

Take your revenue organization on an algo leap!

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The Sales Conference

**Do you want to
become data driven?**

It's no ones job!



Nothing happens!

"We need to understand what this is before we proceed"



Discovery project, after which no-one still understands → Slow

"We need a technology RFP"



Slow, Expensive and end up with a Ferrari in the Garage

No articulated business result targets



CEO and CFO don't care and question investments after 2 years

Don't reinvent the wheel
Go for the business results

We strive to make the success rate higher for data-driven transformation by packaging our 13 years of experience into an Avaus Library



Templated approaches for **faster time to value**

13 years of Avaus' experience, backing up every consultant

Quality and business best practice assured via standardized approach

Technology specific "editions" with copy-pasteable assets



Data drivenness requires data
~~We don't have any~~

Data – Algo – Action for B2B



- | | | |
|--|--|--|
| <input type="checkbox"/> 3rd party firmographics | <input type="checkbox"/> Propensity to buy | <input type="checkbox"/> Inside sales |
| <input type="checkbox"/> Web interaction | <input type="checkbox"/> Propensity to churn | <input type="checkbox"/> Marketing Automation |
| <input type="checkbox"/> eCommerce interaction | <input type="checkbox"/> Next best product | <input type="checkbox"/> Social channels |
| <input type="checkbox"/> Extranet or customer portal interaction | <input type="checkbox"/> Likelihood to convert | <input type="checkbox"/> Tasks in CRM |
| <input type="checkbox"/> IoT | | <input type="checkbox"/> Opportunities created in CRM |
| <input type="checkbox"/> CRM | | <input type="checkbox"/> Value prop suggestions in CRM |

More on data from Avaus Expert Talks

Helsinki edition (March 2020) – Youtube: Emma Storbacka AET

Given the acquisition and integration costs of necessary data, there are **diminishing returns** the **more data** you collect - more effort for increasingly limited benefit.



Turning data into business results

Or why the "360" is ruining the ROI of your data

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@emmastorbacka

Avaus Expert Talks 5.3.2020
Musikkitalo

Unstructured data
Rich on personality

Voice
Text
Images
Videos



Transactional data
Rearview mirror

Contact information
Purchases
Service interactions
Claims
Subscriptions
Products

Digital data
Rich on intent

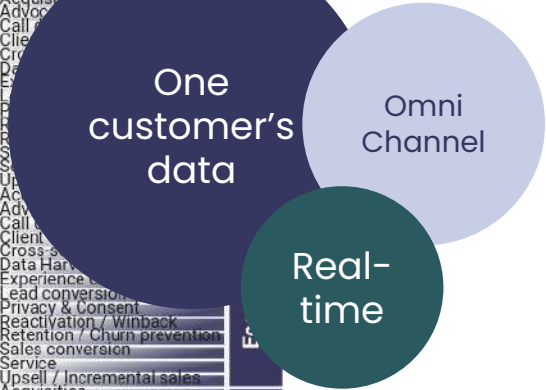
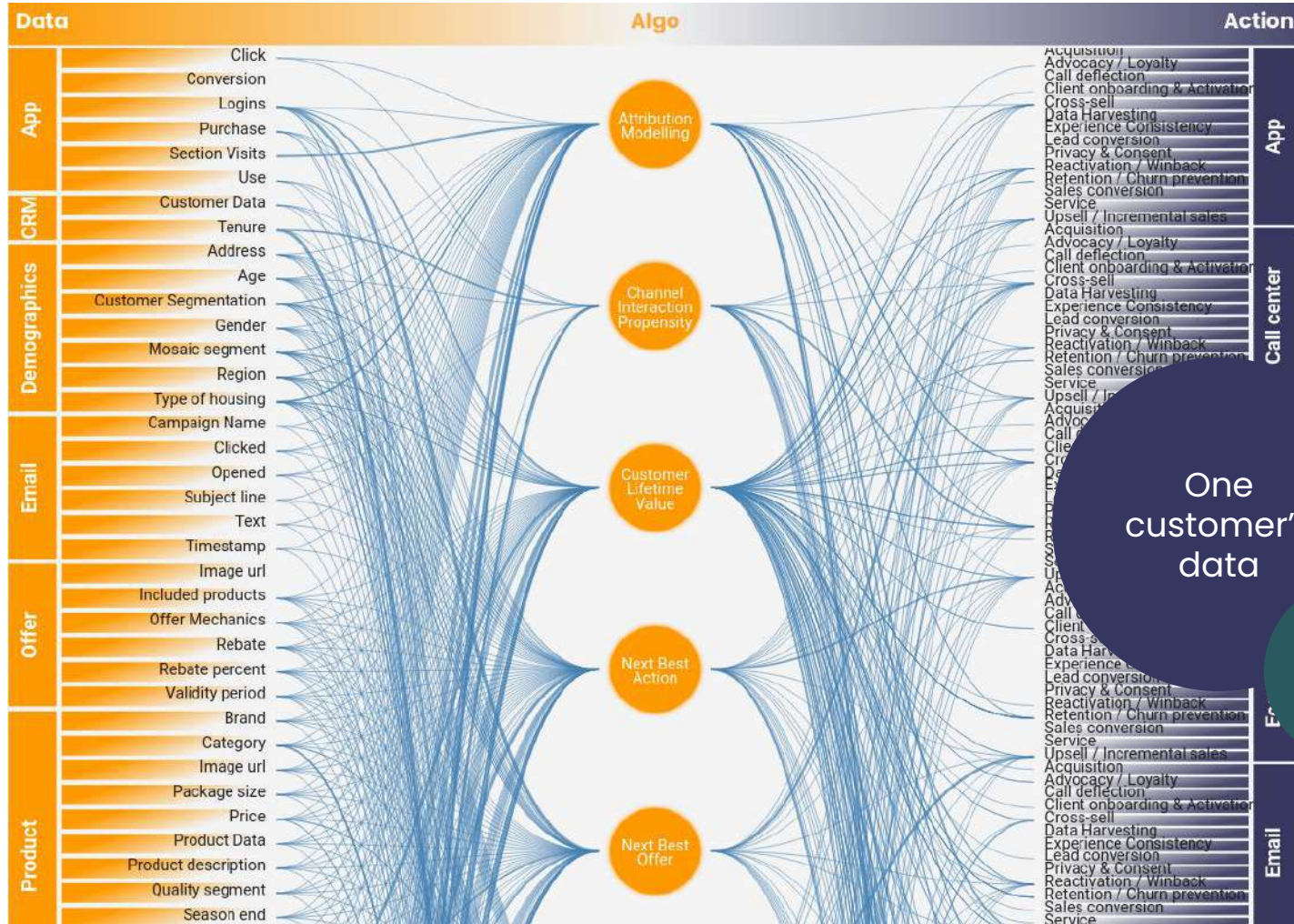
Clickstream
Social
Search
App behaviour



[Data X Algo X Action]

Download cookbook of Data-Algo-Action 50 use cases for getting inspired! www.avaus.com/cookbook

Where to start?
How to scale?



Nexus

Visualizing your data driven revenue operation



How data driven are you?
How automated are you?

Sneak peek into the Avaus B2B Library

7

Data driven processes
for higher sales and
marketing efficiency in
a B2B context

Data driven revenue management

A Blueprint

1

Identify market potential

Prioritize your target accounts based on likelihood to convert

2

Score leads and prospects

Utilize 1st and 3rd party data to do predictive account scoring and prioritize leads based on potential, but also likely need.

3

Recommend next best actions

Knowing what to sell or do next is crucial for sales results – what if you sales rep's had a maging “hunch” about what will work?

4

Educate buyers (so that sales reps don't have to)

Use data and automation to distribute the right content to the right stakeholders, educating them and providing sales intelligence for the sales rep.

5

Nurture opportunities and provide sales intelligence

Ensure that you are reaching the entire buying group at an account by targeting marketing towards the wider buying group, while collecting “signal intelligence”

6

Support up- and cross-selling

Automate sales leads, outbounding and marketing activities based on customer data and predicted sales potential.

7

Prevent churn

Predict which customers might be leaving you and reach out beforehand with the right kind of “vaccine” to prevent loss of business

8 – Bonus!

Calculate m/dROI

With more data, you are able to prove the impact that marketing has on sales – which will make it easier for you to redirect your spending in the right way!

Guiding principles



Automated and scaled up

Hundreds of automated processes maintained across channels



Measurable and measured

Impact (direct and indirect) on sales and margin development followed up on and targets attached to



Own data assets and algorithms

Data collected, stored, developed, enriched and activated consistently, to generate insights as well as automated actions across digital and physical channels.

Data driven revenue management

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Identify market potential

Prioritize your target accounts based on likelihood to convert



1. Identify market potential

Insight: The data with the most predictive power most likely resides outside of your company!

[Data X Algo X Action]

Data:

- Process own (1st party data)
- Augment with **3rd party data** (CRM data quality typically low)

Algo:

What is the likelihood that this company will convert to a customer?

Actions:

- Automate nurturing and lead gen activities towards identified high potential accounts
- Design territories, client portfolios, staffing and prioritization

Automated process

Read more on
avaus.com



Outokumpu – Vision for Marketing Data in five weeks

The Marketing Data Vision for Outokumpu starts from business priorities, includes the current state of data, details the target state for capabilities to reach the vision, and sets forth a roadmap for three years.

[Read more >>](#)

2

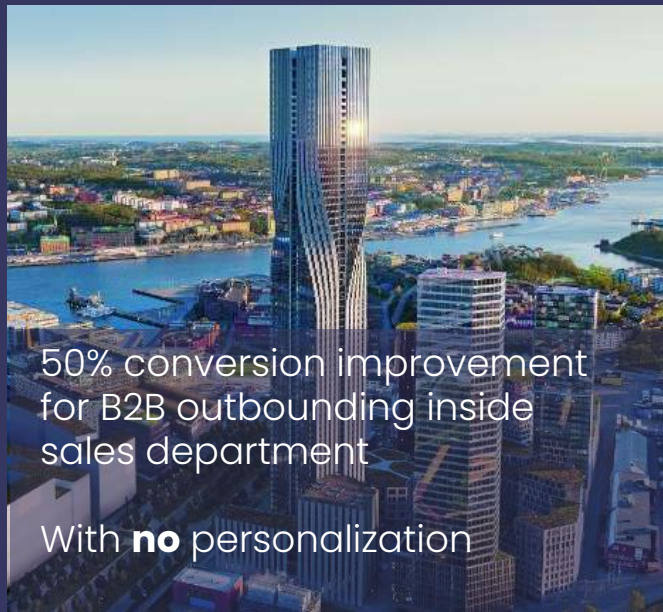
Score leads and prospects

Utilize 1st and 3rd party data to do predictive account scoring and prioritize leads based potential, but also likely need.



2. Score leads, accounts and prospects

Insight: very little data is needed to be able to increase your hit-rate in both marketing and sales outbounding



3

Recommend next best actions

Knowing what to sell or do next is crucial for sales results – what if you sales rep's had a maging “hunch” about what will work?



3. Recommend next best actions

Insight: Knowing the next best action can lead to significant improvements across channels

Machine Learning Algo:
What does the customer need now?

Problem identification

Product specs

Brand awareness

References

Solution specification

Website personalization



Sales rep contact



Outbound and inbound call center



4

Educate your buyers so that the sales rep doesn't have to

Using webinars and other content to shorten your sales cycle and provide sales intelligence



4. Educate buyers

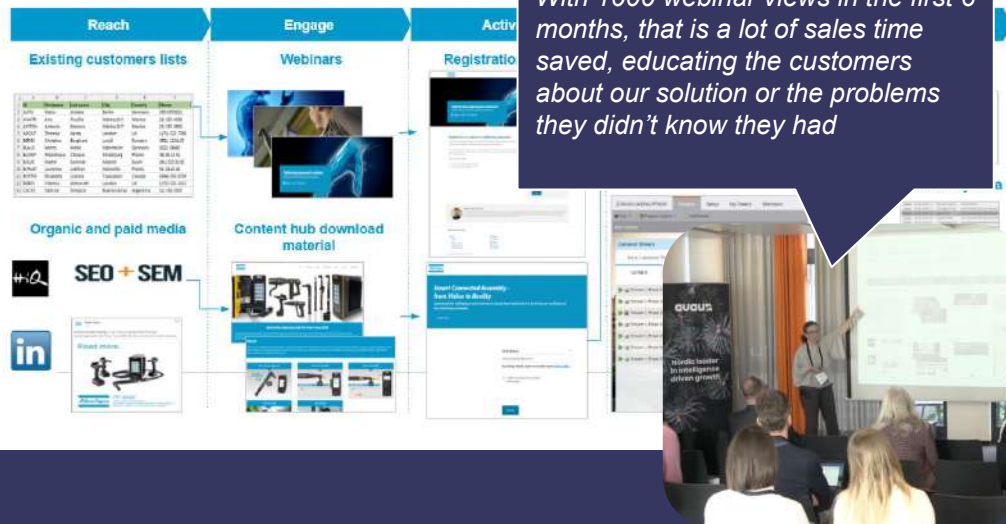
Insight: As buyer groups continue to increase, you simply can't "sell" to them all without the help of marketing!

6.8

Increase in number of stakeholders involved in buying: more people, more diversity

REANS Model: Power Focus 6000

The first campaign executed across 7 markets globally



Read more at
avaus.com



Atlas Copco – Global roll-out of Marketing Automation

Atlas Copco struggled to show marketing impact on the sales pipeline and wanted to ramp up internal digital capabilities.

[Read more >>](#)

5

Nurture and support sales

Ensure that you are reaching the entire buying group at an account by targeting marketing towards the wider buying group, while collecting “signal intelligence”



5. Nurture and support sales

Insight: Content at the end of the buying cycle should focus on customer references

Ensure that you are reaching the entire buying group at an account by:

...targeting marketing towards the wider buying group


...while collecting "signal intelligence"

View in Browser

AVAUUS

CASE

Case: McDonald's – Digital transformation partner for McDonald's Sweden



McDonald's wanted a solution that would create a sustainable source of business value. This long-term approach required discipline and vision to see through successfully.

The multiple development horizons of strategy, technology, analytics and way-of-working had to closely align to ensure that each step forward was taken in the same direction at the right pace.

See the case to read about the results:


[See the case →](#)

DOWNLOAD:

B2B Digital Sales Blueprint

Our team has developed a B2B Digital Sales Blueprint, that serves as a first aid kit on how to rapidly increase digital sales capabilities and enable the organisation to use them.

[Download →](#)




View in Browser

AVAUUS

DATA STRATEGY

Case: Outokumpu – Vision for Marketing Data in five weeks



Vision for Marketing Data in five weeks – "We could not have been this innovative on our own"

When the Covid-19 pandemic was starting to look a little brighter in the Nordics toward the end of May, Outokumpu and Avaus decided to run through one more project before the summer vacations.

The question that Susan Trast, VP of Global Marketing & Brand at Outokumpu, posed to Avaus was: "What data do we have, what data do we need tomorrow, what kind of business problems can data solve and what kind of opportunities can it create?"

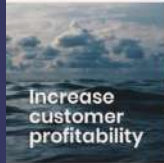
Read what we completed in five weeks fully online:

[See the case →](#)

VIDEO

Marketing efficiency: How to increase the profitability of your existing customers

While customer value strategies are nothing new, what we see in many organizations is that these "CRM 101" activities still are left undone, are not scaled up, or are not granular enough to provide value. Check the video to learn why!



Increase customer profitability

View in Browser

AVAUUS

ANALYTICS

Case: Postnord – Predictive analytics for B2B



Postnord is in a transformation journey and has a desire to use digital tools and technologies in combination with current business insights to **acquire new customers, nurture current customers and prevent churn customers.**

Avaus was appointed as a strategic partner to unlock potential revenue and enable intelligent business growth for Postnord across the Nordics. This was done by developing and implementing new data driven business processes, predictive modeling for customer preferences and buying behavior and new way of working.

[See the case →](#)

BLOG

Forget CRM, say hello to the Sales Robot!

Sales reps face a daily struggle to get in touch with prospective customers and chase down sales leads. They take customers out for a fancy meal every year in hope of increasing sales. People in telesales deliver the same pitch a hundred times a day. What if we could boost the efficiency and effectiveness of sales with a bit of automation?



6

Support up- and cross-selling

Automate sales leads, outbounding and marketing activities based on customer data and predicted sales potential.



Insight: Your transactional data combined with digital interaction data is the best “sales intelligence”



Data:

- Connected devices / usage data (IoT / ERP)
- Transactions and interactions (ERP & CRM)
- Digital interactions (Web sections / App sections visited)

Algo:

- What is the propensity to buy right now?
- Which product / service has the biggest propensity?
- Which value prop will work the best?

Actions:

- Update CRM for Account Managers
- Trigger marketing communications (e.g. email or web personalization)
- Trigger outbound calls from inside sales / call centre

Automated process

Read more at
avaus.com



Postnord – Predictive analytics for B2B

Avaus and Postnord have successfully implemented an integrated technical backbone removing manual processes, predicting customer preferences and buying behaviour.

[Read more >>](#)

7

Predict and prevent churn

Predict which customers might be leaving you and reach out beforehand with the right kind of “vaccine” to prevent loss of business



The same formula works for churn management!



Data:

- Connected devices / usage data (IoT / ERP)
- Transactions and interactions (ERP & CRM)
- Digital interactions (Web sections / App sections visited)

Algo:

- **What is the likelihood the customer will stay with us for 24 more months?**
- **What is the likelihood the customer will decrease in volume?**
- **If churn sensitive, what is the likely reason?**

Actions:

- Update CRM for Account Managers
- Trigger marketing communications (e.g. email or web personalization)
- Trigger outbound calls from inside sales / call centre
- **Tailor all actions based on likely reason!**

Automated process

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avaus.com



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Bonus: Calculate mROI

With more data, you are able to prove the impact that marketing has on sales – which will make it easier for you to redirect your spending in the right way!



8. Calculating mROI

What is your marketing contribution to sales / profits?



Jaime López

General Manager, Marketing Operations and Digital Acceleration, Wärtsilä

There and back again –
The quest for measurability in B2B
digital sales enablement



What is
– From

```
def calculate_impact(model, X_pardot_0, Y_pardot_0, percentage):  
    # calculating the impact  
    # getting the predicted values  
    y_all = model.predict(X_pardot_0)  
    # copying the predicted values  
    Y_pardot_0 = y_all  
    # calculating the percentage  
    percentage = (Y_pardot_0 - Y_pardot_0) / Y_pardot_0  
    value = sum(np.multiply(X_pardot_0, Y_pardot_0))  
    return percentage
```

Wärtsilä Marine Business mROI 2019

3.45x

mROI for profit
(not revenue)

Each single EURO spent
produced
3.45x in profit

Read more at
avaus.com



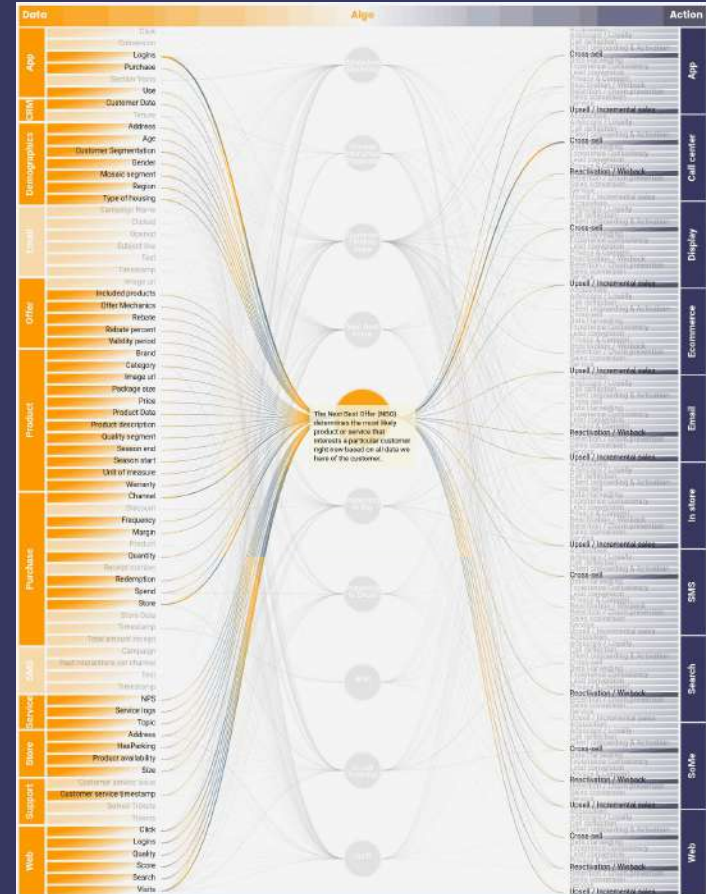
Wärtsilä – Marketing Attribution for complex B2B

Wärtsilä, like most B2B companies, was struggling to measure marketing contribution to revenue (mROI) and the effectiveness of marketing on sales.

[Read more >>](#)

What does the target state look like for your revenue organization?

Which are 100 first automated data-algo-action processes you will create?



Call to action!

Sales 4.0 – Multi client study taking 6–8 organizations on the “Algo Leap” in sales

Input:

Your team

- Sales development
- Marketing
- IT / Data

Collaborative approach

- Avaus Data-Algo-Action methodology and blueprint as basis
- Best practice sharing
- Sharing dev

Low participation fee - maximum output from shared development effort

- Sharing development effort investment and learnings with group of 6-8 organizations
- 12-18 month engagement

Outputs:

Organizational learning

- What can be done?
- Where to start?
- How to demonstrate value?

Algorithmic sales pilot in 2022

- Data centric sales algorithms
- Data capabilities created
- Results and learnings shared between companies
- Ability to scale up individually

Nordic consortium for data driven B2B Manufacturing

- Networking
- Learnings on the continued journey
- Driving global relative strength of



Objective for Sales 4.0 Initiative:

Pool development efforts and learnings between non-competing companies, to spur innovation in digital and data driven B2B sales and accelerate digital transformation!

Website to be launched in Q1 2021, follow avaus.com for more.

Interested in hearing more?

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llona.vigren@avaus.com

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B2B Digital Sales Blueprint

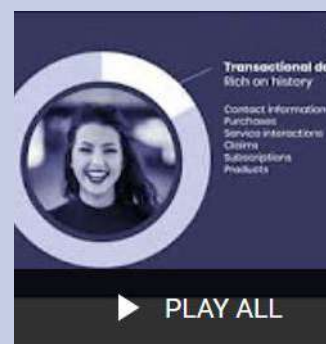
Blueprint for digitally enabled B2B sales and marketing for selling in the covid-era



B2B Blogs

Access all Avaus B2B references and blogs on our website section for B2B

› www.avaus.com/b2b



Avaus YouTube

See all our webinars, event presentations and customer testimonials here!