

Sales Adoption and Beyond: Revenue Team Alignment with Account Insights at the Core

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ONESOURCE VIRTUAL'S

RevTech Revolution Transformation

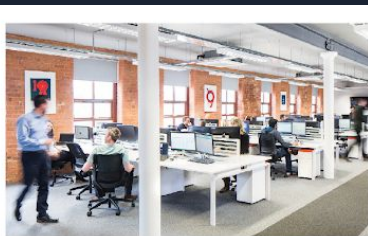


CORPORATE HEADQUARTERS
DALLAS, TEXAS

Who We Are

We Are Workday Experts

OneSource Virtual is a Workday services and software partner that helps Workday customers with absolutely anything from deployment to maintenance to payroll and more.



13+

Years of Experience

900+

Customers

~1,000

Employees Fully
Dedicated to Our
Customers' Needs

A LEADING GLOBAL BPAAS PROVIDER FOR WORKDAY

The Problem

01

LIMITED TAM

- Every account gets everything
- Quality of CRM contact data
- Contact message fatigue
- Unknown account stage progression

02

MARKETING + SALES

- All about marketing generated revenue
- Disjointed co-prospecting & campaign efforts
- MQLs not viewed as relevant

03

ABM

- Who should we target in our small TAM that's not already getting the general marketing messages?
- Are we too small to successfully run ABM?
- Sales did not understand how to define targets or what to do with them

Identifying a Solution

01

Evaluate
Options

02

Demo

03

Engaged Sales

04

Sales
LOVES it!

05

CEO Agrees to
Buy

Marketing's Decision to Buy 6sense

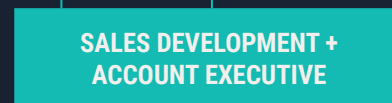
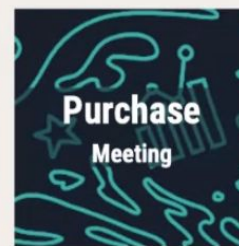
*This was Mitch
and me...*



The Solution

“In-Market” is the New Inbound

Marketing & Sales agree on WHO does WHAT and WHEN



Sales Initial Reaction to the 6sense Purchase

"6sense looks really cool, but Cay – you know there's more than just data to get opportunities created."

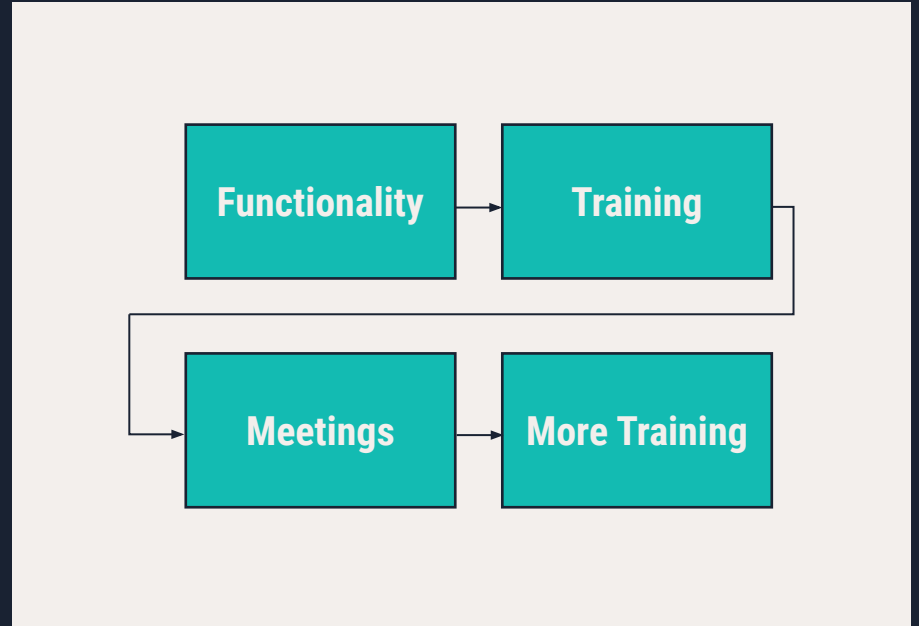
- OSV SALES LEADERS



Sales Initial Reaction to the 6sense Purchase

"It's not the account executives' fault Cay, or mine – there are too many tools we are expected to use."

- OSV SALES LEADERS



Small Wins in the First 6 Months Led to Increased Engagement

Promote and discuss wins **every week** at the sales pipeline call

10

Marketing generated opportunities not in the 2021 target list of accounts

02

Contacts had gone dark; shared with WD and got back on track

\$900K

Total booking value of pipeline added

3X

Revenue from 6sense opportunities were 3x higher than other marketing generated opportunities

Tactics



OSV's RevTech Revolution

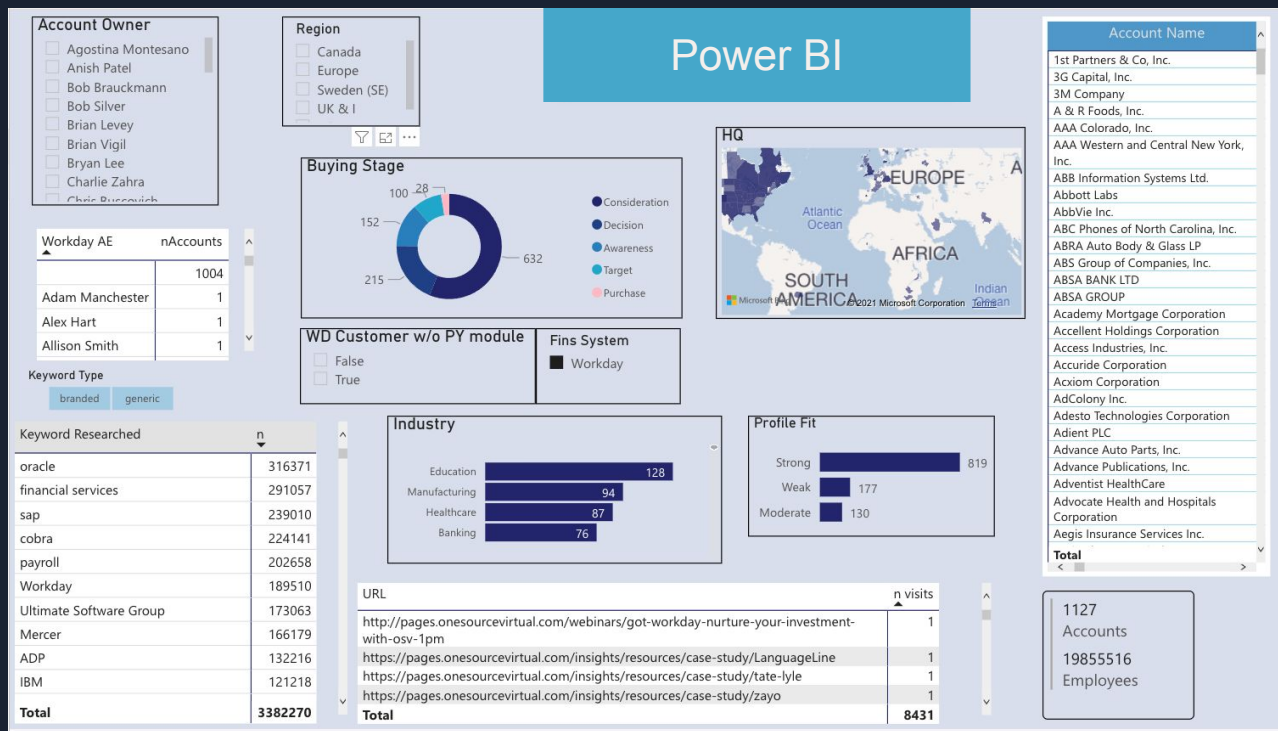
The graphic features the text 'REVTECH' in white and 'REVOLUTION' in teal, both in a bold, sans-serif font. The letters are slightly offset and overlap, creating a dynamic, layered effect. The background is a dark blue-grey with faint, light blue hand-drawn sketches of various tech-related icons like gears, arrows, and lightbulbs.

REVTECH
REVOLUTION

The Need for Next Level Data – By Sales Region

LEVERAGED TOOLS

- 6sense
- CRM
- Marketing Automation Platform
- Google Analytics



The Need for Next Level Data – At the Account Level

LEVERAGED TOOLS

- 6sense
- CRM
- Marketing Automation Platform
- Google Analytics
- Power BI

Account Name

Rentokil

OSV web Visits

URL	Date
https://pages.onesourcevirtual.com/webinars/heath-and-social-care-levy-webinar	Tuesday, March
https://pages.onesourcevirtual.com/webinars/workday-2021-Release-2	Tuesday, March
https://pages.onesourcevirtual.com/webinars/workday-payroll-solutions-that-empower-employers-and-employees	Tuesday, March
https://pages.onesourcevirtual.com/workday-solutions/ams/services	Tuesday, March
https://pages.onesourcevirtual.com/workday-solutions/workday-payroll-services-uk	Tuesday, March

Campaign Interactions

Campaign	Clicks
2021Q3_Payroll_Group 2A_Display	1
2021Q2_F&A_Group 2_Display	0
2021Q2_F&A_Group 3_Display	0
2021Q2_Global_AMS_AdHoc_Group 2_Display	0
2021Q2_InvoicePay_Group 2B_Display	0
2021Q2_InvoicePay_Group 2B_Video	0
Total	1

Rentokil Initial 1927 PLC

UK HQ

Services Industry

OSV Customer Account type

False

WD Customer w/...

Claire Thacker Owner

(Blank)

Workday AE

17830 n Employees (SFDC)

17,870.00

Workers in Tenant

Systems profile

Workday HR System	Workday Fins System	Workday PY System	OneSource Virtual PY Services
001G000000...	(Blank)	AMS Services	AP method

Customer Health

8.00 NPS	1.00 Health Average	4.00 Health Status	Executive Customer Tier
(Blank)	105 Days until renewal	Monday, Februar...	Renewal Date

OpportunityName	Stage	Created
Rentokil Additional AMS Hours	Negotiation	21/10/2021
Rentokil Initial 1927 PLC - Q1 2023 UK BPaaS Renewal	Pre-Selection	30/06/2021
Rentokil Initial 27 PLC (UK) - Case # 04631440 - Three Integrations	Closed Won	22/03/2021

Strong Profile Fit

Consideration Buying stage

Intent Score

Month

Keyword Researched

Keyword	n
financial services	77
cobra	50
Collaborative Solutions	45
Mercer	42
payroll	42
Workday	26
ADP	25
deployment	22
Alchemy	19
Financial Management	18
sap	15
oracle	13
Procurement	9
Total	540

The Need for Next Level Data – At the Product Level

LEVERAGED TOOLS

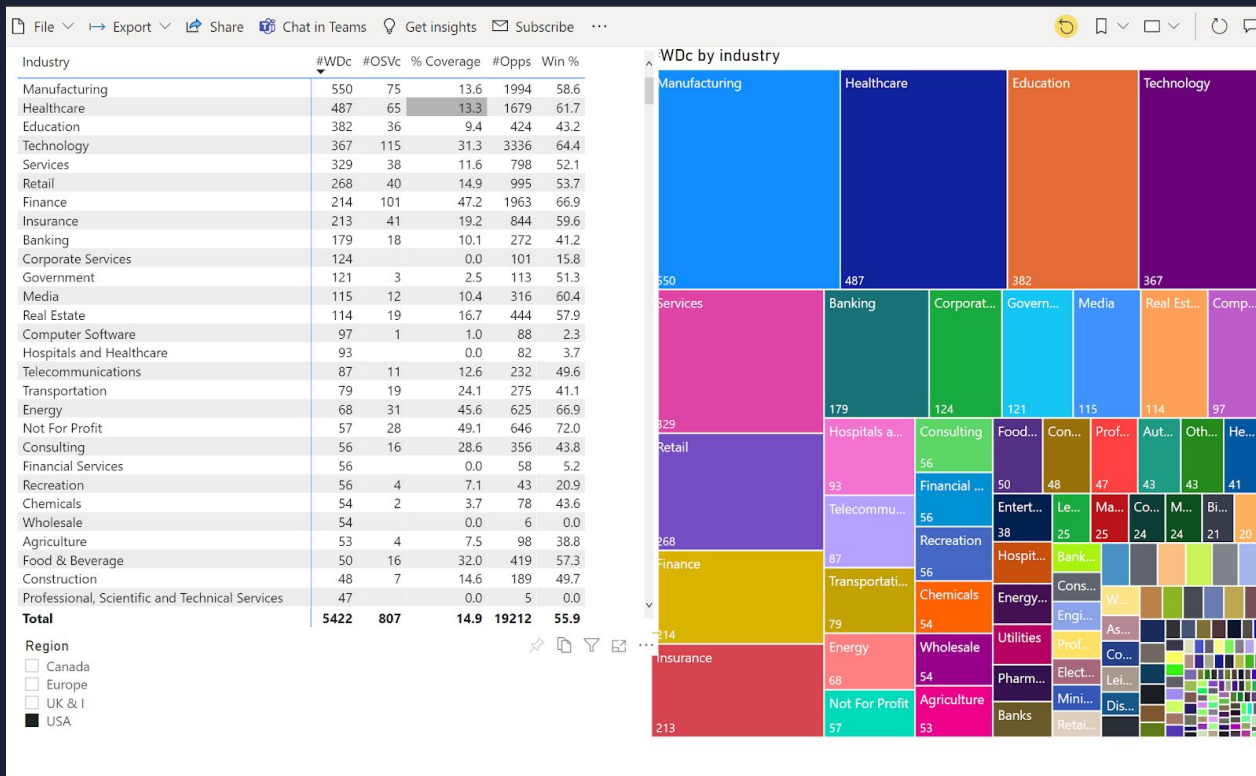
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And at the ELT Level...

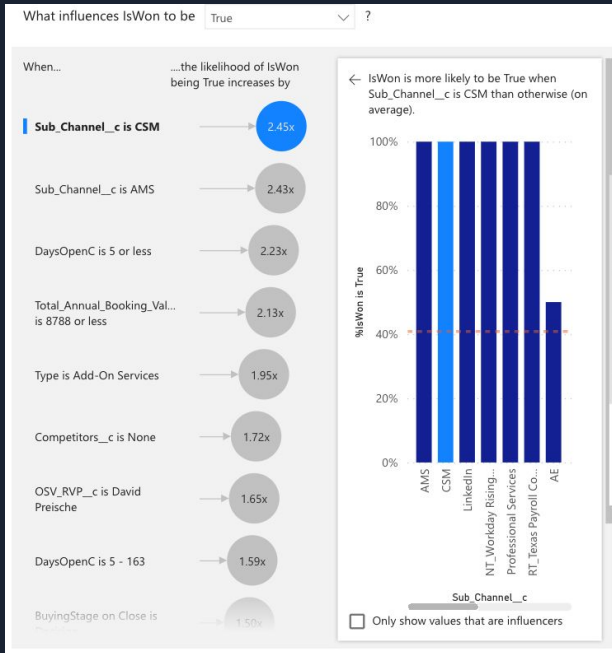
LEVERAGED TOOLS

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So What's Next for OSV?

KEY OPPORTUNITY INFLUENCERS



SMARTER REVENUE FORECASTING



...Much More!

01

Ideal Opportunity
Profile Models

02

Churn Models

03

Cross-Sell/
Upsell Models

04

Market Expansion Models

05

6sense User Expansion
to Other OSV Departments

...Much More!

06

Winning More Revenue!





Thank you!