v2/services&format=json&callback=foo&useragent=ApplicationName2F3.7featurepageindex.p
hpdmmmy=1&fb_sig_in_iframe=1&fb_sig_iframe_key=8e296a067a37563370ded05f5a3bf3ec&fb_sig_locale=bg_BG&f
b_sig_in_new_facebook=1&fb_sig_time=1282749119.128&fb_sig_added=1&fb_sig_profile_update_time=12298620
39&fb_sig_expires=1282755600&fb_sig_user=761405628&fb_sig_session_key=2.luyNqrcLQaqPhjzhFiCARg__.3600.1
282755600-
761405628&fb_sig_ss=igFqJKrhJZWGSRO__Vpx4A__&fb_sig_cookie_sig=a9f110b4fc6a99db01d7d1eb9961fca6&fb_s
ig_ext_perms=userstatus&fb_sig_country=bg&fb_sig_api_key=9f7ea9498aabcd12728f8e13369a0528&fb_sig_app_`

Into this...



`http://bit.ly/hack_away`

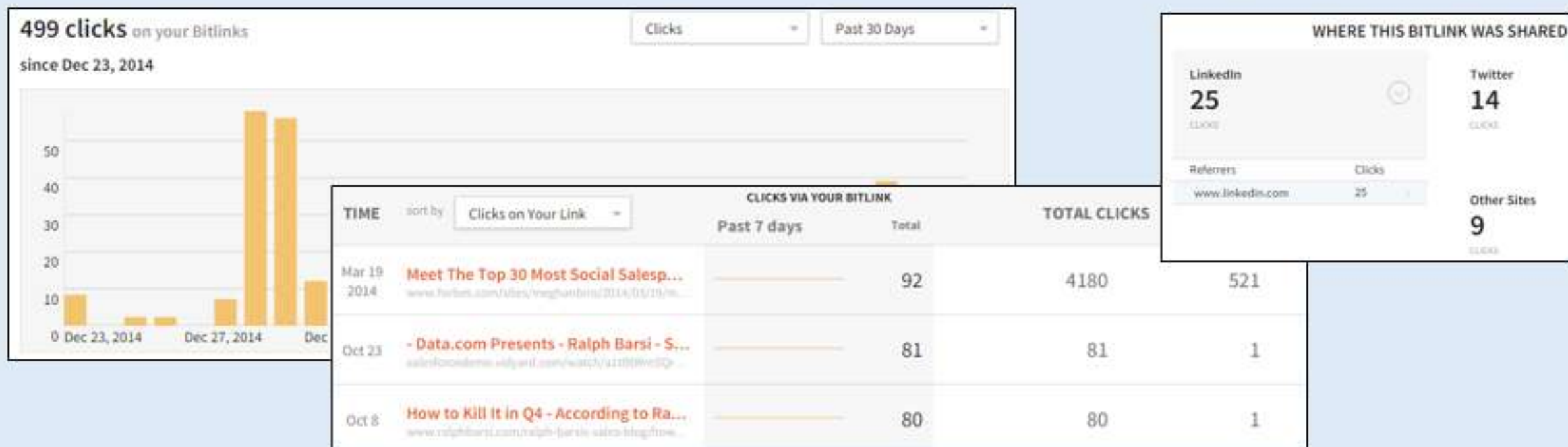
[Note: You can customize the link]

Own, understand, and activate your audience
through **the power of the link.**

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@rbarsi

Monitor the clicks! Know who, where, when, & how many times?!



Own, understand, and activate your audience through **the power of the link.**

CONNECT WITH THE CREW



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Achievers



OpenDNS



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