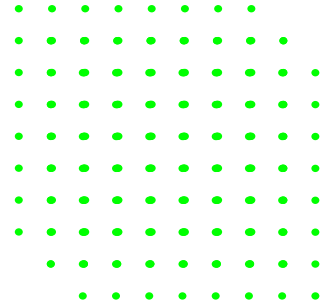


Personalized Sales Emails at Scale (and Speed)



AGENDA

1

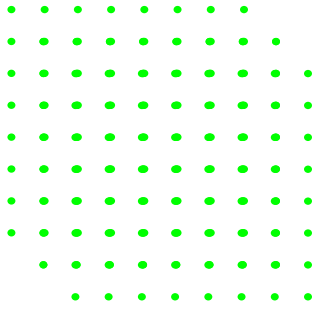
**WHY WE
PERSONALIZE**

2

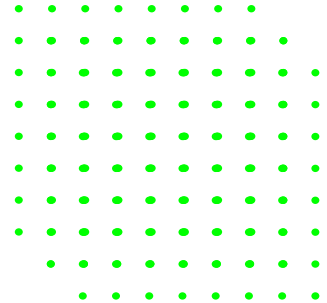
**WHERE
TO FIND
RELEVANT INFO**

3

**HOW TO
PERSONALIZE
EFFICIENTLY**



Why listen to me?



I know because ~~I've done~~ it myself.

I KEEP DOING



JC POLLARD

Sr. Account Executive at Gong



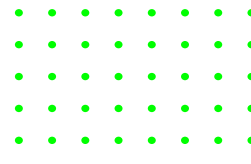
Finished last year at **220% of quota**



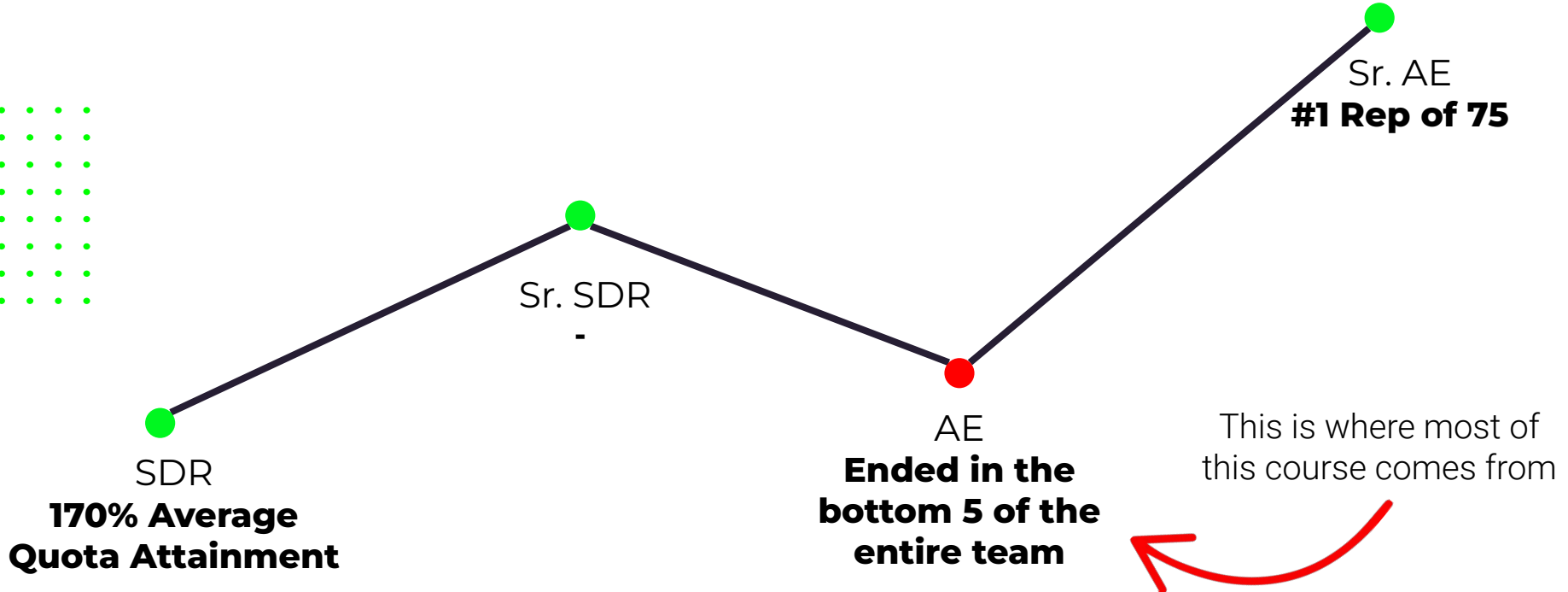
Finished the year **#1 of 75 total reps**

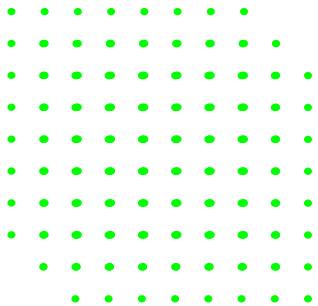


Self-sourced **80% of my closed deals**



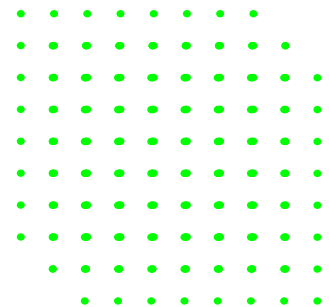
They say, **failure is a better teacher than success...**

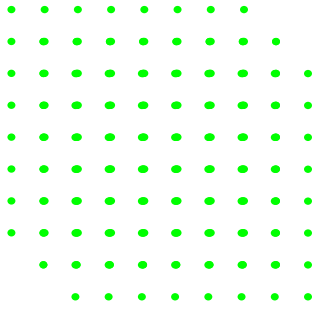




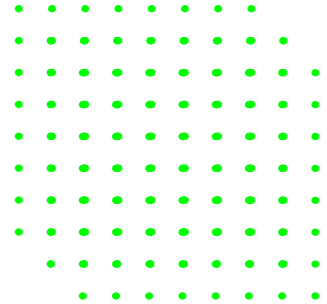
190%

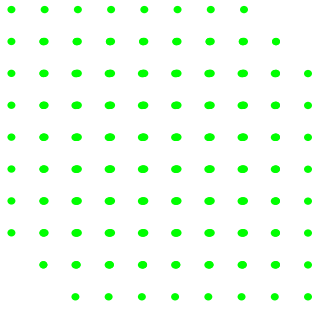
Quota Achievement in 2022



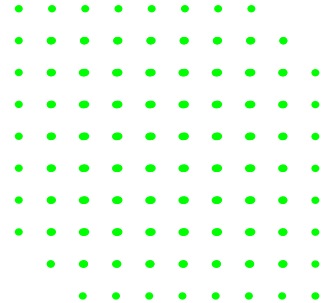


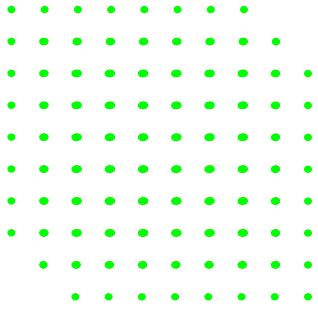
The point here isn't to brag, it's to show you
I have experience and expertise **and can**
help YOU get a better response rate.



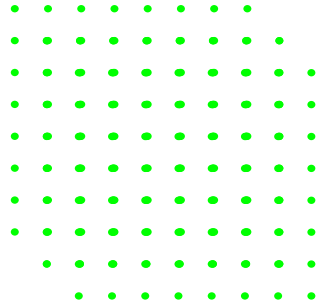


So how did I achieve this success?
I'm about to share all my secrets.

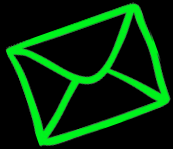




PERSONALIZE

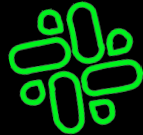


Why do we personalize?



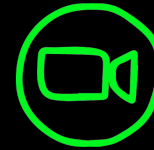
121

The average professional receives **121 emails** EVERY DAY



125

They also receive **125 Slack messages** EVERY DAY



7.6

The average CEO has at least **7.6 meetings** EVERY DAY

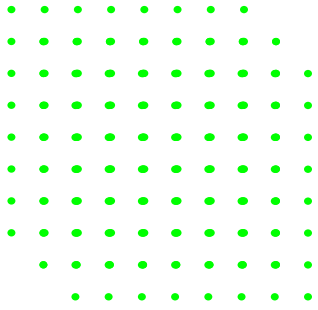


<https://www.campaignmonitor.com/resources/knowledge-base/how-many-emails-does-the-average-person-receive-per-day/>

<https://www.zippia.com/advice/meeting-statistics/>

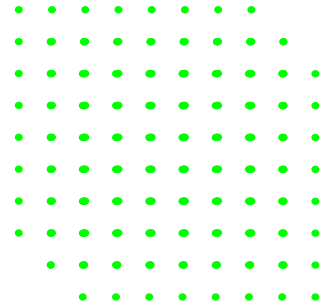
Your email is
**a needle in the
haystack of
their inbox.**





How do you make sure yours is read?

Make it stand out.

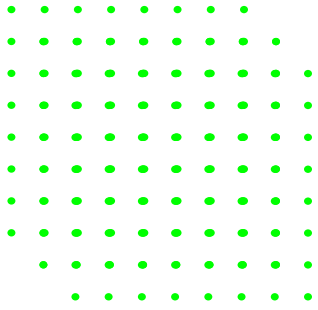


Our Goal

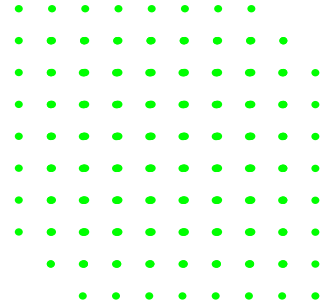
“There is no way that this **RELEVANT**,
HYPER-PERSONALIZED, and **UNIQUE**
email was sent to anyone else.”

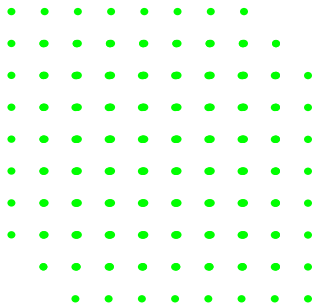


YOUR PROSPECT

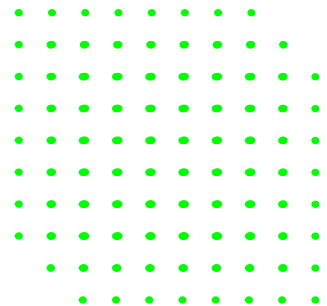


There's only one way to do this:



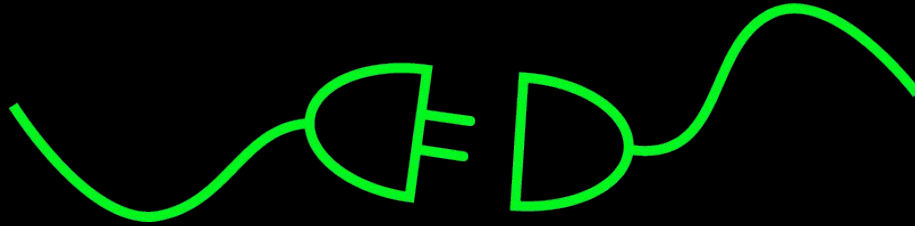


RESEARCH



Research

Something
UNIQUE about
your prospect



Your
SOLUTION



Where do we find **something unique?**



in

LinkedIn



Website



Social

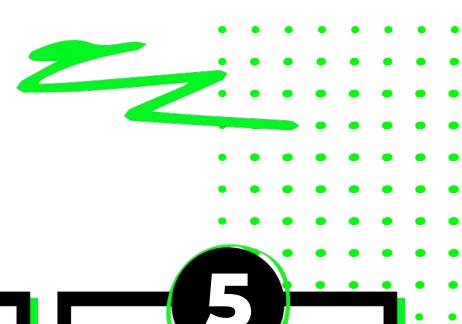


Where do we find **something unique?**



MOST PEOPLE STOP HERE

Let's do it together



1

**Clarify
our
prospect,
in this case
it's Mike**

2

**Research:
LinkedIn,
Website,
Social**

3

**Leverage
our
templates**

4

**Write a
short
relevant
email**

5

**Send it!
Then do it
again**



A real example



Mike

President and CEO

TIV is Mike's second venture, the first being Digital Optics Corporation (DOC), a company that Mike co-founded in 1991 while a professor of Electrical Engineering at UNC Chapel Hill. He served DOC as President from 1991-1998, and then as CTO from 1998 until its sale to Intel in 2006. After a brief retirement, Mike got into the touchscreen game with TIVision (now TIV), which started as a restaurant (T1 Tapas) and was used to test his theory that digital format interactive surfaces have the potential to bring people together for shared experiences in public settings. Part technologist, futurist, and foodie - Mike's restaurant concept blossomed into the business that TIV is today - but has since expanded to a variety of other markets.

Mike holds a MS and PhD in Electrical Engineering from the University of California San Diego and a BSE from Duke University. He received the Distinguished Young Alumni Award from Duke University's Engineering School in 2000 and is an inventor on more than 100 patents. In his spare time, Mike enjoys spending time with his wife and two daughters running, and mastering his recipe for the perfect salsa.

From: JC Pollard <jc.pollard@gong.io>

Date: Wed, Oct 6, 2021 at 4:49 PM

Subject: The perfect salsa, and more revenue?

To: Mike

Hi Mike,

Noticed that you pride yourself on mastering the perfect salsa so I'm sure you're familiar with the parallels between making a great dish and successfully driving revenue for [REDACTED]

Both are art and science, but adding some onions to a bowl is a lot easier than finding the recipe for success in sales motions..

As [REDACTED] continues to scale so fast (38% headcount growth in sales in the past year) I can only assume you're constantly searching for what successful "secret sauce" drives sales excellence & execution, whether it's messaging or process.

Gong gives sales leaders visibility into the "secret recipe" of their successful sales motions to help them master it like the perfect bowl of salsa.

Would love some time to unpack what that secret recipe may mean for your sales efforts, and if there's any value we can bring to the table. Curious if this aligns for you & [REDACTED] focuses?

Best,

Another real **example**

Education



Harvard Business School
General Management Program
2013 - 2013



Strodes College
Physics, Maths, Computer Sciences
1987 - 1989



Heathside
1983 - 1987

Volunteering



Civilian Instructor and Squadron Officer
Air Training Corp
Jan 1992 - Jan 2002 · 10 yrs
Children

The Air Training Corp is a branch of the United Kingdom's Royal Air Force dedicated to establishing good citizenship and promoting an interest in ...s



Board Of Directors

From: **JC Pollard** <jc.pollard@gong.io>

Date: Tue, Feb 7, 2023 at 10:36 AM

Subject: Stephen, ATC Cadet abd CEO?

To: Stephen <stephen@atc.com>

Stephen,

Did some deep digging and saw you were a Cadet in the ATC. Still love aviation? Jump in the cockpit as I take you on a quick journey...

Imagine this: You're passing through 2,000 feet on final into Boston. It's a windy day, 15 knots, and the air is thick with fog. Visibility is down to just 1/2 a mile, and you've got just 10 minutes' worth of fuel on board.

Now imagine your instruments are all broken - you've got no altimeter, no airspeed indicator, and no artificial horizon. How on earth are you going to land the plane?

Well, what if I told you this is the situation your sales team faces every day?

Think of Gong as the instrument panel for your sales team. We deliver critical, real-time feedback into your active pipeline so your reps know exactly where deals stand and what they need to do to bring them home.

Against learning more?

How do we do this at scale (and speed)?

1

Get to know your templates

2

Know what you are looking for

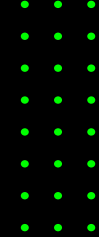
3

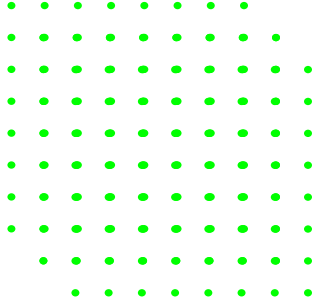
Keep it short, concise, and relevant

4

Don't overthink it, its an email

Thank You





1



2

3



4

5

