

UNCOVER THE STRATEGIC STORY FOR ANY CUSTOMER

Introducing Databook Strategy Builder

 **Databook**



DEVELOP BETTER, MORE PERSONALIZED STRATEGIES



The most valuable skill to building pipeline over the next 12 months.

Source: Databook

Sellers have...

Limited tactical tools that allow them to reach more prospects than ever before

They know...

They can't scale thoughtful strategy to keep up with the pace of execution that is expected

The outcome...

Dwindling response rates. Lack of access to executive buyers. Inability to unlock strategic spend buckets.

SCALE STRATEGIC SELLING BY SCALING YOUR STRATEGY



PAST

DISPARATE DATA SIGNALS

10-K/Q, WWW.COMPANY.COM,
CORPORATE DISCLOSURES, EARNINGS
CALLS, EXECUTIVE STATEMENTS,
INVESTOR PRESENTATIONS,
FINANCIALS, NEWS → STRENGTHS/
WEAKNESSES VS PEERS

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PRESENT

CURATED CUSTOMER INSIGHTS



FUTURE

DYNAMIC STRATEGIC STORIES

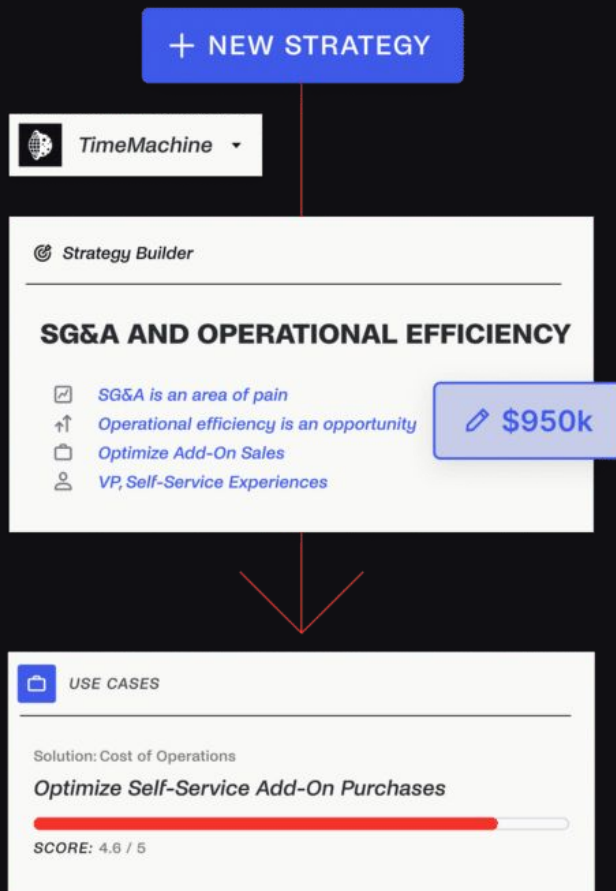


THE SHORTEST PATH FROM TARGET TO CLOSE

Strategy Builder guides account planning,
creating early visibility to future pipeline

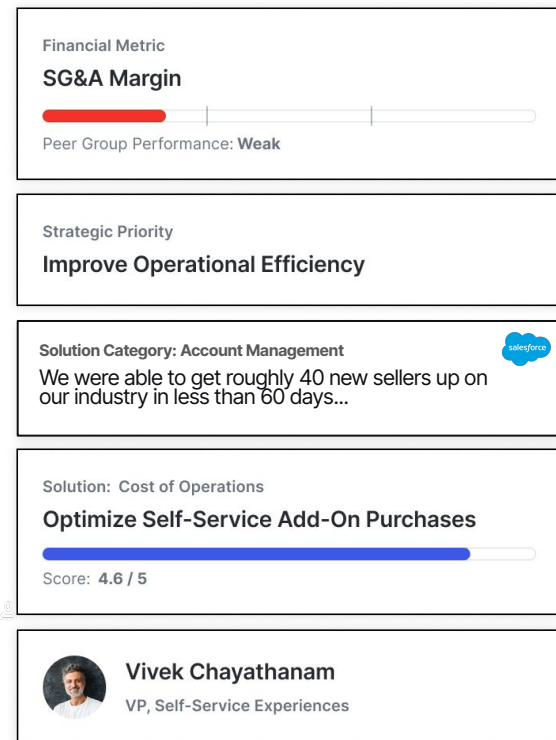
- Create, track and iterate strategies in one place
- Automatically update strategies to reflect account changes

[TAKE THE TOUR](#)



LET'S SEE IT.

THERE IS A ROADMAP FOR CREATING ANY OPPORTUNITY



FINANCIAL PAIN/ OPPORTUNITY

An area of weakness or opportunity tied to quantifiable, meaningful value. A great predictor of CFO buy-in.

STRATEGIC PRIORITY/ MGMT INTENT

Key management initiatives that when tied to a financial case indicates high likelihood of ability to access budget.

CUSTOMER STORIES

Anyone can say they solve problems, customer stories prove it - prospects need a reason to believe.

USE CASES

Why they should talk to you. How your solutions or products connect to the financial and strategic goals.

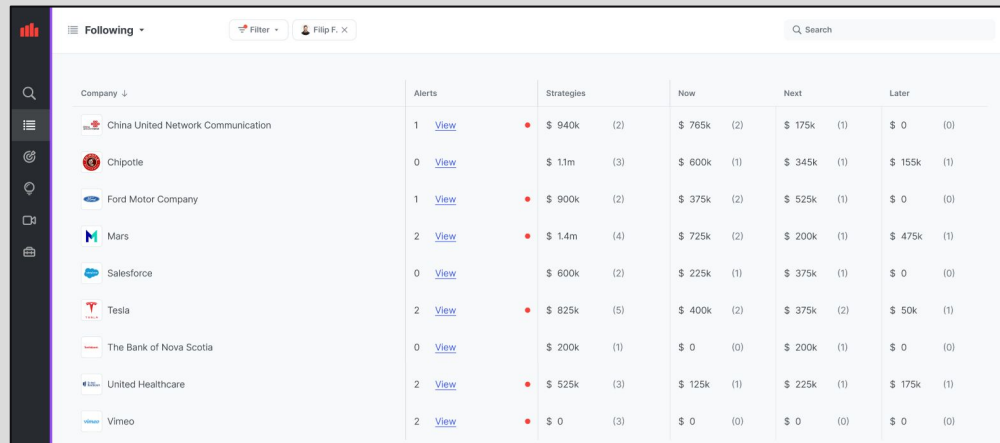
EXECUTIVE SPONSORS

An executive owner with vested interest in the area of financial or operational impact.

APPLY STRATEGIC SALES AT SCALE

Identify strategic needs for thousands of enterprises across all territories

- Improve visibility and maximize the potential of each territory
- Create a new category of “pre-pipeline” to forecast against
- Develop your plan to hit quota with estimated deal sizes and precise buying windows



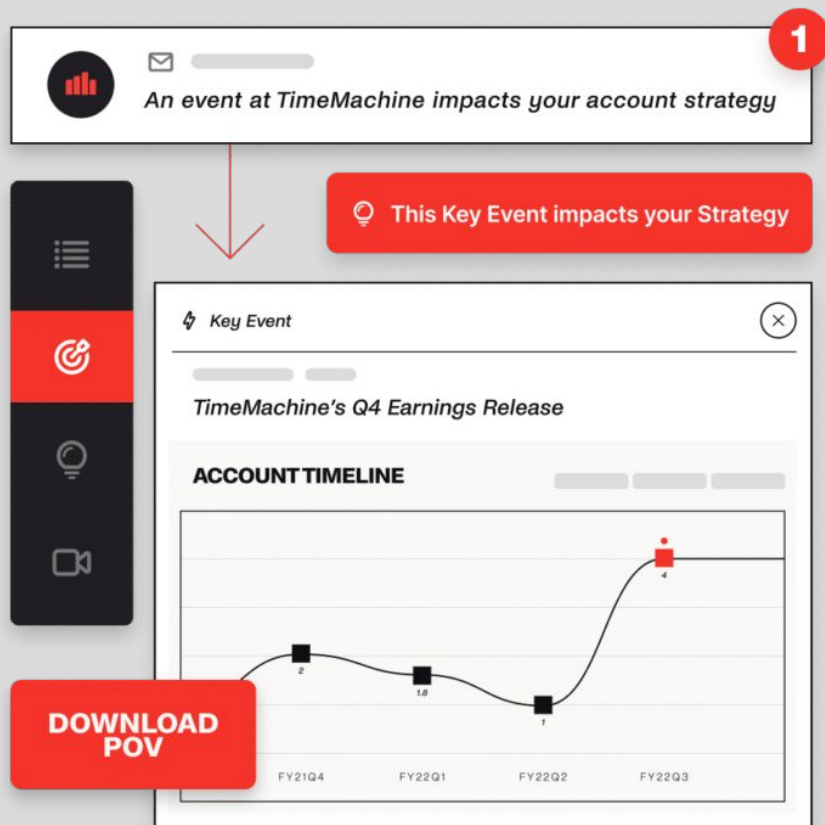
Company ↓	Alerts	Strategies	Now	Next	Later
China United Network Communication	1 View	• \$ 940k (2)	\$ 765k (2)	\$ 175k (1)	\$ 0 (0)
Chipotle	0 View	\$ 1.1m (3)	\$ 600k (1)	\$ 345k (1)	\$ 155k (1)
Ford Motor Company	1 View	• \$ 900k (2)	\$ 375k (2)	\$ 525k (1)	\$ 0 (0)
Mars	2 View	• \$ 1.4m (4)	\$ 725k (2)	\$ 200k (1)	\$ 475k (1)
Salesforce	0 View	\$ 600k (2)	\$ 225k (1)	\$ 375k (1)	\$ 0 (0)
Tesla	2 View	• \$ 825k (5)	\$ 400k (2)	\$ 375k (2)	\$ 50k (1)
The Bank of Nova Scotia	0 View	\$ 200k (1)	\$ 0 (0)	\$ 200k (1)	\$ 0 (0)
United Healthcare	2 View	• \$ 525k (3)	\$ 125k (1)	\$ 225k (1)	\$ 175k (1)
Vimeo	2 View	• \$ 0 (3)	\$ 0 (0)	\$ 0 (0)	\$ 0 (0)

Summary					
9 Companies	11	\$ 6.4m (23)	\$ 3.2m (13)	\$ 2.1m (10)	\$ 855k (4)

SPEED FROM PLANNING TO SELLING

Support your strategy by navigating to deeper insights

- Drill down to build powerful narratives
- One-click downloads of key charts
- Know the potential before prospecting



GET INTERNAL ALIGNMENT

Align account teams around the best message for any account

- Drive more effective outreach, collateral, and meeting prep
- Give your ABM team more relevant messaging to create campaigns that drive pipeline

 Present

@ Sales Strategy 1 of [n]

Expand Customer Base, Close More Deals, Optimize Sales



Financial Case for Change

SG&A as a % of revenue

A Alice Embrey 12:03pm

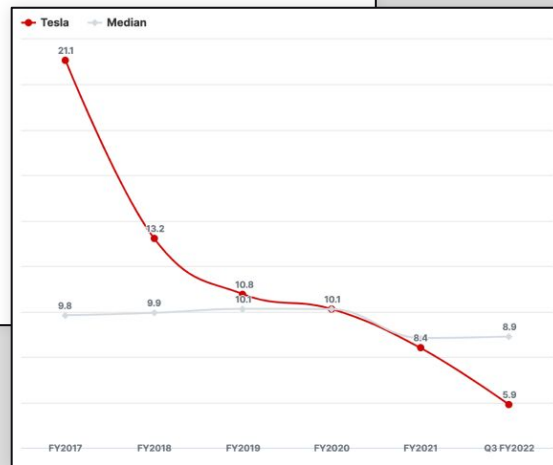
This would be an ideal pain point for our ABM campaign over in marketing. @Hannah, what do you think?

H Hannah Albrecht 12:05pm

@Alice, interesting - thanks for this. I'll get with my team and review our current Tesla ads.

A Alice Embrey 12:06pm

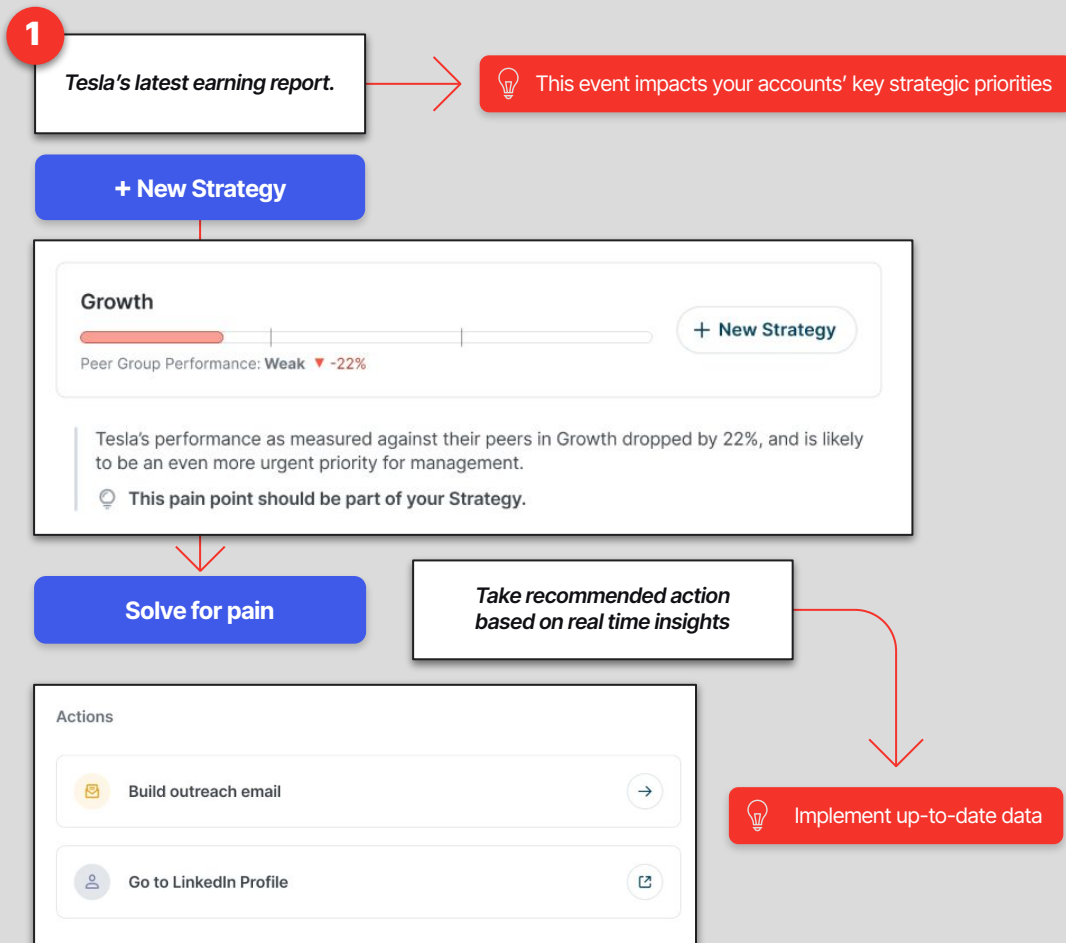
Time to close Tesla!



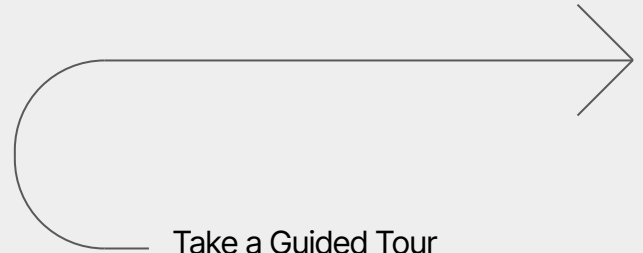
ADAPT TO CHANGES IN REAL TIME

Alert sellers to changes within their accounts to power dynamic decision-making.

- Automatically propagate changes throughout GTM processes
- Effortlessly coordinate GTM at scale



JOIN THE STRATEGIC SALES MOVEMENT



Take a Guided Tour

Access Frequently Asked Questions

Try It Out

Provide Feedback