

WELCOME TO AI POWERED SALESDEV

p9 

The first
role based
on-the-job
SalesDev
cloud



Built for Sales Roles Powered with AI

"Managers Are Struggling with the Dev Burden"

"Sales reps forget 70% of the information they learn within a week of training, 87% will forget it within a month"

Melissa Hilbert, Senior Director Analyst, Gartner

"62% of sellers say their manager can't help them develop the skills they need for their role today"

"Only 34% of sellers report their manager helps them with the skills they need for the future"

with SalesDev Cloud Managers can...

develop the skills sellers need for
their role today and the future

Connect their teams to the right
experts on-the-job at the right time

Enable sellers to take charge of
their own development

Stop pretending to know
about everything

Stop wasting time in
trainings that don't stick

Its Here
SalesDev
cloud

SalesDev Cloud Delivers...

leading Sales Skills Database for creating Excellence Profiles

Best Sales Feedback tool based on Excellence Profiles with unique scales for manager coaching

Personalized Development Priorities connected with experts for on-the-job dev

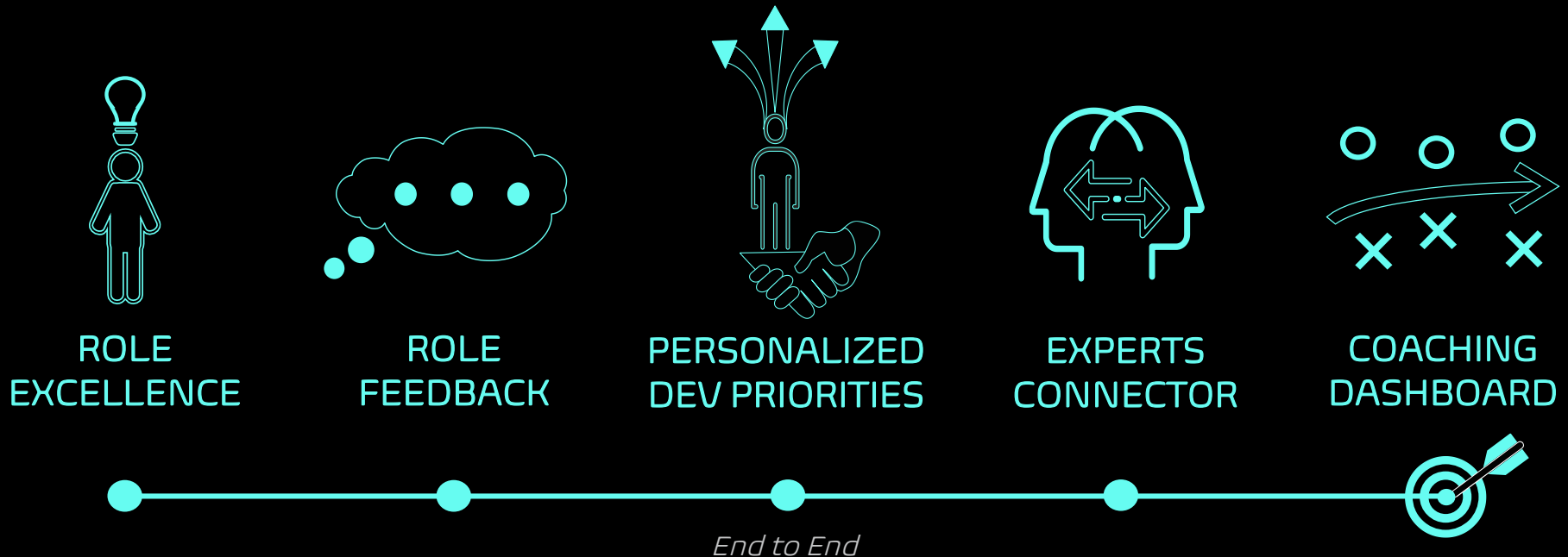
Tracking and management of sales dev priorities

Manager coaching dashboard with links to CRM for dev impact reporting

Sorry
for the wait

p9

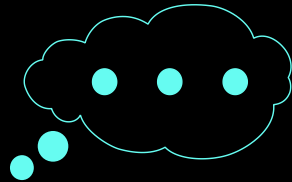
The first role based, on-the-job SalesDev cloud



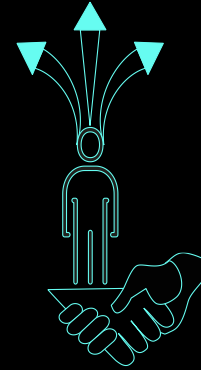
How AI Powers Our SalesDev Model



ROLE EXCELLENCE



ROLE FEEDBACK



PERSONALIZED DEV PRIORITIES



EXPERTS CONNECTOR



COACHING DASHBOARD

MODEL STEPS

Role Excellence profiles identify the skills and actions taken by top performers in role

Feedback based on role excellence aligns managers and sellers on skill mastery and next skills to grow

Feedback results create personalized skill development priorities

Development Priorities connect with resources and experts for on-the-job, right time skilling

People data platform delivers for managers a dashboard to track and manage team dev progress

HOW AI POWERS EACH STEP



AI identifies the top sales skills that companies are hiring for and blackbelt sellers adopt from sources like LinkedIn

AI learns about the gap between the skills that companies are hiring for, adopted by top performers and everyone else

AI recommends personalized development priorities and serves up a list of resources that can have the biggest impact

AI identifies experts who have mastered the skills that are top development priorities for other team members and connects them together

AI identifies what's next skill investments and builds a business case for making those investments



Battle-tested with
the Worlds Largest
Tech Sales
Organization



DOW
ZALL



The Coaches Coach...

Dowzall is the person Sales leaders ask to build their Sales Dev programs and the coaching skills of their Sales Managers.

After an illustrious career in Sales at Microsoft Dowzall was inspired to build the Industry's first end to end Sales Dev cloud. Pipe9 was born and the P9 Sales Dev cloud has since been battle tested by Sales Managers across Microsoft and its partners.

Today Dowzall is focused on delivering a version of p9 for Microsoft Teams and using the power of AI to springboard Sales Dev Tech onto the top priority list of Sales Leaders all over the world.

What is p9 Pro?

p9 Pro is a premier level version of the Sales Dev cloud for Sales Leaders that desire Dowzall to transform their Sales Dev programs, build Role Excellence Profiles and coach Sales Leaders and Managers to adopt the Sales Coaching Model.

dowzall
@pipe9
.com

We Build the Sales Tools that enable Buyers to Buy

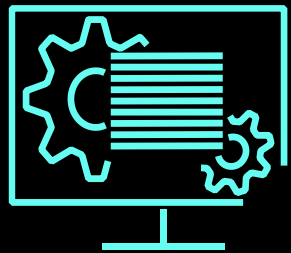
“Buyers who perceived the information received from suppliers to be helpful in advancing their buying journey were 3X more likely to buy a bigger deal”

Brent Adamson, Distinguished VP, Advisory, Gartner

“Buyers spend only 17% of their time meeting with potential suppliers”

“The single biggest challenge of selling today is not selling, it is actually customers’ struggle to buy.”

Tools that make it more likely buyers will buy with Bigger Deals



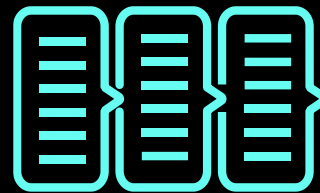
SALES
PLAYBOOKS



CHALLENGER
PITCHES



EBOOKS &
WEB SITES



BUYING
JOB GUIDES



MATURITY
ASSESSMENTS



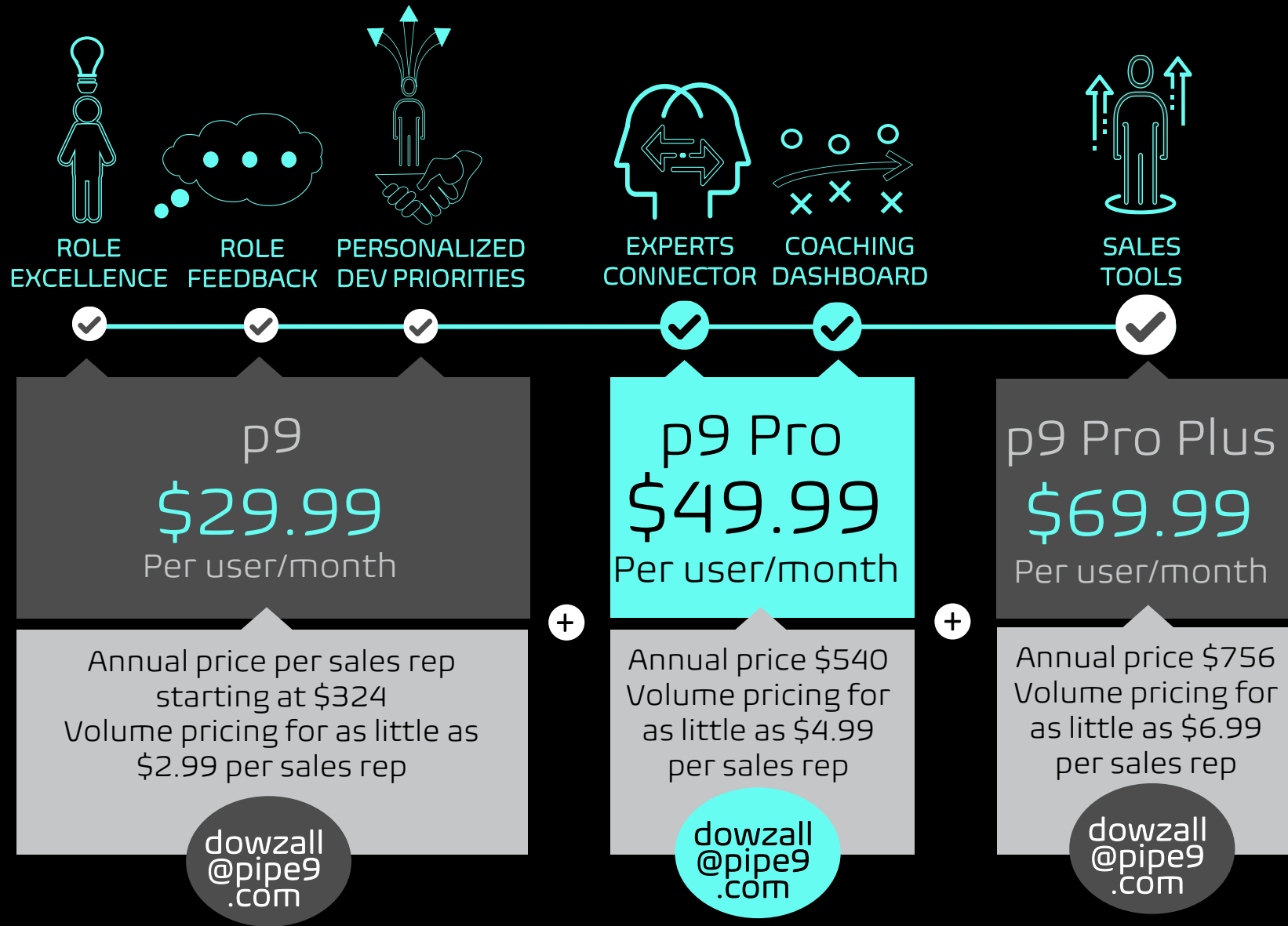
PROFITABILITY &
ROI CALCULATORS



Our Tools get the Jobs Done!

Gartner research identified six B2B buying “jobs” that customers must complete to their satisfaction in order to successfully finalize a purchase

Choose Your Perfect Pricing Plan



example
volume pricing

Per user, per month		p9 Pro
1	10	\$49.99
11	20	\$39.99
21	100	\$24.99
101	1,000	\$14.99
1,001+		\$4.99

Our Work

SalesDev at Microsoft

A New Role Excellence based Development & Coaching Model



Built and Educated Managers and ICs on REPs

Delivered a mechanism for Manager & IC Feedback based on Rolex (GDPR compliant)

Role Excellence Profile PDM

Core Priority

Excellence Actions with Activities taken by leading PDMs

1. Partner Centered: Learn about the Partners. Business to position for building a strong partner preference on Microsoft platform and mutual success.

2. Partner Transformation: Accelerate partner transformation and growth to Microsoft cloud leveraging our 3-cloud value proposition.

3. Solutions & Services: Create Partner Solutions, Services & Practices to enable the digital transformation of our customers.

4. Sales Leadership: Drive Partner Performance on Revenue, Co-Sell, Customer Acquisition, Consumption and Usage.

Partner Satisfaction and as the improves the experience for...

"Information easy to interpret, Helped me frame the coaching discussion"

"Set me up to make the Coaching discussions much more productive"

"Helped me focus from the Dev priorities list on what's most important"

"Gives me the ability to upload own assets, track tasks and build expert maps"

p9 Coaching Rhythm

MARCH 2019 APRIL 2019 MAY 2019

Change Coaching Rhythm: First Tuesday, Change Feedback Rhythm: Second Monday

Note: Both Feedback & Coaching rhythms will open as Outlook meeting series. Please open these two files and send the invites to your team member. This will ensure that the invites stay in your Outlook calendars.

"Helped me to schedule feedback sessions for an hr, every three weeks"

p9 GDPR Dashboard

OVERVIEW YOUR DATA BRIEFCASE ACCURACY ERASURE REVOKE PERMISSION

p9 Development Priorities

PRIORITIES LIST TEAM MEMBERS

Development Priorities Roadmap Development Progress Purple

Based on your Feedback for the selected Team Member.

1. Sales Challenger - Relationship Builder: Identifies the partners practice building key players and mobilizers. Arms mobilizers with insights and leverages them to gain access to key stakeholders, aligning them with Microsoft ecosystems to build relationships and trust.

2. Sales Challenger - Sales Challenger: Has the mentality of a Sales Challenger, leading with insights to C-Suite executives that reframe the way they think about the Microsoft Platform and Applications opportunity.

3. Sales Challenger - Practice Builder: Talks at the expert level about Practice and Solutions building and developing the roadmap to reach key growth and profitability milestones, leverages relationships to share stories of success.

p9 Tasks

#	Tasks - Check for completion	Assign	Comments	Start Date	End Date	Uploaded Files	Options
1	Add a new task			Feb 26, 2019	Mar 30, 2019	IDC and Microsoft - Successful Cloud Pa...	
2	Add task name						

p9 Shared Resources

#	Title	File or URL	Description	Category	Type	Time Investment	Occurrence	Priority	Assign	Options
1	Add resource title			Select	Select	Select	Select	*****		

SkyKick Partner Success Program

Rethink Your Business for Success with Office 365

Introducing Our Office 365 Cloud Success Playbook

The graphic is a blue square with a white border. It features a large white number '7' at the top left, followed by the text 'steps to accelerate your Office 365 profitability'. Below this is a white arrow pointing upwards and to the right, passing through a series of white boxes. Each box contains a step number and a description: 1. 80% less cost, 2. 2x productivity, 3. 5x productivity and ROI, 4. 5-10x business valuation. Above the arrow are white cloud icons. At the bottom left, there is a small white box with the text 'Microsoft Office 365'. The word 'skykick' is written in white at the top right of the blue square.

- Formulate a Cloud Business Strategy
- Refine Sales Incentives
- Invest in Sales and Delivery Readiness
- Evolve Business & Financial Management
- Articulate your Sales Strategy
- Infuse Automation into Operations
- Leverage Marketing

[Download the Office 365 Cloud Success Playbook](#)

The image shows the top portion of the Skykick website. The header is white with the Skykick logo in blue on the left. To the right of the logo are navigation links: 'MIGRATE', 'BACKUP', 'MANAGE', 'SYNDICATION', and 'DEVELOPER', each followed by a downward arrow. Further right are 'BLOG' and 'LOGIN'. On the far right is a blue 'SIGN UP' button. Below the header is a dark blue hero section with a geometric pattern. The main headline reads 'Win customers and build a profitable Office 365 business'. Below this is the sub-headline 'Introducing our MSP Cloud Success Toolkit'. At the bottom of the hero section are three white boxes, each containing an icon and text: a calculator icon for 'O365 Opportunity Calculator', a bar chart icon for 'O365 Business Assessment', and a lightbulb icon for 'O365 Success Playbook'.

A Focus on Old School Traditional Project Services doesn't impress the board or Investors. A Cloud Managed Service Strategy Does.

Enter your current business information below

1. Total O365 seats under management

3,000

2. O365 seats acquired in last 12 months

500

3. Services attached in last 12 months (by # of seats)

O365 + Project Services (e.g. One-Time Advisory, Migration, Training, etc.)

O365 + Managed Services (e.g. Recurring: Teams IP, Backup, Telephony, etc.)

100

345

4. O365 ARPU (Average Revenue Per User)

O365 + Project Services ARPU

O365 + Managed Services ARPU

\$100

\$100

\$120

5. O365 Only seats that renewed to a Managed Service in last 12 months

5%

Reset Calculator

Estimate My Greater ROI

Your Results

\$52K
Current yearly ROI

\$903K
Expected new yearly ROI

Discover your OPTI and drive profitability

Greater ROI calculation based on Office 365 partner opportunity research from Microsoft

Introducing Our Office 365 Assessment

Introducing Our Office 365 Calculator

Acquire customers at scale

Top performing MSPs are doubling down on their Office 365 seat acquisition and on-premises migrations. Are you?

Increase your Managed Services mix

Cloud-savvy MSPs are deploying bundling strategies to grow their Managed Services ARPU YoY by almost 25%. Do you?

Transition O365 seats to Managed Service

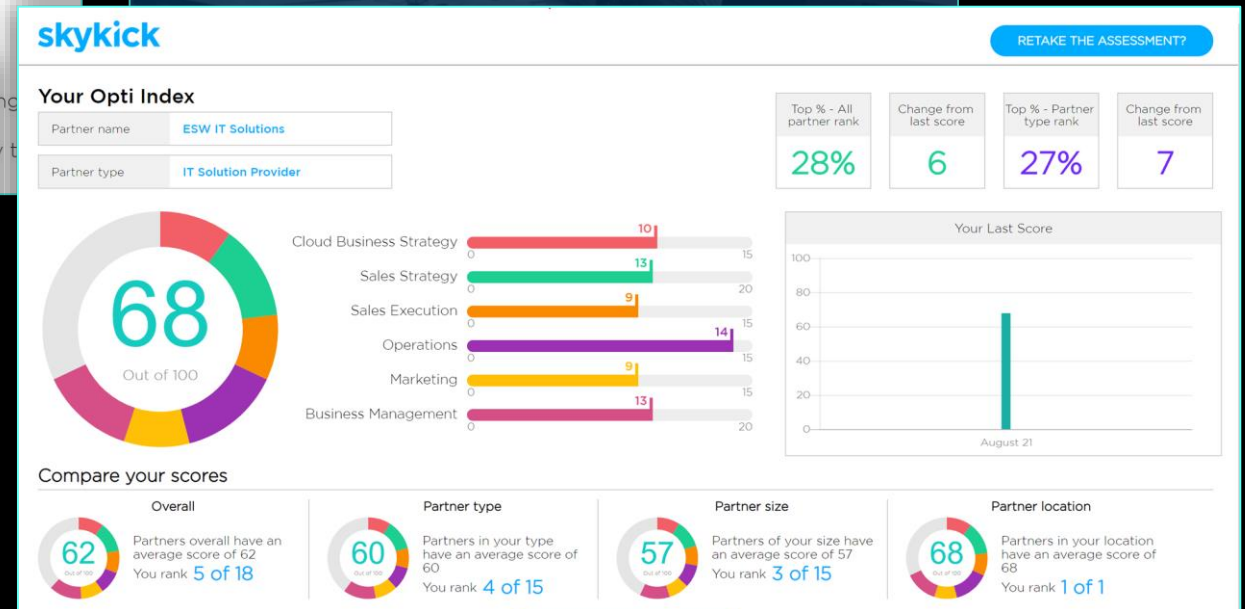
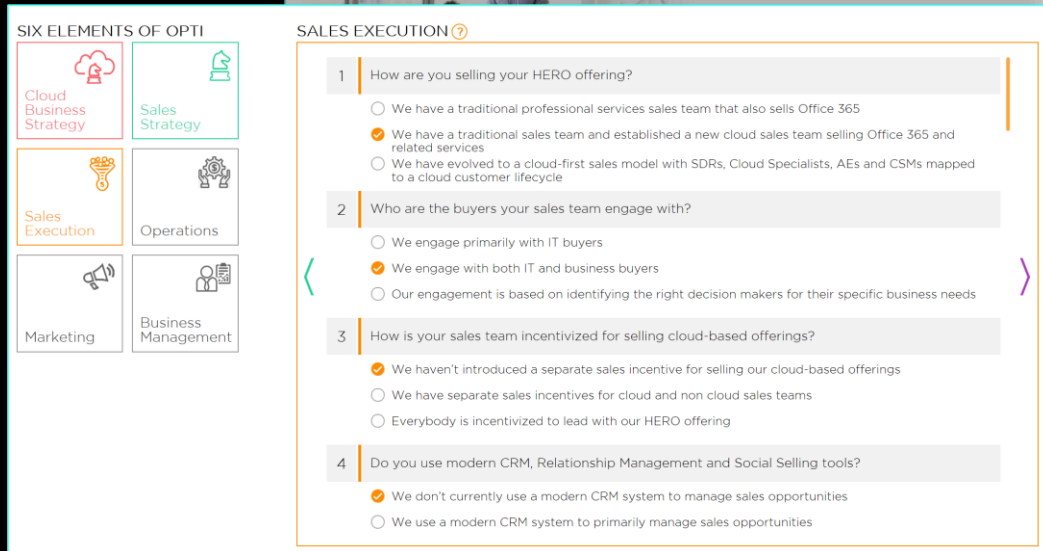
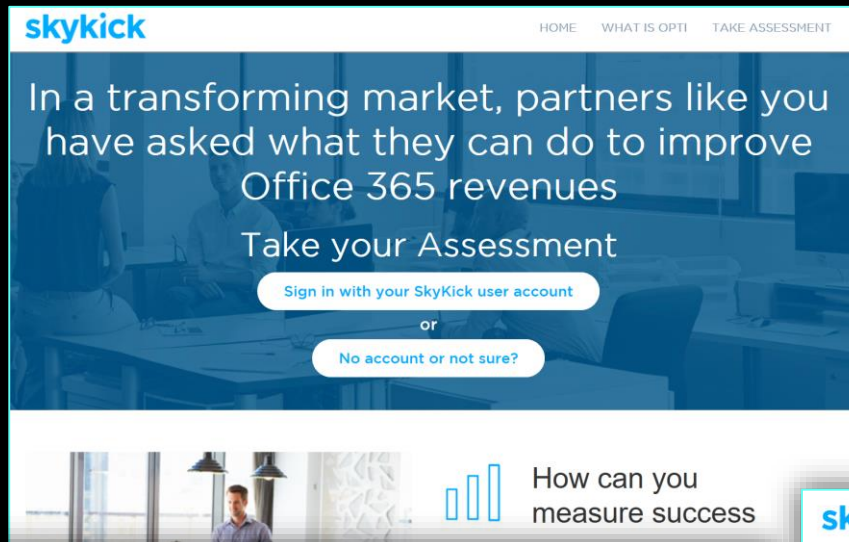
Best of the best MSPs are upselling subscription-based IP and recurring revenue services like backup at renewals. Can you?

Calculate your incremental ROI

"SkyKick's Cloud Success Program including the self-assessment and cloud playbook and calculator were the perfect gifts we received at this years Inspire! They summarize what we can do, as Microsoft partners to make our O365 business profitable."
Amel Zghal, Executive General Manager, SPG

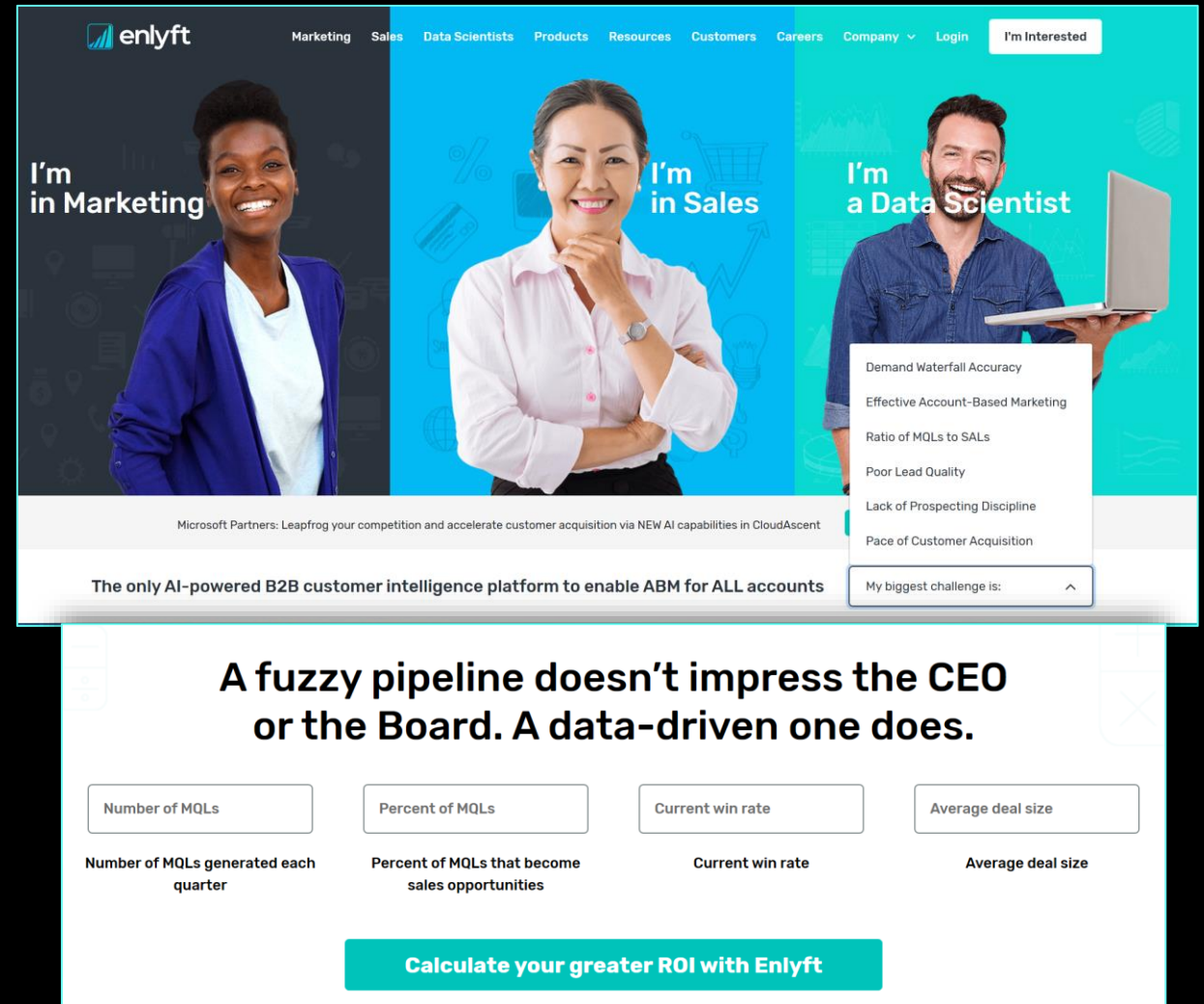
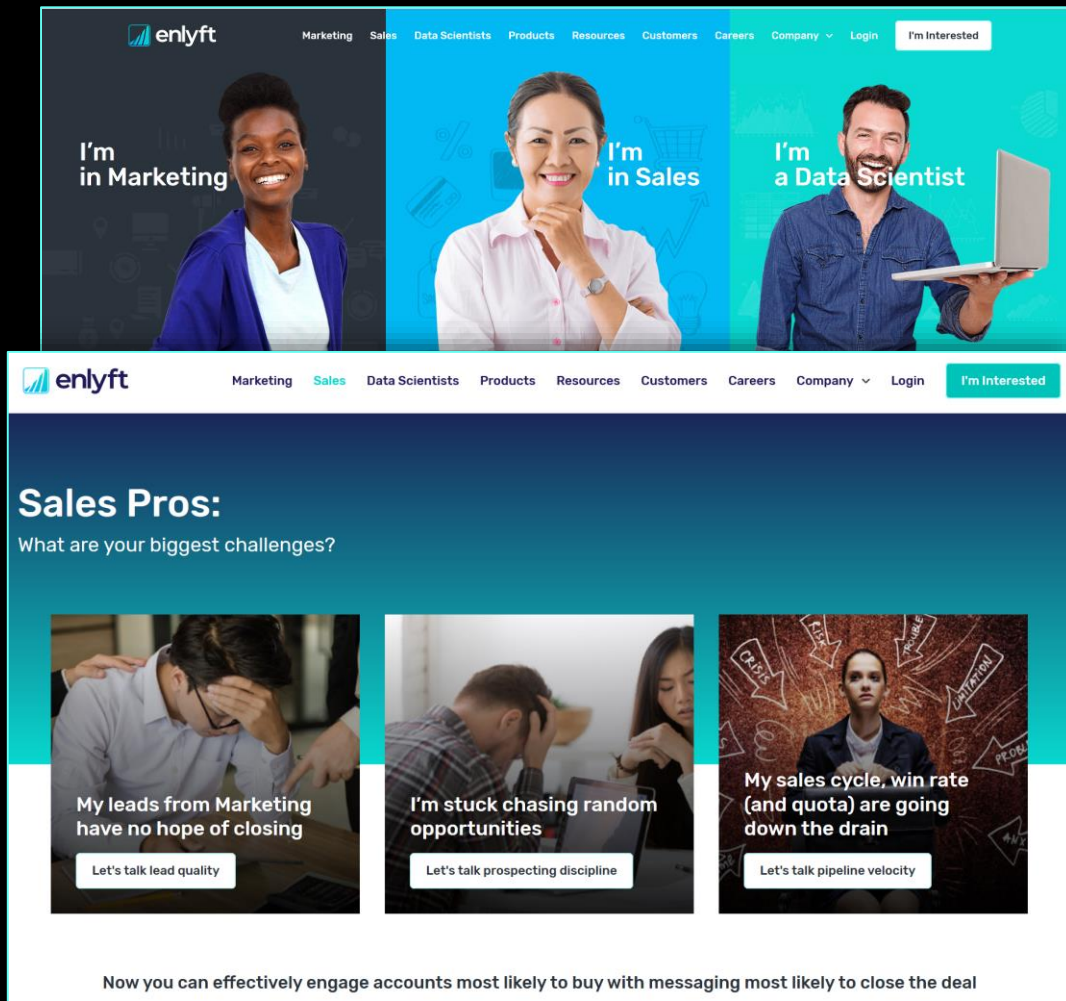
"After completing our OPTI self-assessment, we received positive affirmation of our areas of excellence and recommendation on where we needed extra focus to grow."
Akos Zsufa, Partner, ESW IT Business Solutions

SkyKick Partner Assessment



The idea was to give SkyKick partners a business accelerator tool that enabled them to evaluate where they are towards realizing the Office 365 business opportunity. The Office 365 Partner Transformation Index (OPTI) was born. As a result of completing the on-line assessment partners were given reference points to compare their business footprint against the best O365 partners on the planet.

enlyft Buyer Enabled Website



The idea was to give buyers a personalized engagement experience. When buyers come to enlyft.com they are asked to determine who they are, "I'm in Sales", "I'm in Marketing" or "I'm a Data Scientist". Based on who they are buyers' then journey through a tailored website experience. Pains, Challenges, Solutions content is tailored to who they are. Assessment, calculators, e-books are also tailored to the needs of each persona.

enlyft Sales Toolkit

Customer Acquisition - The New Way Sales Playbook

Sales Challenger Pitch

Top Sales Challenges – The Reframe

What sales professionals are really saying



ROI Calculator

SELLER GUIDANCE for Customer Acquisition - The New Way

1. Warmer: Slides 6,7,8,9 share some research on typical problems to show that you understand where the buyer is coming from.
2. Reframe: You are here Slides 11,12 are the Reframe. You want to grab attention, say something surprising, then you Reframe the top Sales Challenges into what Sales Professionals are really saying. The REFRAME is the first that Reframing Pipeline Discipline is the next relative to address the

Internal Only –
DO NOT SHOW

Sales Playbook

Enter Quote \$		4 Months		6,000,000
Budget	Prospects	4 Months		15,000
Typical Sales & Marketing				
Leads	Leads	Conversion Rate	Qualified Opportunities	Win Rate
	%	#	%	%
	25%	3,750	4%	150
	50%	7,500	3%	225
	25%	3,750	2%	75
Total	100%	15,000	3%	450
Enlyft				
Prospects	Prospects	Conversion Rate	Qualified Prospects	Win Rate
	%	#	%	%
	45%	6,750	5%	344
	50%	7,500	4%	300
	5%	750	2%	15
Total	100%	15,000	4%	659
New Customers				
Deal Size	Revenue	Budget Gap		
\$	\$	\$		
50	35,000	1,732,500		
74	20,000	1,485,000		
25	15,000	371,250		
149	23,333	3,588,750		
				(2,411,250)
Enlyft				
Prospects	Prospects	Conversion Rate	Qualified Prospects	Win Rate
	%	#	%	%
	45%	6,750	5%	344
	50%	7,500	4%	300
	5%	750	2%	15
Total	100%	15,000	4%	659
New Customers				
Deal Size	Revenue	Budget Gap		
\$	\$	\$		
114	35,000	3,976,088		
99	20,000	1,980,000		
15	15,000	242,500		
218	23,333	6,038,588		
				2,441,588
				40,000
				61.04

Microsoft Case Study

Enlyft Powers Microsoft Moving to the Cloud

Enlyft
Services to
Microsoft

Build
Predictive
Models

Identify
Customers with
High Propensity
to Buy

Identify
Customers with
heightened
interest to buy

Identify high
potential Micro-
Segments

Deliver end-to-
end Data
Management
Services



"Microsoft is in a fight to move customers to the cloud. Being able to pinpoint accounts with a profile of customers who have already moved to the cloud is a massive advantage".

Winning the New Cloud Buyer

Microsoft is in a fight to move customers to the cloud. Being able to pinpoint companies with a profile of customers who have already moved to the cloud is a massive advantage.

ACCELERATE CUSTOMER ACQUISITION TOWARDS CLOUD OFFERINGS

Microsoft had one overarching goal, accelerate the move of buyers towards its cloud offerings, but realized that it would have to take very different approaches to achieving the goal for Corporate Account buyers vs. SMB customers. For Corporate account customers it needed to improve the discipline of its global pipeline generation engine with the result of improving the conversion rates of leads to qualified marketing opportunities being passed to sales. In the SMB market Microsoft has a massive worldwide market base made up of over 50m customers. Their business need was to capture buyer interest signals on a global scale or as Nicolas Facon put it, "Our need was to develop a large-scale data driven approach to customer intimacy".

Microsoft quickly realized that it needed to work with not two separate vendors but one vendor that would meet its needs across both customer segments, a vendor that had the ability to support its SMB sales aspirations as well as its Corporate Account pipeline development needs.

Nicolas Facon, Director Business Strategy at Microsoft led the vendor evaluation with a group of colleagues from disciplines across the company. After an extensive evaluation of multiple vendors Microsoft engaged Enlyft to deliver the following set of services:

DISCOVERY AND SEGMENTATION SERVICES

Build predictive models focused on discovering demand by identifying Corporate Accounts who have high propensity to buy and SMB customers who, based on behavioral signals, have heightened interest levels to buy. They also wanted Enlyft to find micro-segments across products, countries and industries that have higher intent to buy Microsofts new cloud offerings.

ENGAGEMENT AND MEASUREMENT SERVICES

Support the planning and execution of sales engagement, and marketing campaigns by providing deep profiles of accounts and lists of SMB customers via an easy to use AppUI, used by project teams. Measure and report conversion and win rates. Ensure feedback loop to keep improving AI effectiveness.

DATA MANAGEMENT SERVICES

Deliver an end-to-end data management service, including Assembling data, appending and cleaning vs. existing records.



The idea was to create an online Sales Playbook to build SDRs knowledge of the AI market, teach them about customer challenges and coach them to reframe the way buyers think about the value of enlyft through a Sales Challenger choreographed presentation, with speaker dialogue backed-up with testimonials and a calculator to prove the business case.

enlyft Inspire conf. Keynote

Business Challenges



Customer Acquisition Business Challenges

Big Data, AI, ML Enables a New Way

How Does it Work? How Do You Get it?

enlyft

What's the Business Problem?

Addressable Market Opportunity \$390B

Challenges

- Evaluate 78M companies?
- Identify Best-Fit companies for your Service?
- Track signals to engage at the right time
- Most effective way to engage?

Acquire Customers at Scale



enlyft

What's the Solution?

Market

Big Data with AI & ML

White Space



enlyft

How Does it find White Space?

Big Data

Propensity

- Products Owned
- Firmographics
- Sales data Win/Loss

Intent

- Browsing Patterns
- Posts
- Blogs
- Webinars
- Hiring

Targeting Model

Business Outcomes

Revenue Act Now vs. Educate 6x

Conversion Act Now vs. Educate 4x

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The enlyft AI Platform - Complete Solution for Customer Acquisition

Customer Acquisition Funnel

Discover Demand

Segment

Engage

Engage with individual contextual and personal

Closed Wins

Capabilities

Target companies that are likely to buy your offering using enlyfts AI platform

Personas

Marketing Operations

enlyft

How do You Get it?



Offer

Partner

enlyft Essentials

- Extends MPN Microsoft offering
- Adds 3M AI scored prospect accounts
- Access to the enlyft Big Data graph
- Integration with LinkedIn for Buying
- Recommends top Sales Plays per account
- Access via Easy to Use UI for queries
- Integrated with SFDC and Dynamics

Partner Offer

\$80 Per User, per Mth

enlyft

Call to Action

Visit the SMC Sales Centre

Evaluate MPN Partner offer

Ready talk pricing and provisioning now?

enlyft.com/microsoft-partners/



enlyft

"The idea was to align with the Buyer enabled look and feel of the enlyft website, to speak to the business challenges of selling to 78m SMB accounts and how enlyfts machine learning model uniquely predicts highest potential accounts based on propensity and buyer intent. enlyfts pipeline resulting from the Inspire conference is soaring!"



The Story is Just Beginning