



Leveraging Text
Analytics
for the future of
Guided Selling

Kevin Neary, CEO

Meet the Modern Buyer

Modern Buyer is active on multiple devices; researching vendors and their solutions across multiple channels

The World is Changing

1. Modern buyer insists on being sold to - on their terms.
2. This means buyers tend to engage with sales reps much later in the buying process.
3. Buyers look favorably on sales reps that build trust and rapport very early in the process- *long before engaging in a sales call.*



Find me, connect with me, educate me, influence me and then you may call me...
- Modern Buyer

Modern buying organizations have average 5.4 influencers involved in the decision making process.

Modern Buying Committee

Multiple buyers each active on multiple devices across multiple digital channels ...



Modern Buying Process

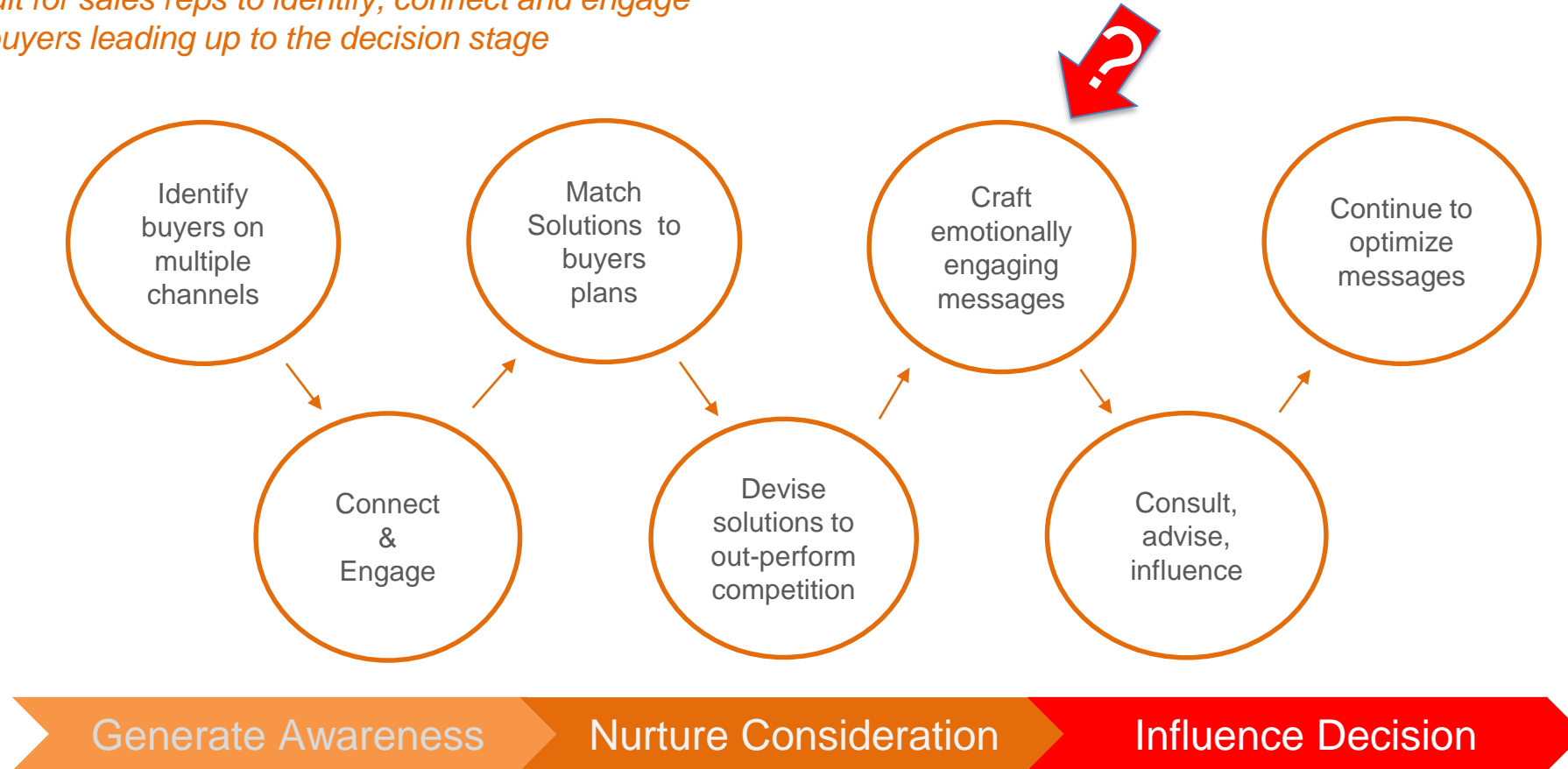
Multiple buyers each at different stages in the buying process searching for information across multiple digital channels ...



Buyers prefer not to engage with sales reps until later in the process - the decision

Modern Selling Process

*Becoming increasingly complex
Difficult for sales reps to identify, connect and engage
with buyers leading up to the decision stage*



Sales reps need Guidance to craft the right messages at each stage in the sales process

Solution

Extract buyers names from open web and present in dashboard

The screenshot displays the Connectors Marketplace dashboard. At the top left, the logo 'CONNECTORS MARKETPLACE' is visible. The user is logged in as 'Hi Kevin Neary'. The dashboard includes a search bar with the keyword 'Bio keyword' and filters for 'Director Marketing, CHRO, Chief Tech', 'Chief Information Officer', and 'Chief Technology Officer'. The location filter is set to 'New York, NY, United States' and 'London, United Kingdom'. The main content area shows a table of prospects with columns for Rank and Watch, Name, Job Title, Company, Location, and Contact Info. The table lists six prospects, including Joe Bloogs, Achley Cameron, Haru Lee, Mat Chothier, and Rosie Slate. The dashboard also features a 'Prospects Found' counter at 279 and a 'Prospects Viewed' counter at 36. Action buttons for 'Add to a List', 'Archive', and 'Export' are present. The page number is 1 of 36.

	Rank and Watch	Name	Job Title	Company	Location	Contact Info
<input type="checkbox"/>		Joe Bloogs	Chief Technology Officer	XYZ Company	London, United Kingdom	
<input type="checkbox"/>		Achley Cameron	Chief Information Officer	Company Name	London, United Kingdom	
<input type="checkbox"/>		Haru Lee	Chief Technology Officer	Company Name	London, United Kingdom	
<input type="checkbox"/>		Mat Chothier	Chief Information Officer	Company Name	London, United Kingdom	
<input type="checkbox"/>		Rosie Slate	Chief Information Officer	Company Name	London, United Kingdom	

Solution

Guide sales reps to profiles with information on buyers from multiple sources

The screenshot displays the Connectors Marketplace interface. At the top left is the logo "CONNECTORS MARKETPLACE". The user is logged in as "Hi Kevin Neary". Navigation options include "Back", "Dashboard", and "My Lists". Action buttons for "Add to List" and "Archive" are visible. The main profile section for "Joe Bloggs" includes a "Rank Up" / "Rank Down" control, a "Watch" button, and details such as "Chief Technology Officer", "London - United Kingdom", and "Company: XYZ Company". A "Digital Channels" section shows icons for WordPress, Twitter, LinkedIn, YouTube, and Google+. Contact information includes a phone number "+44 08 8806 5858" and an email "joebloggs@xyzcompany.com". An "Interests" section lists "investor, hillseeker, ceo, palo alto, galway, blogger, speaker, marketing, advertising". A bottom navigation bar contains tabs for "All", "News", "Prospect Suggestion", "Sales Path", "Twitter", and "Google plus". Below this, specific channel filters for "Youtube" and "WordPress" are shown.

Solution – Text Analytics on Data Feeds

Company news, CEO news, similar prospect, tweet with prospect talking about mobile app design
Generates knowledge by analyzing text from multiple sources

The dashboard interface displays several data feeds and analysis results:

- Navigation Tabs:** All, News, Prospect Suggestion, Twitter, Google plus, Sales Path.
- XYZ News:** A news article titled "XYZ Congratulations to our CEO, Michael Joe, who has been named as one of the Top CEOs in the UK by Glassdoor. His thoughtful, strategic and determined app roach to ensuring continued sustainable success at XYZ was highlighted repeatedly by the reviews left on Glassdoor by employees in the past 12 months. You can take a look at the full list by following this link: <https://lnkd.in/eci2R XR>". A red arrow labeled '1' points to the URL.
- Similar Prospect:** Profile for **Sthefany Madigan** (80% match). Role: Chief Marketing Officer. Location: London - United Kingdom. Company: XYZ Corporation. Education: Triniy College. A red arrow labeled '3' points to her name.
- Conversation Keywords:** Search bar with "#competidors #industry" and an "add" button. Selected keywords: "#Marketing X", "#design X". A "See more" link is present.
- Sales Path Twitter:** Top Followers list including Leticia Sabatela (@lbsabatela), Cara Kelly (@carakelly), and Jane Doe (@janedoe). A "see more" link is at the bottom.
- Tweet:** A tweet by **Joe Bloggs** (@joebloggs) dated 5:31 AM - 6 Jun 2016. Text: "The latest Breaking News ... Mobile App Design! [paper.li/MauriceCFlynn/...](http://paper.li/MauriceCFlynn/) Thanks to @thanksbieber19 @Vnayak @A_Rajkarnikar #ios". A red arrow labeled '2' points to the tweet text.
- Image:** A smartphone displaying "iOS 9.3.3" and "iOS9Cydia.com".
- Footer:** "Highest Rated CEOs UK" and "Similar Prospect" (with a red arrow pointing to a profile icon).

Text Analytics Output

Knowledge: system suggests the text for a reach out message

Sales rep crafts an emotionally engaging message based on suggestions

Email address: joe.bloggs@xyz.com

Subject: Business Development Services

Dear Joe Bloggs

I realize we spoke recently but I just read about the amazing achievement of your **CEO** receiving the **Glassdoor award, XYZ** sounds like an amazing place to work. Good for you!

I also read the paper on **Mobile App Design** you shared on **Twitter**. This is very interesting as we have been very successful at helping companies like **XYZ** launch new mobile apps in the US and Asia.

I would love to set up a call with yourself and perhaps **XYZ, Chief Marketing Officer, Sthefany Madigan** to explore if our benefits would match your business development requirements.

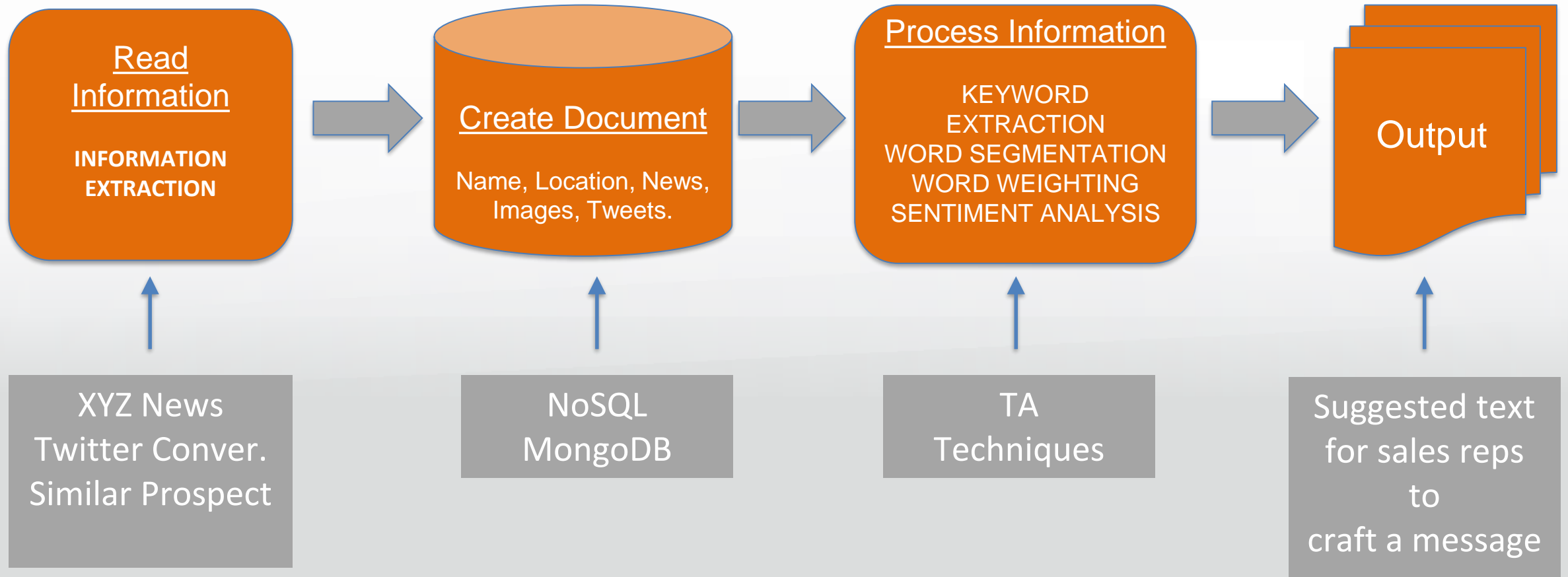
Are you guys available this week for a demo ?

Regards
Kevin

Text Analytics

Process and techniques

CONNECTORS

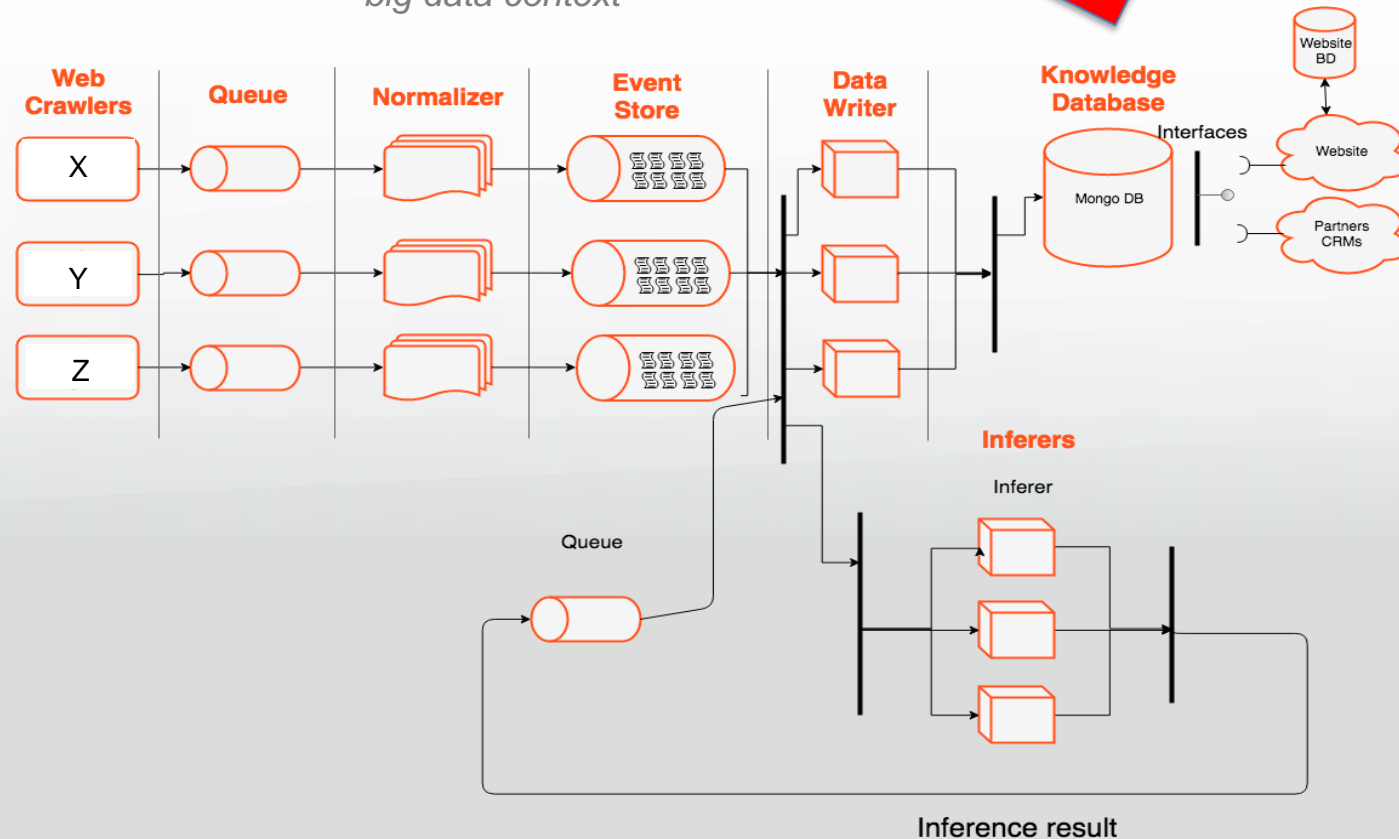


Architecture

Information Cataloguer Architecture.

- Plug in smart interfaces to thousands of social and online media data sources.
- Manage the Text Analytics process.
- Enables data security compliance – GDPR.
- Non-technical human resources can add channels e.g. intranet.
- Scalability - infrastructure, data sources, data volumes.
- Integrate PoC's and demonstrators for testing in production.

Architecture that enables plug-in and management of pre-defined data sources reduces the complexity of text analytics in a big data context



Thank You!

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