

# STRATEGIC RELATIONSHIP MANAGEMENT:

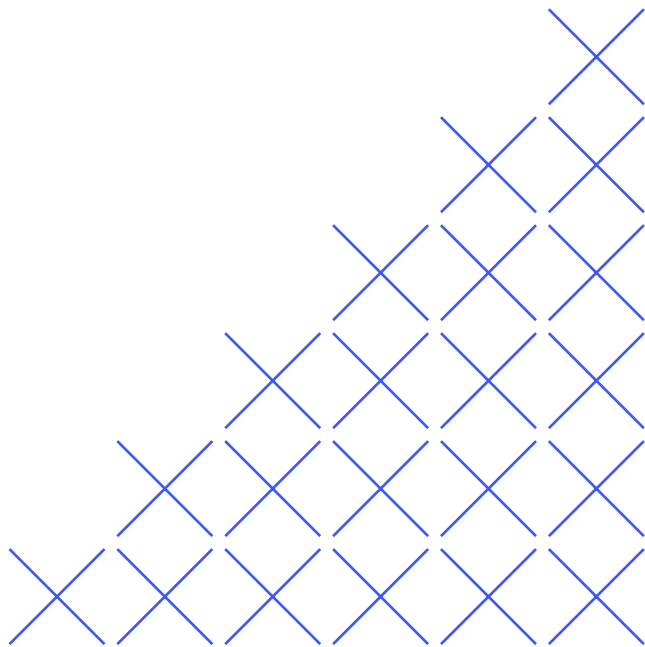
## How technology is elevating enterprise sales

- How AI and ML are revolutionizing enterprise sales
- Why Strategic Relationship Management is important to top sellers in today's climate
- How the right tools make doing more with less possible, at scale



# INTRO

In 2013, Accenture released the *Every Business is a Digital Business*<sup>1</sup> report outlining the ways in which technology was fundamentally changing the enterprise. It detailed a near future in which companies would advantageously use data to strengthen customer relationships and differentiate their brands. It was not a far leap from this prediction to a world where businesses could use customer data to develop around individual needs. Today, that prediction, now part of the **global artificial intelligence (AI) and machine learning (ML) market, is expected to reach \$267 billion in value by 2027.**<sup>2</sup>



**\$267 B** GLOBAL AI MARKET BY 2027

This concept already revolutionized the healthcare industry. Personalized medicine—the idea of customizing treatments based on a patient’s genes, lifestyle and environment—had existed in its most basic form for a century (for example, blood typing before transfusions), but new technologies for affordably analyzing vast volumes of data enabled personalized medicine to be deployed at scale. Now patients across the world receive effective, individualized therapies for diabetes, cancer, and other diseases.

As more of these innovative applications of AI and ML appeared, we began to envision a new era for enterprise sales—in fact, for the entire go-to-market team. An era where data could be accurately and quickly mined to garner deeper understanding of customers and prospects, like it was for patients, and that understanding could then be leveraged to win more deals.

We can now say with confidence that we have entered this new era, and the use of advanced data science technologies has become a definitive hallmark of high-performing sellers. These high performers are 1.9x more likely to use AI than under-performing reps.<sup>3</sup>

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*High performers [in sales] pursue fewer opportunities because they invest the time required to really engage with [customers] in the right way. In a way that will get traction, and ultimately show the customer the pain of same is worse than the pain of change, overcome their indecision, and get them over the line.*

*We've known this for a long time. Why don't people just do it? With technologies like Databook, there is no excuse not to. And what's interesting is as customers start to see that personalized, contextualized, tailored outreach and engagement strategy, they're going to start to expect it from everybody... and when you don't do that as a seller, now you're standing out in a very bad way.*

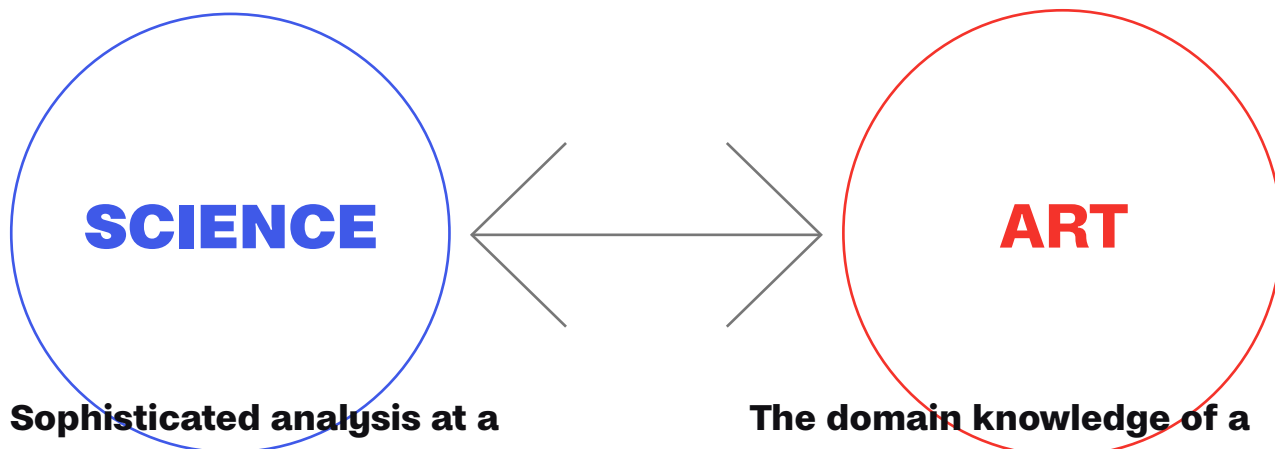
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**MATT DIXON**

Co-author of best-selling sales books including *The Challenger Sale* and *The Jolt Effect*

# HOW DATA SCIENCE AND MACHINE LEARNING ARE AUTOMATING INSIGHT GENERATION



**Sophisticated analysis at a price point that's never been achievable before.**

- ✓ Unique algorithms synthesize and normalize financial data and contextualize performance within industry and peer group parameters.
- ✓ Dynamic buyer data signals are captured and analyzed through a Business Value Graph to continuously reverse-engineer a clear picture of customer needs.
- ✓ Heuristics and Natural Language Generation (NLG) compare historical performance with forward-looking investor expectations to predict management focus.
- ✓ Natural Language Processing (NLP) applied across Investor Relations (IR) data indexes and identifies management intent for target keywords.

**The domain knowledge of a strategy consultant, encoded in software.**

- ✓ Statistical analysis predicts 'propensity to buy' (P2B) based on financial case for change, management intent and named strategic priorities.
- ✓ Advanced algorithms auto-generate the necessary components for an executive-level narrative:
  - Key buyers
  - Financial pain
  - Recommended solutions and case studies
  - High-level business case
- ✓ Strategic sellers move away from tactical, transactional conversations and instead drive transformational value, fostering big-picture relationships where impact resonates throughout the customer's company.

Elevating sales and go-to-market strategies means that sellers must adhere to the specific principles that underpin this concept. They must be able to develop bespoke insights for each of their customers, based on each company's unique set of circumstances: its financial pain, strategic priorities, competitive landscape, and management focus.

They must be able to understand—and respond to—the personal objectives and KPIs that matter to their buyers at an individual level. And they must foster relationships with customers not as sales professionals, but as trusted and industry-networked partners, capable of quickly delivering high-quality, data-backed deliverables that speak to customized points of view.

## **CRITICAL COMPONENTS OF STRATEGIC RELATIONSHIP MANAGEMENT**

- ✔ **Personalization**  
Insights are tailored to the target company, with content that aligns the seller's solutions with the customer's unique financial and strategic situation.
- ✔ **Quality**  
To consistently create superb presentations and client proposals, sellers must amplify account-based marketing initiatives and accelerate the sales cycle.
- ✔ **Value Focus**  
Focus should always be on the quantifiable value and measurable outcomes that the seller can generate for the customer
- ✔ **Scale**  
To really move the dial on a sales organization attaining its quota, SRM has to be scaled across more than just a handful of strategic accounts.
- ✔ **Trust**  
Sellers must become trusted advisors to the customer, so the accuracy of insights and supporting data must be bulletproof.

# MAKING THE IMPOSSIBLE POSSIBLE: DELIVERING SRM AT SCALE

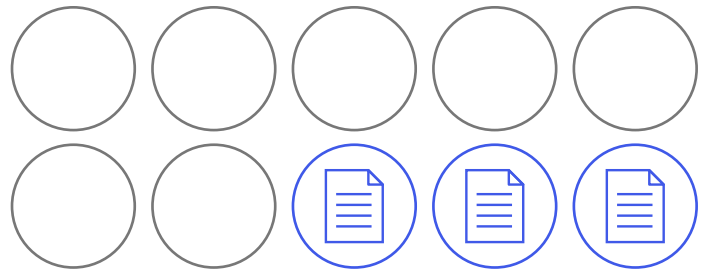
## WHAT'S MISSING?

72% of a sales rep's time is spent on non-selling activities.<sup>4</sup> That's a lot. How can sellers reduce time spent on account prioritization, research, data entry, and content creation to dedicate more time to adding value for customers?

To some extent, the idea behind SRM isn't new. Many of the world's best sales organizations have developed a personalized approach to landing and expanding at strategic accounts, using customized use cases to demonstrate specific financial outcomes. The problem is in how companies have implemented the approach.

Historically, customized insights have demanded a significant investment of time and resources, which in turn meant restricting implementation to only a handful of top accounts. Sellers' skills in understanding corporate finance lacked as well. 72% of sellers report they are more successful when they use financial data to create sales narratives that speak to executive buyers and their business priorities.

Yet very few sellers are actually doing this: **less than 30% have used a 10-K Annual Report or 10-Q Quarterly Report in the last 6 months to create account strategies and plans and craft sales pitches and proposals.** Even fewer are using earning call transcripts or financial news, where important financial or management intent data can be found.<sup>5</sup>



**ONLY**  
**30%** OF SELLERS USE THE 10-K/10-Q IN THEIR SALES MOTION

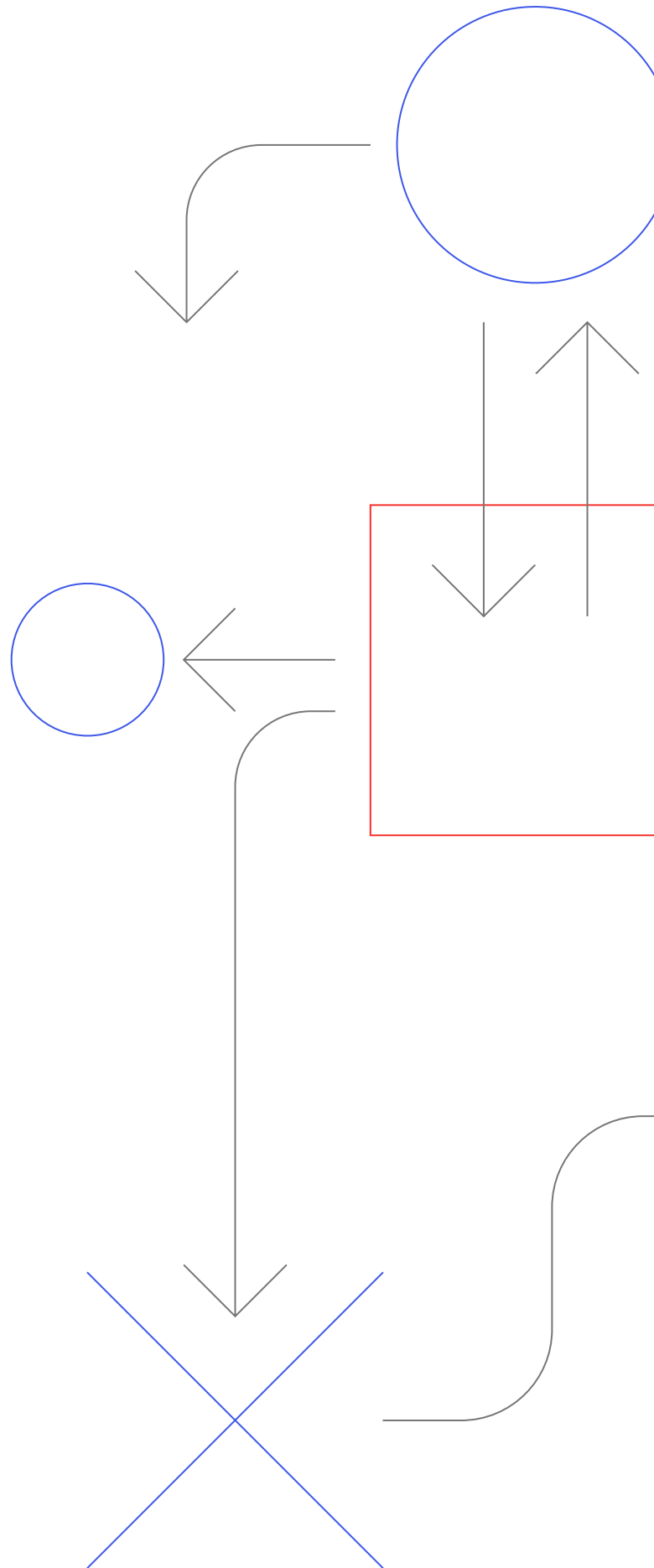
Furthermore, implementation tended to focus on limited, often disjointed, initiatives that have consequences of their own. Business Value Consulting teams, for example, often become overwhelmed by the volume of deals. "One and done" value-focused training sessions can be quickly forgotten. As a result, these kinds of investments now rarely bring more than marginal returns.

Value-based selling tactics, on their own, are too resource-intensive to reach most accounts.

What's been missing—and the fundamental challenge that Databook now solves—is the ability to connect the dots between the concept of Strategic Relationship Management and the new capabilities of advanced AI to finally deliver it affordably at scale.

Of course, enterprise sales has already seen one wave of technological disruption, where new digital tools have helped sales teams solve workflow challenges—for example, finding prospects more quickly or improving sales forecasts based on activity by account executives.

Now, AI technology is spurring a new wave of innovation. Through its ability to accelerate complex data analysis and automate the creation of high-quality, highly personalized content, AI is enabling a level of insight that the average sales rep would struggle to produce independently and that previously would have taken even the most seasoned strategy consultant weeks to deliver. Moreover, when coupled with the right technology platform, this AI-powered insight can now be deployed at scale across all customer accounts and territories, and all organizations within the GTM team.



# PUTTING STRATEGIC RELATIONSHIP MANAGEMENT INTO PRACTICE

Creating an SRM platform that will extend functionality across the whole GTM team requires multidisciplinary expertise that will help align roles across customer intelligence (including Sales Operations, Marketing, Inside Sales, Value Engineering, etc.), as well as access to a range of high-quality data and news sources. As the world's first SRM platform, Databook gives you the tools to create, manage, and maintain strategic relationships by:

- Capturing buyer data signals
- Translating those signals into meaningful insight
- Letting you decide how to proceed and what to build with that insight
- Providing a mechanism for acting on your decisions

Importantly, Databook's platform makes SRM scalable, enabling discovery and management of the strategic sales story for every account.

## **Territory management: Know who's buying even before they do.**

- Create more equitable territories
- Get early visibility into future pipeline
- Scrutinize your forecast based on business health

## **Account planning: Win with (their) strategy.**

- Automate and organize account strategy creation
- Aggregate key account data in one place to anchor around strategy
- Automatically update strategies based on account updates
- Align account teams around the best opportunities and messages

## **Sales engagement and execution: Because sellers didn't get into sales for decks and emails.**

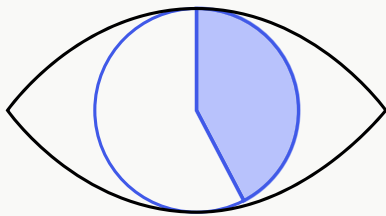
- Access and engage with executives
- Automate personalized and on-brand 1:1 slideware
- Develop personalized points of view 80% faster
- One-click downloads for customer financials and impact projections



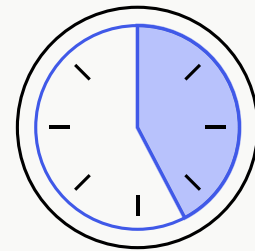
# IMPROVE REP EXPERIENCE WITH SRM + AI

The Databook platform enables go-to-market teams to conquer almost every area where AI technology is proving to have the greatest impact.

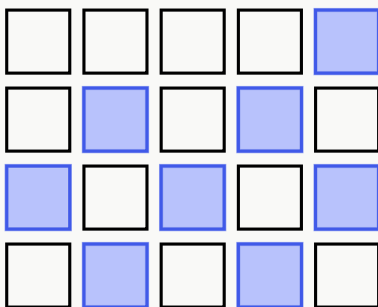
According to the Fifth "State of Sales" report from Salesforce - respondents reported major improvements from the use of AI in forecasting accuracy (41%), use of sales reps' time (41%), prioritization of leads (40%), and understanding of customer needs (40%).<sup>6</sup>



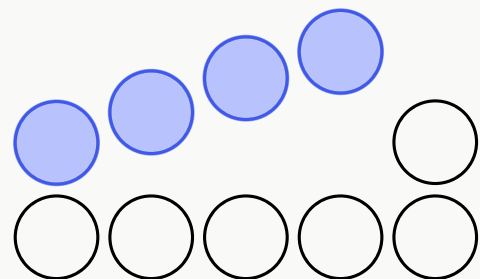
**41% IMPROVED FORECASTING ACCURACY**



**41% IMPROVED REP TIME USE**



**40% IMPROVED PRIORITIZATION OF LEADS**



**40% IMPROVED UNDERSTANDING OF CUSTOMER NEEDS**

# RESULTS THAT SPEAK FOR THEMSELVES

The reason we're so bullish about the impact that SRM can have is because we've seen first-hand that it works. In fact, we have seen our enterprise customers apply this integrated approach over the past few years to achieve, among other benefits:

## 1.9x

LARGER DEAL SIZES

## 2.5x

MORE PIPELINE PER SELLER

## 5x

MORE CUSTOMER MEETINGS

As data continues to emerge, we know these results are just the tip of the iceberg. Independent studies continue to reflect that the fundamental principles of SRM are backed by today's highest performing sellers. An Aberdeen Group report found that value-focused companies outperform their non-value-focused counterparts across key metrics.<sup>7</sup>



**RICHARD DUNKEL**  
CELONIS GLOBAL HEAD  
OF FIELD ENABLEMENT

*"Since using Databook, our senior level access has improved, and has contributed to a 20% increase in average deal size for new opportunities."*

# STRATEGIC RELATIONSHIP MANAGEMENT IN ACTION AT A FORTUNE 50 SOFTWARE & DEVICE COMPANY

When poor account research resulted in low-quality account plans and strategies that could not keep pace with industry trends, this Fortune 50 company's sellers struggled to connect the dots and deliver a cohesive narrative to customers. So they began using Databook.

As a result, 25,000 members of their global GTM teams use the Databook platform and its downloadable assets to prepare for customer meetings. Databook is a foundational pillar in the company's account planning process, enabling teams to share, align, and engage with customer executives. Today, 76% of this customer's won deals are influenced by Databook, resulting in a 74x increase in pipeline and 191% increase in ACV. "We've seen deeper customer connections and sizable incremental revenue," says a CVP.

## RESULTS

74x

INCREASE IN PIPELINE

191%

INCREASE IN ACV

76%

WINS INFLUENCED BY DATABOOK

*"We've seen deeper customer connections and sizable incremental revenue."*

**CVP, FORTUNE 50 SOFTWARE  
& DEVICE COMPANY**

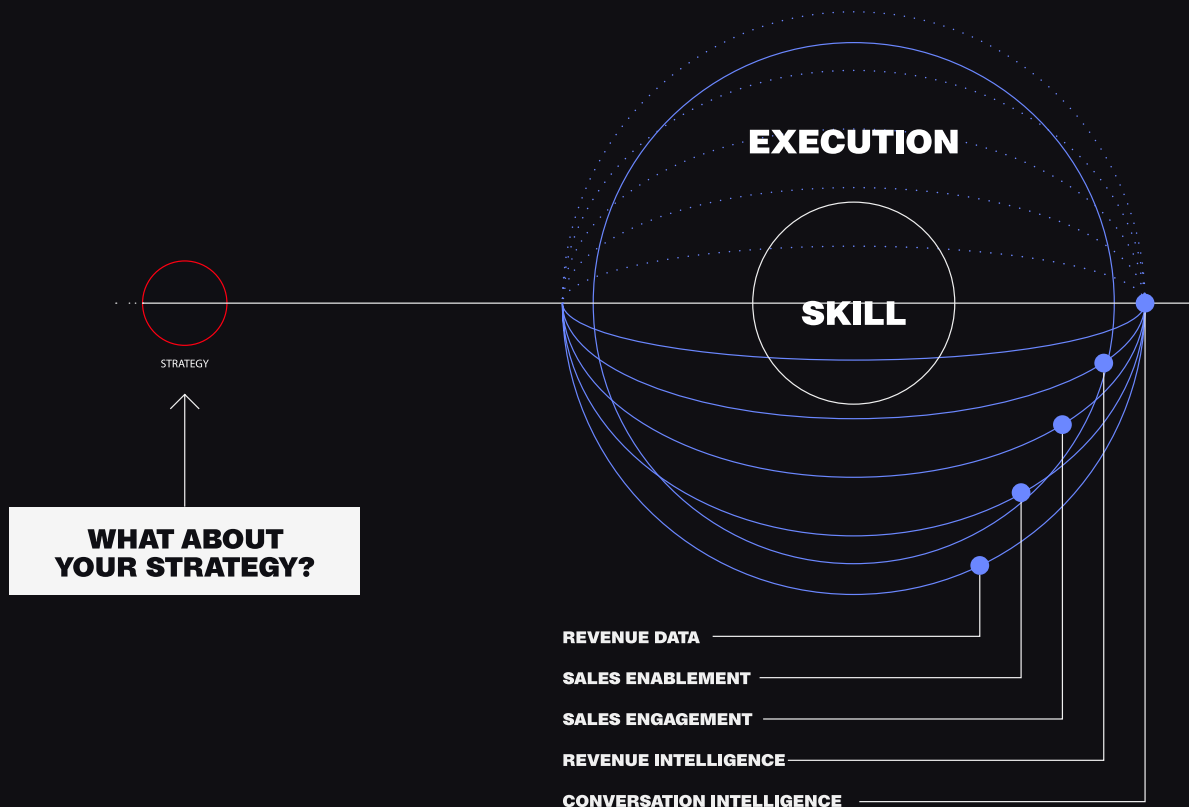
# EXPLAINING THE STRATEGIC RELATIONSHIP MANAGEMENT ECOSYSTEM

Sellers succeed when they skillfully navigate between strategy and execution. Achieving balance here is how you build pipeline, close deals, and set the stage for successful enterprise-level partnerships.



But sales has become a numbers game. Make more LinkedIn connections, send more emails, ring more phones, repeat.

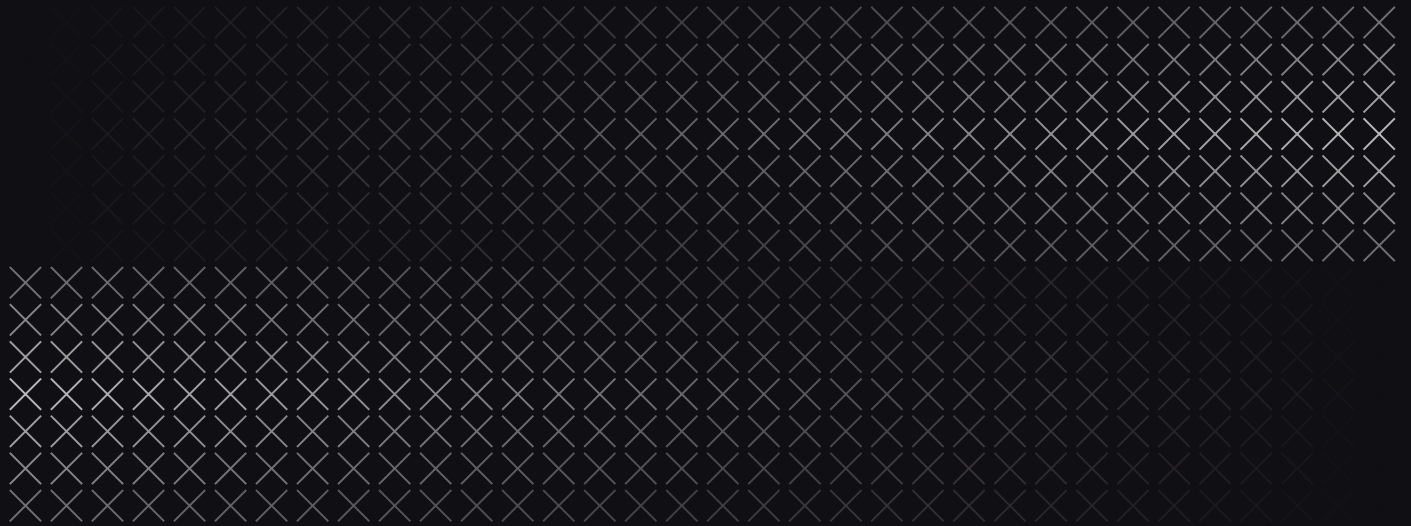
It's easy to over-index on tactics and tools that drive execution and ignore strategy.



At the same time, buyers now have access to every type of product data. They're tired of being told what they already know. They want a deeper understanding of their priorities.

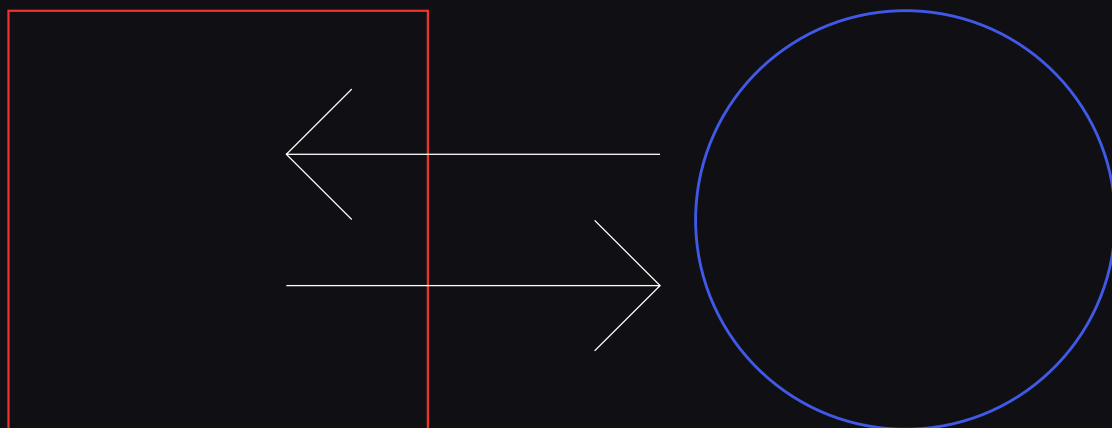
But while they're trying to tell you where it hurts, you're trying to hit numbers.

And if you're not listening to customers, they're certainly not listening to you.

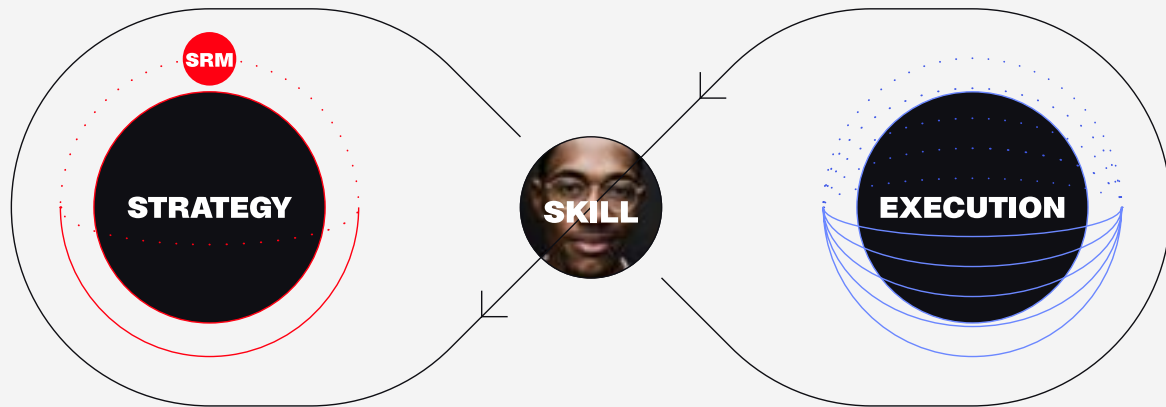


Over-mechanization has turned your outreach into irrelevant noise. Spame, even. That's not what your buyers need from you.

But it doesn't have to be that way.



# WELCOME TO THE NEW ERA OF SALES



Strategic Relationship Management (SRM) lets you translate buyer data signals into a meaningful context, so you can use your skills as a connector, as a human, to center every conversation around your customer's needs.

SRM restores the balance between the art and science of sales. Now you can easily create actionable strategies that never go stale, making you efficient at closing big deals.

## A NEW ERA FOR ENTERPRISE GO-TO-MARKET TEAMS

Without a doubt, we are in the midst of a new era for enterprise sales. Data science and AI technology are transforming not only how sales professionals sell, but how the whole go-to-market team integrates to achieve more wins.

Perhaps the most exciting element of this new wave of innovation, however, is the opportunity it offers for humans and machines to work together. Strategic Relationship Management is not about replacing account executives or marketers or value engineers; rather, it's about giving them all superpowers. Human skill, emotional intelligence and relationship-building will always be at the heart of any sales or go-to-market strategy, but the right technology will allow professional go-to-market teams to generate even greater wealth for their clients, for their employers and for themselves.

## NOTES

<sup>1</sup> Accenture study

<sup>2</sup> Harvard Business Review, Keys to Successful Innovation through Artificial Intelligence

<sup>3</sup> Salesforce.com, The State of Sales 2022 report

<sup>4</sup> Salesforce.com, The State of Sales 2022 report

<sup>5</sup> Databook.com, Strategic Sales Gap research

<sup>6</sup> Salesforce.com, The State of Sales 2022 report

<sup>7</sup> Aberdeen Group, Value-Based Selling: Building a Best-in-Class Capability for Sales Effectiveness

## ABOUT DATABOOK

Databook is the pioneer and leader in Strategic Relationship Management (SRM). The company's award-winning SRM platform leverages advanced AI and NLP to empower the world's largest B2B sales teams to create, manage, and maintain strategic relationships at scale. The platform ingests and interprets billions of financial and market data signals to generate actionable sales strategies that connect the seller's solutions to a buyer's financial pain and urgency. On average, Databook clients achieve 5x more customer meetings, 3x more pipeline, 2.5x larger deals and 1.5x faster cycle time.

**[databook.com](https://databook.com)**

**[info@trydatabook.com](mailto:info@trydatabook.com)**

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