



The Blueprint Workshop



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Morgan J Ingram

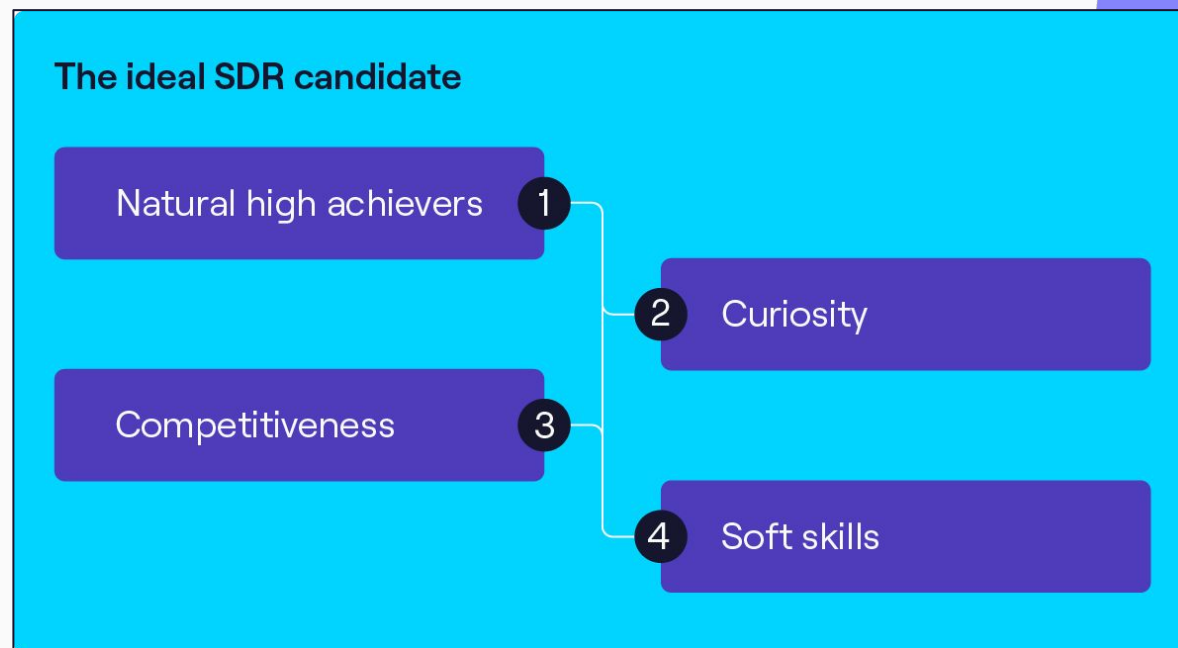
3x LinkedIn Sales Voice, LinkedIn Sales Insider & Sales Coach, Creative Advisor at Cognism,
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Agenda

1. Intro - Why the Blueprint is important, how Cognism has used it, actionable approach
2. Hiring & ramping
3. High-impact coaching
4. Outbound strategy
5. Forecasting
6. Commission plans

Hiring and Ramping

- Hiring process
- Dave - ideal SDR candidate
- Jon - ideal AE candidate
- Dave - onboarding best practice - 30, 60, 90 days
- Templates

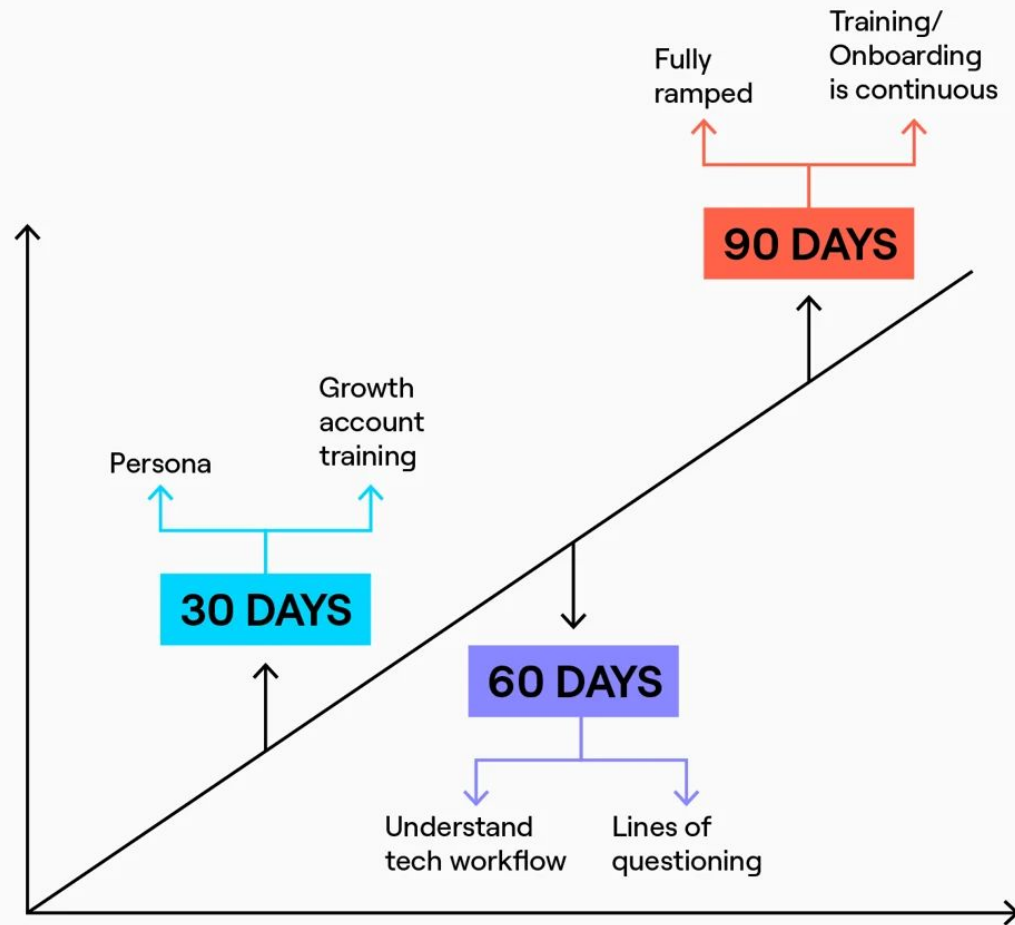


Hiring and Ramping

Hiring and Onboarding Timeline

Scenario-based interview questions for AEs

- Procurement enters the deal at a late stage – how would you navigate?
- Your champion has just left the deal, how would you handle this?
- The CFO joins the later stages of the deal and pushes back on price – what kind of topic points would you bring up to ensure you retain a high ACV?



High-impact Coaching

- Dave - Targeted coaching
- Cognism 17 competency framework
- Feedback loops













	Quota	Potential	Areas for improvement	Priority
SDR 1	80%	110%	Objection handling	Medium
SDR 2	90%	95%	Referrals	Low
SDR 3	40%	90%	Intro + hook	High

Outbound strategy

- Cognism's current outbound strategy - account based approach
- **Poll:** Sales qualification - Does BANT work?

Cognism Ideal Customer Profile

 Geography USA	 Budget \$10,000/month	 Decision Makers CEO, CRO	 Business Goals Short-term: grow their client base by 20% over the next 3 months Long-term: raise their next funding round and expand their sales	 Attributes Primary social media channel = LinkedIn Gaining a reputation as SaaS industry thought leaders Uses ABM strategy
 Industry B2B sales, SaaS	 Company Size 50 employees	 Buying Process Relies on referrals for buying decisions	 Pain Points <ul style="list-style-type: none">• Generating high-quality C-suite leads• Automating outbound campaigns• Increasing sales team headcount	 Technologies Salesforce Salesloft Chili Piper

Outbound strategy

- Tech stack best practices

Cognism's Core Tech Stack

CHILI PIPER: Time-saving platform that cuts time creating meetings.

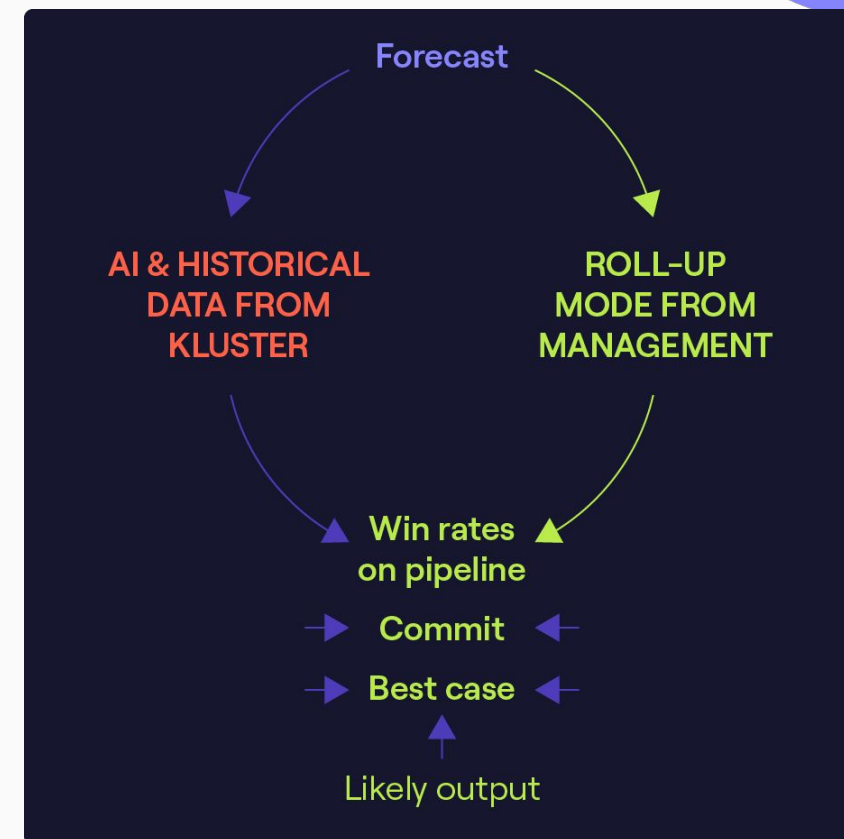
OUTREACH: Built for scale and ensuring that messaging is consistent amongst every SDR. But you still need to have personalisation (that's where management comes in).

GONG: A platform for reinforcement and training. Anyone can access the SDR calls and use them as a reference point for learning best practices.

SCRATCHPAD: Used to help with collaboration between SDRs and AEs. It's a central view to create open dialogue on status updates for accounts.

Forecasting

- Forecasting - combination of science and art
- Deals at risk
 - Work with Cognism C-suite, run weekly pipeline reviews
- MEDDPICC



Commission Plans

- Cognism's current commission plan strategy
- Dave - best practices for commission plans

The Evolution of Cognism's Commission Structure

Meetings
Attended

SQO System

ACV vs TCV

Qualified Meetings +
Revenue Sourced

Questions?