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Signal-Based Selling in Action:

5 Use Cases for GTM Teams

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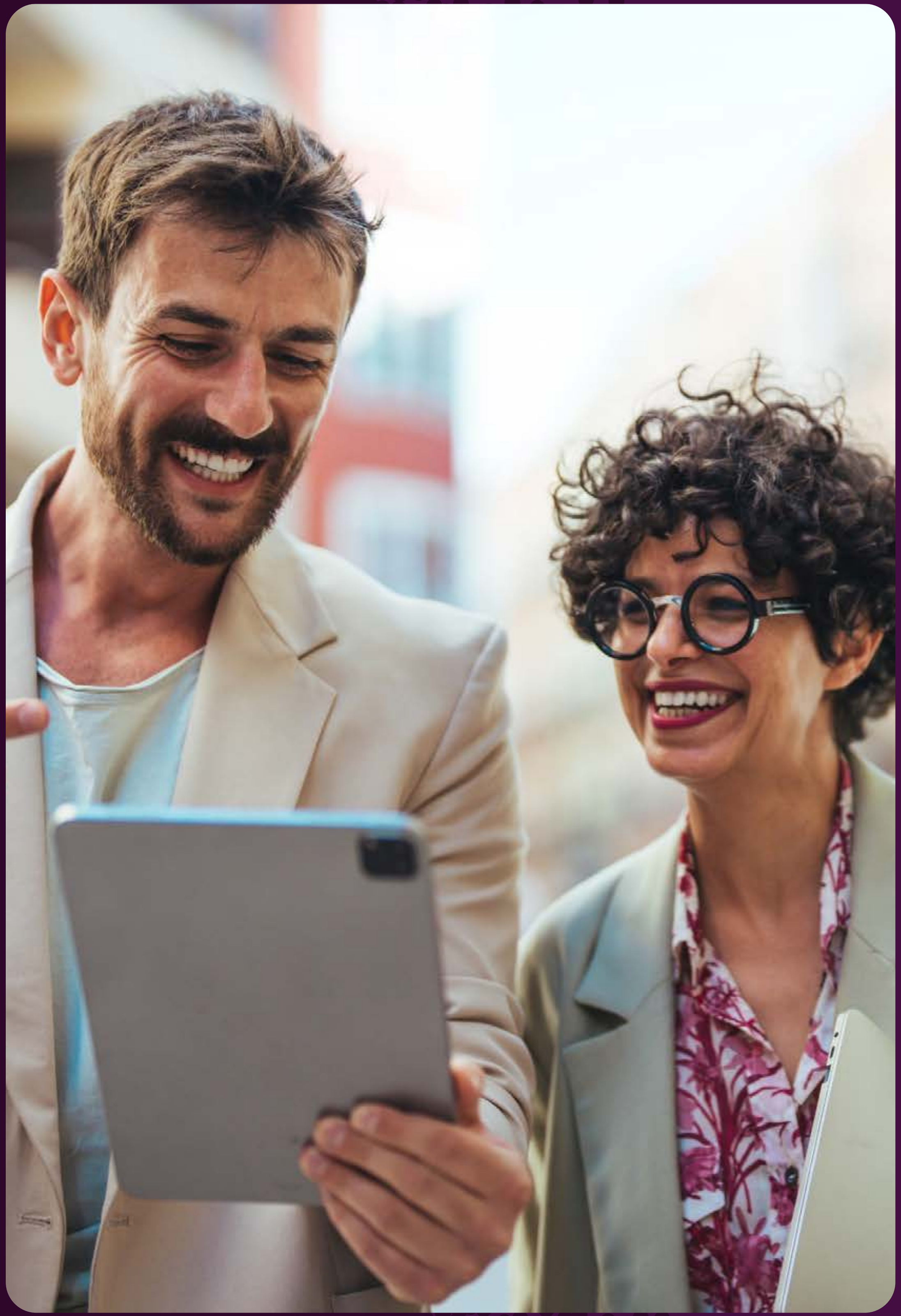
Moving from signal to sale

The vision of signal-based selling—using real-time data insights to engage prospects when they're ready to buy—has tantalized revenue teams for years. With the breadth of information modern tools make available, it should be easy.

Unfortunately, sellers often need to navigate several different tools and spreadsheets to access these insights. Faced with the prospect of sifting through all this data, they may shut down, ignore it, and resort to instinct. Cue missed opportunities, wasted time, and a less-than-stellar buyer experience.

Instead, sellers need a single stream of prioritized intent signals they can act on with the click of a button—the kind you can find in an AI-powered Revenue Orchestration Platform like Salesloft.

This guide will show you just how easy and effective signal-based selling can be. Read on to explore five practical use cases to improve your team's performance and buyers' experiences.

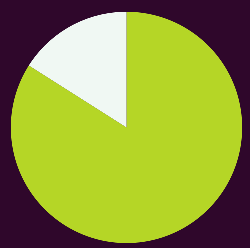


#1 Engaging buyers early

Prospecting is the most thankless stage of the sales process. With buyers doing more self-service shopping, influencing purchases has become more challenging than ever.

5%

Target accounts that are in-market at any given moment.[1]



84%

Deals that are won or lost before providers know they exist.[2]

But, making contact early in a buyer's journey can significantly increase your chances of success. It allows you to guide prospects, promptly address their needs and questions, and build a relationship from the start.

To connect with buyers sooner, closely monitor these key early signals:

1. **Website Activity:** Pay attention to which pages a buyer visits, how often, and for how long. Tools like Drift can provide insights into anonymous website visitors, which helps you identify high-intent accounts early.
2. **Buyer Intent:** Platforms like 6sense, ZoomInfo, and Demandbase capture broader buyer intent signals, identifying accounts that show signs of being in-market for your solutions.
3. **Campaign Engagement:** Tools like LeanData can capture campaign signals, identifying which marketing efforts are resonating with prospects and indicating a high level of interest.

When you see these primary signals, look for additional signals such as content interaction, social media engagement, and email engagement to confirm you have an in-market buyer.

How to manage multiple signals for early intent identification

Managing a variety of signals can be overwhelming, and it's impossible to act on them effectively without the right technology. A Revenue Orchestration Platform like Salesloft is crucial to helping your sales team identify these early signals and take action at the right moment.

For example, sales teams can use Drift with Salesloft to engage website visitors with a real-time chat window. When a potential buyer interacts with the chat, Drift captures these signals and feeds them into Salesloft. This real-time data helps sales reps identify interested buyers immediately and make contact while the interest is still fresh.

1 https://www.marketingweek.com/peter-weinberg-jon-lombardo-95-5-rule/
2 https://6sense.com/report/buyer-experience/

Similarly, the buyer intent providers discussed earlier can add in-market accounts to Cadences in Salesloft. This gives sales teams a head start targeting prospects with a high propensity to buy.

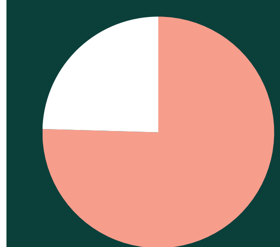
By using these integrations with a unified Revenue Orchestration Platform, sales teams can better detect early buyer signals and engage potential customers at the right moment with the right message.

"Mimecast uses UserGems + Salesloft to contact movers efficiently! These leads are some of our best-converting leads each month. By making it easy to take action, reps can really focus and prioritize. In 8 months, the team booked meetings at up to **20x** higher rate, opened **276** new sales opportunities, and generated **$18M** in new business pipeline."

Tammy Bernberg
Senior Marketing Analyst at Mimecast

#2 Engaging at the right time across the buyer journey

Today, buyers are in the driver's seat. To influence the buying decision, you need to meet buyers where they are in the buying process and build an ongoing relationship with them.



83%
How often buyers make first contact[3]

73%
Business buyers that expect companies to anticipate their needs[4]

Why timing is the make-or-break factor in B2B selling today

Buyers and sellers are constantly interacting by chat, email, phone, and text, but with a traditional selling process it can feel like they're talking at cross-purposes. Signal-based selling gives your team the tools to engage customers in a conversation, listening to their needs and responding with the right message at the right time.

When you engage buyers with precision timing, you can regain control of the sales process.

Every point of contact becomes an opportunity to gain insights about the buyer's journey and guide your next steps.

See it in action

Building an integrated workflow across the buyer journey

Salesloft Rhythm brings buyer signals directly into your seller's workflow, highlighting buyers most likely to convert based on engagement. For example, Rhythm will show who's primed for a sales conversation based on viewing a series of product pages or consistently opening emails. Specific signals can trigger a Cadence or a Play as the next best action.

- **Salesloft Cadence:** A repeatable series of steps, or sequence, that mimics your sales process to create a consistent process.
- **Salesloft Play:** A form of automation that generates one-off tasks. They look for signals from buyer and seller engagement and prompt users to take action.

3 https://6sense.com/report/buyer-experience/
4 https://www.salesforce.com/resources/research-reports/state-of-the-connected-customer/

Capture early intent data to identify and understand prospective buyers

DRIFT
a Salesloft company

Drift logs user activity from the moment an anonymous visitor interacts with your website, including web page views, video views, and chatbot conversations.

G2 provides firmographic data such as industry sector or market, company size, revenue, and location, which Drift packages with first-party behavioral data.

Automate the sales process so these buyers don't fall through the cracks

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Cadences

Salesloft Cadences automate steps to create a consistent and repeatable sales motion.

Use AI to capture and prioritize high-intent signals and respond appropriately

6sense

6sense provides valuable buyer intent signals, such as company website interactions and campaign engagements, which can indicate a variety of engagement activities.

LeanData

LeanData integrates 6sense intent data to create decision tree workflows. Salesloft's integration uses AI to filter, prioritize, and guide action on high-intent signals.

Bring your sales enablement library into your sales workflow

HIGHSPOT Seismic

Highspot and **Seismic** organize your content in a unified sales enablement library.

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Integrations

Salesloft integrations let users look up assets in Highspot and Seismic right in the Cadence email template and deliver alerts when buyers read (or fail to open) the content.

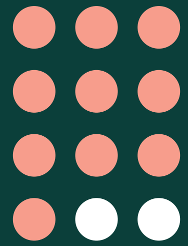
#3 Upselling and cross-selling with product-led signals

First-party signals from your product surface product qualified leads (PQLs) based on how people buy or engage with your product.

In contrast to MQLs, PQLs are direct and unambiguous. They already know your product—so it's essential to find them and give them priority when they show interest.

> **Product Qualified Lead (PQL): A lead in your Ideal Customer Profile who has used your products, seen their value, and shows intent signals for purchase or expansion.**

Unfortunately, if product data is even available to sellers, it's typically in Salesforce or another dashboard. This causes more headaches than you may realize.



10 tools

Average number that sales reps use to close deals.[5]

77%

Sellers that struggle to complete assigned tasks.[6]

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5 https://www.salesforce.com/news/stories/sales-research-2023/
6 https://www.gartner.com/en/newsroom/press-releases/2023-11-02-gartner-survey- finds-77-percent-of-sellers-struggle-to-complete-their-assigned-tasks-efficiently

Have you ever walked into a room and forgotten what you were there for? That's called the "doorway effect," and researchers have found that it also happens when people navigate from one computer window to another—particularly when they're actively using their short-term memory for a task.

How to deliver relevant in-product signals to your sellers

Consolidate your first-party and third-party information into one Revenue Orchestration Platform. With your in-product signals integrated into your sellers' workflow, they don't have to hunt data down across multiple channels.

For non-technical companies, product-led signals might include:	**For SaaS companies, in-product intent signals might include:**
• Ordering a sample • Buying for the first time • Purchasing a certain combination of products • Deviating from regular purchasing behavior	• Registering for a trial • Activating a product • Using freemium features • Deviating from regular usage behavior

Salesloft Signals API gives you a simple way to get relevant data into Salesloft—a consolidated Revenue Orchestration Platform—without burdening the Product team.You can set up custom Plays in Rhythm based on any purchase or use behavior you can imagine.

See it in action

Product-led signals and actions for upsell and cross-sell

Signal	Action
Sample signals for a goods manufacturer:	
Existing customer increases their regular order of charcoal grills by >10%	Automatically added to a Cadence promoting outdoor cooking accessories
New customer orders seasonal items	Automatically added to a Cadence promoting next season items
Sample signals for a B2B SaaS provider:	
Existing customer consistently hits monthly usage limit	AE assigned Play to reach out to upsell higher tier package
New trial signup	Automatically assigned to a trial nurture Cadence
	Seller assigned Play to send a personalized email within 48 hours of activation

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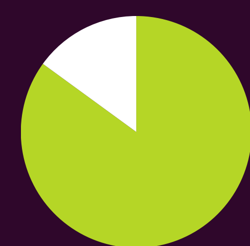
#4 Reducing churn with product-led signals

PQLs aren't just about closing deals. They're also crucial for catching and addressing signs of churn.

73%

Of B2B revenues comes from existing customers in the form of renewals, cross-sell, and upsell.[7]



85%

B2B customers that say customer experiences should be better considering all the data companies collect.[8]

As far as your customers are concerned, you have a wealth of information about them, and you should be able to give them what they want. But most teams don't actually have that data in a usable format, leading to frustration on both sides.

A Revenue Orchestration Platform that integrates product usage data gives your team the visibility your customers already think you have and signal-based insights to act upon.

How to use product-led signals to reduce churn

Churn is a broad strategic challenge that calls for a top-down approach. Ideally, your revenue leadership has a quarterly goal set to tackle churn. This should kick off a sequence of cross-functional activities:

1. The revenue organization defines retention and churn for the company's purposes.
2. A revenue operations (RevOps) expert works with analysts to identify likely churn signals.
3. The team develops churn scores and GTM actions to mitigate churn in different scenarios.
4. A developer sets up Salesloft Plays that flag churn signals and assign follow-up actions.

From there, the GTM team can follow up with at-risk accounts as part of a cohesive customer experience.

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7 https://www.forrester.com/blogs/b2b-marketing-leaders-dont-trust-their-measurement-and-what-they-measure-isnt-helping/
8 https://www.salesforce.com/content/dam/web/en_us/www/documents/research/State-of-the-Connected-Customer.pdf

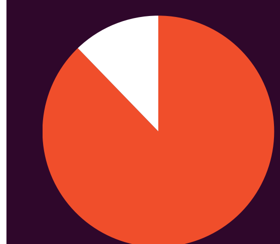
See it in action

Product-led signals and actions to reduce churn

Signal	Action
Sample signals for a goods manufacturer:	
Customer reduces annual order of charcoal grills by >10%	AE assigned Play to reach out to seek information
Sample signals for a B2B SaaS provider:	
Customer usage decreases by >10% year over year	AE assigned Play to reach out to seek information

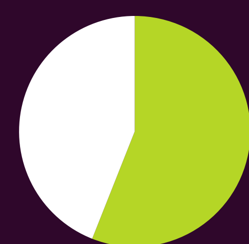
#5 Optimizing sales and marketing team performance

We've established that signal-based selling is great for personalizing individual interactions with leads or customers. It's even more remarkable to see how all that data can optimize overall sales team performance.



79%

Of customers expect continuity across interactions with a company.[9]



56%

Report needing to repeat themselves[10]

When GTM teams operate in silos, revenue teams miss pipeline targets, bicker with marketing about credit or blame, and still don't know what action to take, when, and with which leads. When you consolidate your data and make it easy to see what to do next, sellers, marketers, customer success, and customers benefit.

How to keep your team synced over long and complex sales cycles

Use a Revenue Orchestration Platform as a single source of truth for your GTM team. It will give team members the information they need to hand off customers across presales, sales, marketing, and customer success while maintaining continuity.

> "In providing one place to manage core selling activities, buyer engagement, analytics, and related revenue processes, Revenue Orchestration Platforms are the closest revenue technology has come thus far to providing a 'single pane of glass' for frontline resources."
>
> **— Forrester**[11]

Tactics for success with your Revenue Orchestration Platform:

1. Track and analyze sales activities to identify patterns that lead to successful outcomes
2. Provide real-time feedback and coaching based on individual and team performance signals
3. Foster a data-driven culture by regularly reviewing and acting on performance metrics

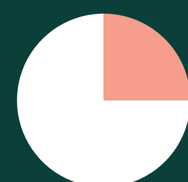
9 https://www.salesforce.com/resources/research-reports/state-of-the-connected-customer/
10 https://www.salesforce.com/resources/research-reports/state-of-the-connected-customer/
11 https://www.forrester.com/blogs/a-new-supergroup-for-revenue-technology-emerges-revenue-orchestration-platforms//

See it in action

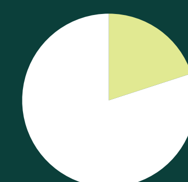
Tangible business results with Rhythm

When sellers can focus on a holistic buyer journey and engage more responsively, they get more done and close deals faster. Since launching Salesloft Rhythm, customers have reported impressive strides in creating repeatable, scalable, and successful sales motions.

39%
Increase in AE productivity



25%
Increase in close rates



20%
Decrease in average sales cycle length

> “People are scared AI is taking their jobs. It’s the opposite with Salesloft. It’s improving your job and freeing you up to do more meaningful work.”

Kaycee Decker
Sales Ops Analyst at Wrike [12]

[12] https://www.salesloft.com/company/newsroom/salesloft-update-fall-2023/

What's your ideal signal-based selling use case?

Signal-based selling delivers on the dream of engaging leads and customers with the right message at the right time. With the right AI-powered Revenue Orchestration Platform as a one-stop dashboard, sellers can simultaneously see incoming data about leads and customers from all their sources. They can see a priority list of who to contact, find relevant resources, and reach out, all in the same window.

In-the-moment personalized engagement is a game-changer for prospecting and engaging with existing customers. But the power isn't just in the information you receive—it's in making it easily actionable and integrating it across your revenue organization to reduce friction for employees and customers alike.

Contact us to learn more

About Salesloft

Salesloft helps revenue teams take the right actions to close every deal with the only platform built around the sellers' workflow. The Salesloft Revenue Orchestration Platform aligns revenue teams so they can prioritize and execute all their actions to improve buyer and customer engagement throughout the entire buyer journey, driving improved productivity and better pipeline efficiency and revenue outcomes. Thousands of the world's top revenue teams, like those at Google, 3M, IBM, Shopify, Square, and Cisco, drive more revenue with Salesloft. For more information, visit salesloft.com or follow us on LinkedIn.

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