



CLOZELOOP

ACHIEVING RAPID GROWTH

ClozeLoop Inc.
www.clozeLoop.com





CLOZELOOP SUCCESS

"THE BEST IN THE BUSINESS."

You already know that it's a mistake to treat a sales initiative like an event. Sales effectiveness requires initial impact, implementation, reinforcement, and rigor to drive exponential return on your investment.

That said, the dirty secret is that most sales trainers or strategy organizations count on re-training, licensing fees, and quarterly SKO's with you to generate more revenue.

If your sales methodology requires constant re-training, or you have to pay to use it on an annual basis, or to integrate it into your CRM then your partner is not operating in your best interest.

Our success planning ensures that if you do choose to engage us again it's for the **next level project** not to put patchwork on what we've already done or pay again for something you already bought.

Our goal is to put you and your team in a position to own your own process ongoing.

RAPID GROWTH: PARTNERING FOR SCALE

Whether your company is a startup, in mid to late-stage growth, an enterprise company, or an investor in one of the above...

ClozeLoop has demonstrated consistent success in partnering to:

- Accelerate Revenue Growth
- Optimize Seller Performance
- Create Competitive Differentiation
- Onboard & Ramp Quickly
- Build Strong Sales Managers
- Provide Tools for Scale

**WE DISCREETLY WORK
WITH THE FASTEST-
GROWING COMPANIES
ON THE PLANET.**

COVID-19 has had a significant effect on buyer behavior, and the economy has forced difficult decisions for many executives and sales leaders.

Sales reps need to innovate and leverage data as buying habits have changed. Meanwhile, managers are asked to find new ways to improve seller productivity, and leaders still need to drive predictable growth through uncertainty.

We've partnered with the fastest-growing companies to do just that.



2021 CHALLENGES BY THE NUMBERS

85% of leaders expect that hybrid sellers will be the most common sales role in the org in the next 3 years.*
-McKinsey & Co

**Hybrid sellers are those that use: video, in person, apps, phone, occasional in-person*

According to HubSpot:

40% of businesses missed their revenue targets.

The biggest challenges salespeople listed are:

- **42% creating urgency**
- **35% overcoming price objections**
- **50% of prospects are not a good fit**

Only 24% of salespeople beat quota last year

According to Harvard Business Review:

- **27% sales turnover is average**
- **85% companies report increase in product line, complexity and new markets**



WHY CLOZELOOP?

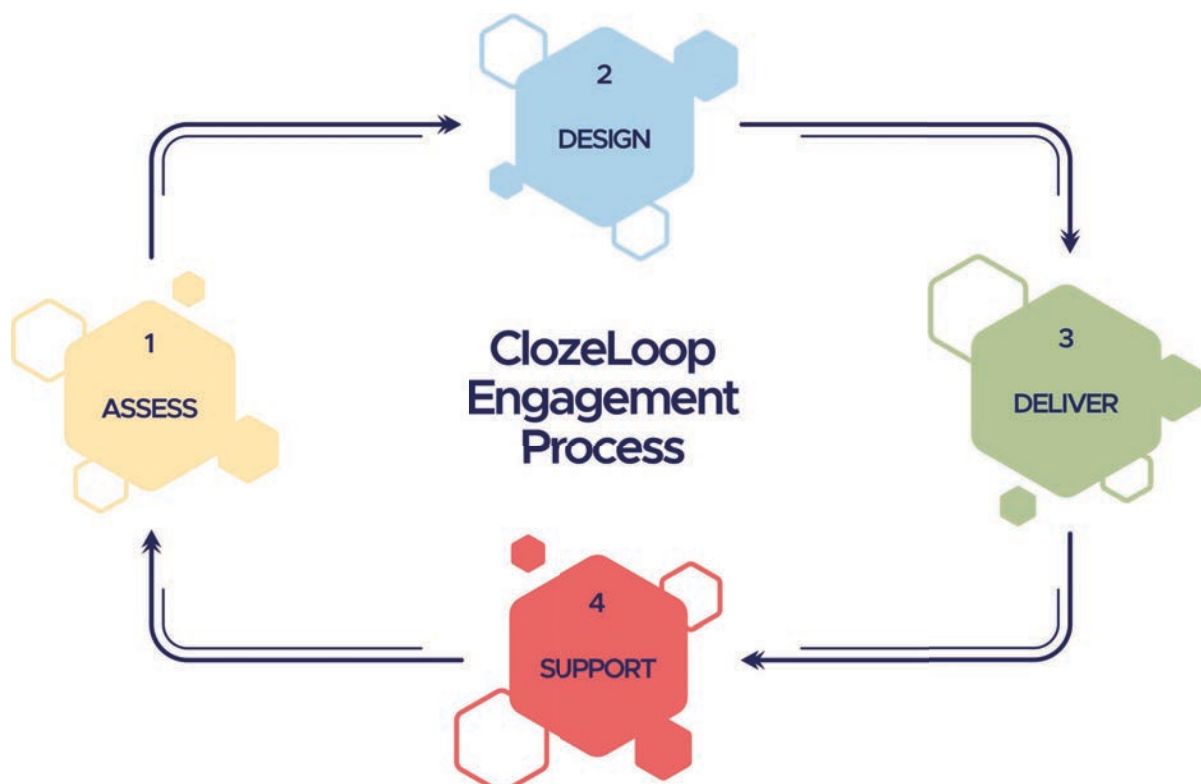
Whether you are trying to create or maintain momentum, we partner with your sales, customer success, and marketing teams for growth planning, training delivery, process integration, and ongoing success.

We consistently deliver **results in 90 days** for our clients because we know you don't have time for long-drawn-out sales initiatives. ClozeLoop aligns strategy & tactics, delivers live and online training, and supports managers with coaching and certification to move the needle faster than anyone else in the business.

Your sales effectiveness is driven by 4 things:

- Strategy
- Systems
- Staff
- Skills

To optimize impact, we partner with you to clearly understand the unique makeup of your team, your buyers, and your process. Then we customize best-in-class training and your company's materials, deliver multi-platform training to managers and individual contributors, and position you for ongoing success.



OUR APPROACH

YOUR PATH TO SUCCESS

TYPICAL ENGAGEMENT PATH

1. ASSESS

- Strategy
- Systems
- Staff
- Skills

3. DELIVER

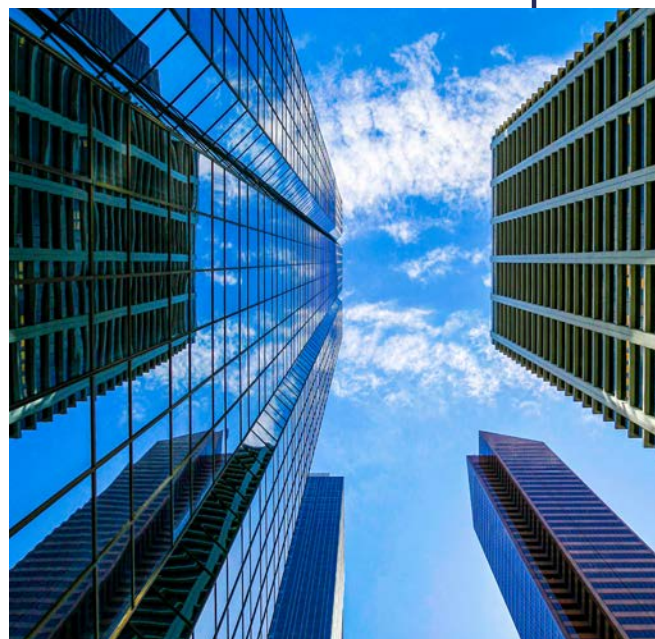
- Best-in-Class Training
- Digital Learning Resources
- Office Hours and Coaching
- Course Certification

2. DESIGN

- On-Demand/Instructor-Led Curriculum
- Customized Workbooks, Materials
- Role-specific Certification Paths
- Playbook Architecture

4. SUPPORT

- Lifetime Course Access
- Field Guides
- Recertification Paths
- Email/Slack Support
- Call/Demo Review
- Office Hours





CLOZELOOP CORE

MARKET & MESSAGE

The ClozeLoop Market & Message workshop enables Sales, Marketing, Success, and Enablement teams to align on:

- Market Segmentation
- Competitive Analysis
- The Winning Zone (t)
- Persona & Job-To-Be-Done
- Sales Messages across Products
- Problem Statements
- Pain Questions

This framework session focuses on tactical differentiation versus direct and indirect competitors, identifying and understanding the problems you solve for your highest value buyers, and moving sellers from pitching to becoming trusted advisors uncovering pain.

With more than 6 people involved in the purchase decisions, your entire company will come away with clarity regarding marketing messaging, top of funnel conversation tracks, sales frameworks, and post sell value propositions.

Fast Impact On:

- ARR / MRR
- Conversion
- Pipeline Velocity
- Sales Productivity
- Upsell & Cross-Sell
- Deal Size (ACV / ASP)
- Customer Acquisition Costs

CLOZELOOP CORE

Triangle Selling

(see example curriculum)

It goes without saying that all sales training is not created equally.

Unstructured tips and tricks are almost as bad as top-down, over-engineered charts and graphs that impress management but are never used by salespeople.

We've been training salespeople for over 15 years. We know what a salesperson needs, and what's useless.

In the sales process, **knowing what to do and actually doing it are two different things**. Triangle Selling is the most modern and effective sales methodology available today, with frameworks to support your entire sales process.

If your sales team uses any combination of phone, video, chatbots, intent data, social or email - these frameworks are relevant and quickly move the needle on revenue.

For Management:

Avoid retraining. Triangle Selling was built to provide synergy between strategy and execution, with clear frameworks built for front-line manager enablement (accountability and reinforcement) to align with leadership goals.

No other selling methodology is built for this critical integration.



Fast Impact On:

- Top of Funnel Conversion
- Discovery & Qualification
- Competitive Wins
- Demo Conversion
- Pipeline Accuracy
- Pipeline Velocity
- Individual Quota Attainment



CLOZELOOP CORE

C.O.A.C.H. FRAMEWORK

Coaching is the activity that has the greatest impact on individual human performance in a team setting. The best sales coaches:

- Identify Challenges
- Outline the Path to Success
- Co-create Action Plans
- Articulate Consequences
- Hold People Accountable

This framework workshop completely transforms sales organizations by enabling managers to expertly engage in coaching conversations at every level of the company.

By supporting front line management responsible for team numbers, veteran sellers who may be reluctant to adapt to change, account executives who are focused on closing skills, and sales development reps balancing quality and quantity of activity- this workshop provides the foundation.

Fast Impact On:

- Transparency & Visibility
- Rep Growth & Promotion
- In-Quarter Performance
- Management Impact
- Sales Rep Retention
- Sales Productivity
- Forecast Accuracy

CLOZELOOP CORE T.E.A.M. FRAMEWORK

Hiring, onboarding and ramping salespeople are critical functions of any fast-growth company. This management-level framework workshop creates expertise in:

Talent Acquisition:

The ability to identify, interview, and hire the right people, at the right time to drive your business goals.

Engage New Hires:

Convert candidates to producers, quickly getting them up to speed and executing on the activities necessary to drive revenue goals.

Accelerate Performance:

Drive continuous improvement around competencies proven to lead to consistent results.

Mastery and Progression:

Enable employees to achieve mastery in their current role, and develop both strategic and tactical competencies for future positions.

For Management:

You know that all of the technology, data, systems, and product features in the world cannot replace the need for a predictable, high-performing team. When complete, this program creates significant and enduring competitive advantage.



Fast Impact On:

- Hiring Top Performers
- Interview Time & Process
- Onboarding Process
- Time to Ramp
- Professional Development
- Keeping Top Performers
- Process Predictability
- Employee Evaluation

ENABLEMENT TOOLS:

Sales Playbooks

Territory / Account Plans

Certifications



Sales Playbooks

A well-designed, relevant, and highly utilized sales playbook creates teams that engage with more prospects, produce more pipeline, and close more deals. A playbook creates more consistent top performers, *more quickly*. It also closes the gap between your top performers and everyone else.

Territory and Account Plans

Territory planning ensures that your sales team is targeting the right (and most profitable) customers in the most efficient way. Account plans are nested within territories to guide sellers in the most effective way to optimize revenue and growth in their respective patch.

Certification Paths

Certification paths offer teams a direct route to their professional career aspirations aligned to goals of their role, department and the organization. Individuals cannot create a profession based upon disconnected, ad-hoc training. But when team-validated, systemic training is applied? It develops mastery, increases employee retention, and grows formidable teams.

- SDR to Account Executive
- Account Executive
- Strategic Account Executive
- Sales Engineer
- Customer Success
- Sales Enablement
- Management

The Training Problem:

1. Over \$80 Billion dollars per year is spent on training efforts because of the need for consistent reinforcement.
2. Old-fashioned training methodologies were created before the Internet (MEDDIC, SPIN, BANT, Sandler) and well before the tech-enabled seller.
3. Old-fashioned sales training typically provides no hooks for management transparency or direct correlation between strategy and execution.

WHY TRIANGLE SELLING?

Triangle Selling has been proven to quickly move the needle on things like **increased ARR/MRR, shortened sales cycles, increased conversion, and higher average sales**. Triangle Sellers have higher retention versus sales reps who attempt to use older, more convoluted sales methods because the Triangle frameworks were built with the modern seller's workflow in mind.

Triangle Selling is **the only sales methodology designed for the modern era**. Triangle Selling not only adapts to the modern Buyers Journey, but also works within any technology or data in the sales process - essential to any fast-growth company in 2021.

Triangle Selling was **built with both leadership, and sales rep in mind**. While strategy is set at the highest level, it falls to front line management to provide oversight which requires transparency into process, while sellers must be equipped to execute tactically at a consistently effective performance level.



01

TRUSTED ADVISOR & RAPPORT

Framework which provides the keys to advanced selling psychology.

02

UNCOVERING PAIN

Frameworks to move from pitching features and benefits to creating value by uncovering pain.

03

CREATING VELOCITY & COMMITMENT

Frameworks for driving buyer urgency, commitment and priority in the sales process.

04

UNCOVERING RESOURCES

Framework for uncovering financial, political, technology, and human resources needed to close

05

MANAGING RESISTANCE

Advanced framework beyond "objection handling" to drive buyer decision-making.

06

MOMENTUM BETWEEN MEETINGS

Framework for complex or long sales cycles to maintain top of mindedness and incremental activity.

07

SOCIAL, EMAIL, VIDEO, DATA

Frameworks for modern selling outreach, use of data analytics, and integration with marketing.

08

GENERATING REFERRALS

Framework used by sellers to generate pipeline from introductions and referrals.



	Demand Gen	Discovery	Demo	POC/Trial	Close	Retain/Upsell
Goals	Qualify, Uncover Pain (Reason), Seamless Handoff, Accountability	Diagnose pain, Identify Priority, Uncover Resources & Identify Resistance	Quantify Pain, Create buy-in, Differentiate from competitors, Resources, Manage Resistance	Demonstrate value prop, align stakeholders	Predictably Close \$	Define success, demonstrate success, create opportunities for growth, generate referrals
Challenge	Unqualified, Poor Handoff, No Pain, Meeting doesn't hold	General questions, poor credibility, no prospect accountability	Show & tell presentation, deals stall	No engagement, no proof, deals stall	Discounting, lack of Resources, sudden Resistance, delays	Unclear goals, no communication cadence, CS refusal to "sell"
Relevant Tactical Framework	Pain Scan	Pain Scan Priority Path	Winning Zone S.H.A.R.E.	G.R.O.W.	P.L.A.N.	G.R.O.W. Pain Scan D.O.T.S.
Foundational Skills	Rapport, Questioning Methodology, Velocity (Next Steps)					
Management Impact	<div>← Through Each Stage →</div> <div>COACH Framework & Sales Playbook & Hiring Methodology</div>					

Our global team spans the globe, from San Francisco to New York, and from Jacksonville to Johannesburg!

Our backgrounds include executive managers and client consultant, trainers, and success teams

At just under 20 analysts, consultants, trainers, client success leaders, and engagement managers we consistently over-deliver, always on time, and we absolutely ensure that our clients achieve their goals.

Consider ClozeLoop for your next sales initiative.

NOW WHAT?

**CONSIDER
CLOZELOOP**

