# Solving The Last Mile Problem for Sales

## How to Keep Revenue Teams From Losing Millions

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# Not Enough Leads Becoming Revenue? Your Revenue Teams Have the Last Mile Problem.

Moving goods across a single route is simple. But transporting just a few items to many destinations is complex and expensive. Commonly referred to as the "Last Mile Problem," the final leg of any good's journey can account for as much as 28% of it's transportation cost. In shipping logistics, getting goods through that last mile is a $31.25 billion dollar market on its own.

But what does shipping have to do with sales and marketing? The last mile problem affects revenue operations, too. Shipping companies spend immense resources moving goods to their final destinations, and revenue teams spend immense resources moving new leads to closed deals– and the problem is far worse than revenue leaders might realize.

In this ebook, we'll look at how the Last Mile Problem affects different revenue-focused roles and discuss how a few simple strategies can fix the problem for good.

# The Last Mile Problem for Revenue Teams

[ Last Mile Prob•lem ]

*noun*

1. The wasted investment and lost opportunity due to the failure of most leads to convert to sales appointments.

# Revenue is lost because your hottest leads are...

# The Cost of the Last Mile Problem - We're Wasting Time and Money

**80%**

Buyers who are MOST annoyed by emails and being "lead chased." (Heinz Marketing)

**78%**

Marketers whose biggest fear is sales not following-up or not following up enough on leads. (Heinz Marketing)

**34%**

Amount of time sales people spend actually selling (Salesforce)

**18**

Number of calls it takes to connect with a buyer (TOPO/Gartner)

# We Can Do Better

Even the highest performing revenue teams struggle to get meetings on the books, wasting time and millions in potential revenue in the process. The Last Mile Problem causes challenges for every part of the customer lifecycle, from lead to account management.

# Solving the Last Mile Problem

# The Old Way - Increase Leads or Add Reps

So what's the solution to the last mile? Eliminate it. If your bucket had a hole, you wouldn't just keep adding more water? No, you'd plug the hole. Yet revenue teams have traditionally tried to solve this issue in two ways:

## 1

### Send More Leads

**Problem:** Doubling leads just doubles your team's to-do list, which reduces the ability to hit lead coverage SLA's. This is counterproductive.

**10,000**

**1000** leads becomes a **10,000** activity to-do list.

**20,000**

**2000** leads becomes a **20,000** activity to-do list (When you double the lead generation).

## 2

### Increase Sales Headcount

**Problem:** Hiring is expensive, ramping takes a long time, and your cost per meeting is still too high.

**$7000**

Monthly salary

**4 Months**

ramp time

**14 Months**

Average tenure of an SDR
3-4 months ramp = only 11-10 months of productivity (TOPO/Gartner)

**~30**

Average meetings per month, scaled by more hiring

**~$230**

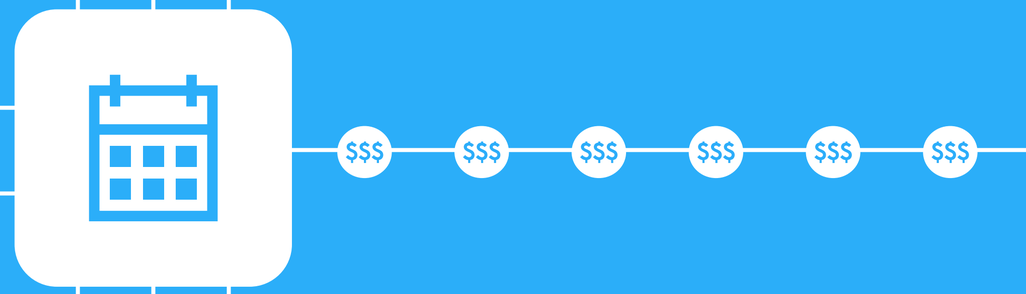
Cost per meeting after ramping

# The New Way - Solve the Last Mile Problem With Calendar 1st™

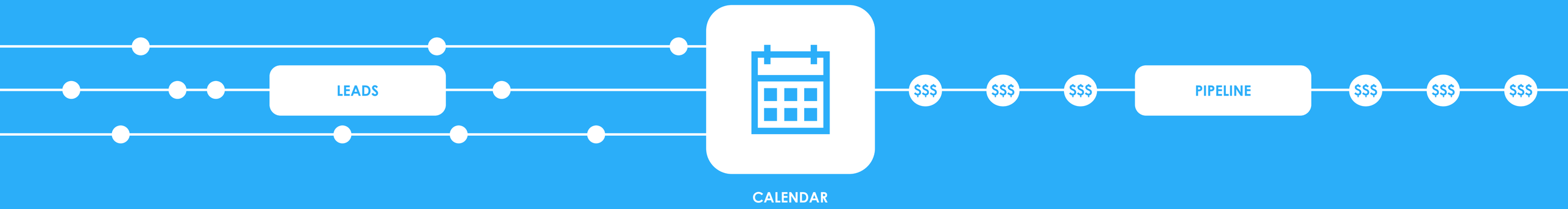
[ Calendar 1st™ / Calendar First™ ]

*noun*

1. The automated sending of calendar meeting invites at scale, using AI-based time negotiation, to book revenue focused meetings with no human intervention.




It's simple. You must deliver your most qualified, interested leads directly to your sales teams in a more efficient and scalable way. How? Qualified leads should skip all the emails, the scripted cold calls, and the other automations and go directly to where they should be: in a productive conversation with your team.




# There's No Last Mile With Kronologic

With Kronologic, you automatically send your most qualified, ready-to-buy leads a tailored, in-context calendar invite as the initial and primary touchpoint. Our Calendar First™ methodology results in a 2-5X increase in your lead-to-discovery/demo meeting conversion rates without decreasing your win rates.

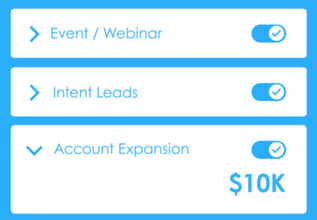
# How Kronologic Works

## Hot Take

If you're willing to have an SDR call someone out of the blue, you should be confident enough in the value you are providing to send them a meeting invite.

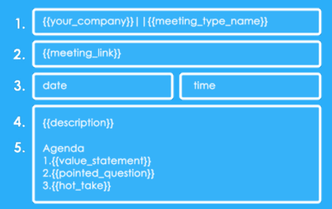
**01**

### Prioritize your lead sources




**02**

### Create tailored messaging




**03**

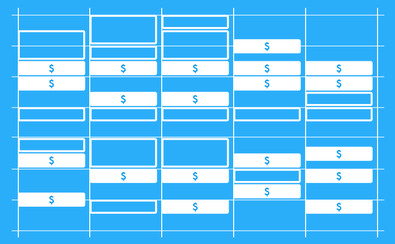
### Import leads with CSV upload or CRM/MAP integration

HubSpot salesforce

zapier

**04**

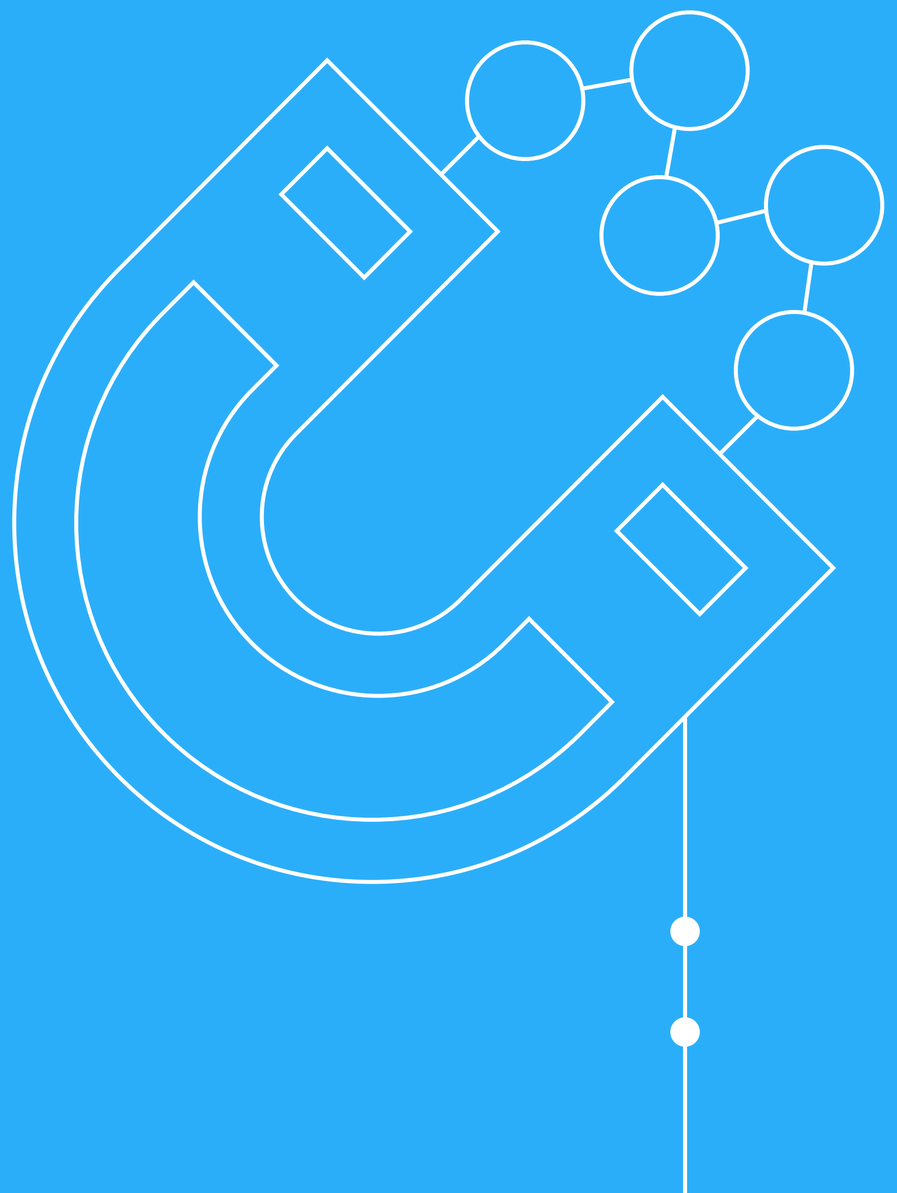
### Launch - Reps see accepted meetings appear on their calendar with no work



**05**

### AI negotiates proposed new times (80% invites accepted the first proposed time)

# The Last Mile Problem for Demand Gen Marketing



# Leads Not Turning Into High-Value Meetings? You Have the Last Mile Problem

Demand generation teams work tirelessly to target, capture, and deliver leads to the sales development and account executive teams. And while these leads should fuel growth for the entire organization; however, they don't get the attention needed to provide the required ROI in pipeline and revenue.

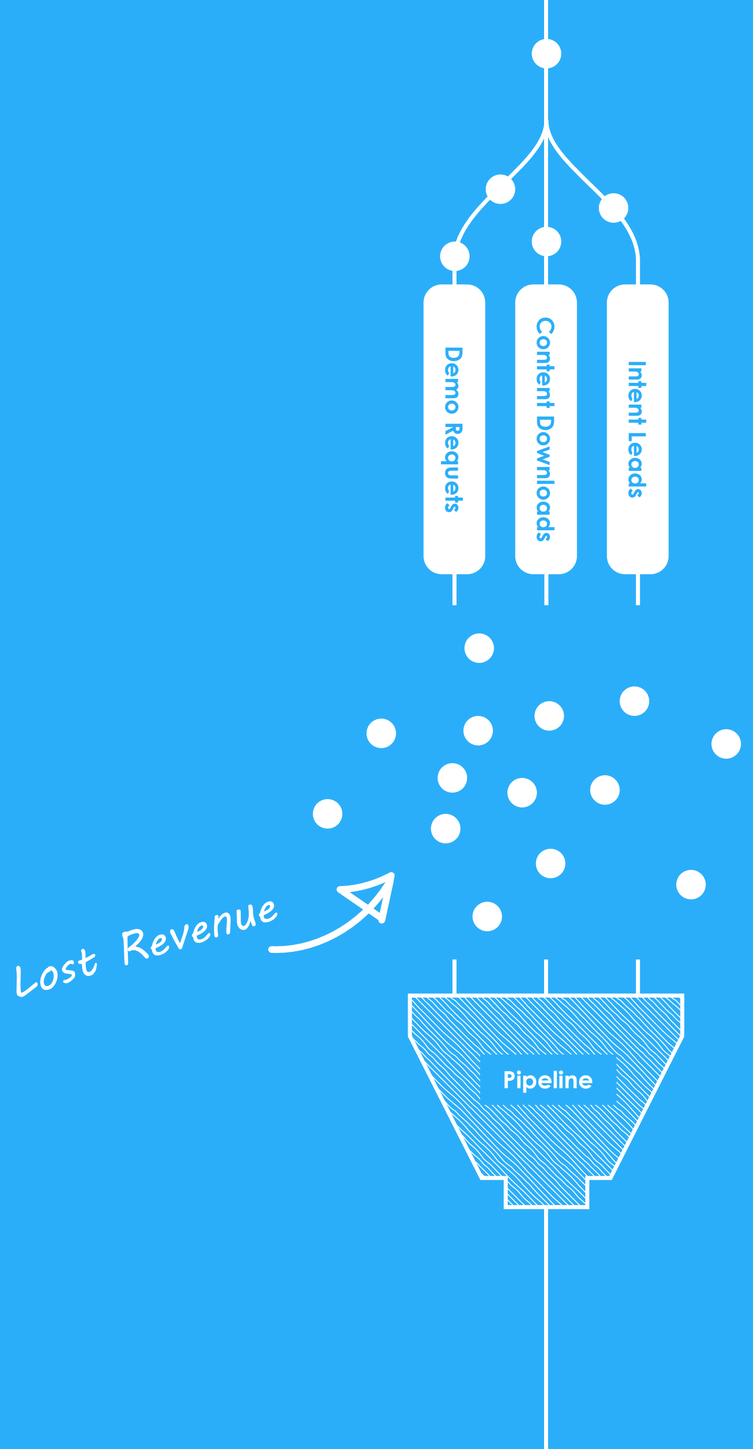
**61%**

Percentage of B2B marketers that send ALL leads directly to Sales (Marketing Sherpa)

**24%**

Number of sales emails opened (TOPO/Gartner)

When it comes to actually capitalizing on these leads, marketing is at the mercy of sales development inefficiencies.



# The Solution. Deliver Meetings, Not Lead Lists

Calendar 1st™ allows demand generation marketing teams to take control of lead follow up by delivering accepted meetings on the reps' calendars, instead of leads with follow up activity to-do lists.

More demo meetings booked days after campaign launch means more pipeline and revenue, faster!

This not only provides instant results on any campaign, but more accurate insight into what works.

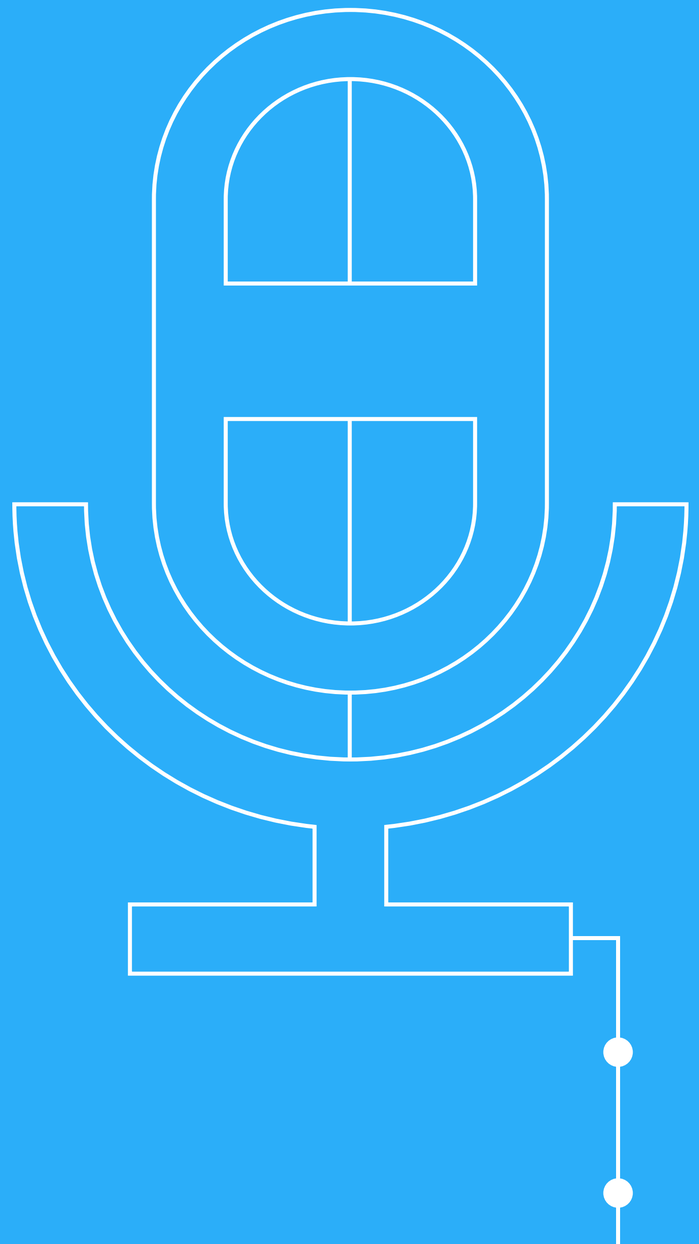
**Key Behavioral Benefits**

- Immediate and complete lead follow up - Hours/days not weeks
- Accurate forecasting, seeing results one to four weeks out
- Stop pestering Sales Development about lead follow-up
- SDRs stop cold calling and creating value in structured meetings to focus on creating value in scheduled meetings

**Benefits by the Numbers**

| Lead Type | SDR's + Sales Engagement Tool | Kronologic | Estimated Impact on Pipeline |
|---|---|---|---|
| Intent Leads | 1% - 2% | **5% - 10%** | 500% growth |
| Content Downloads | 5% - 10% | **10% - 30%** | 200% growth |
| Demo Requests | 35% - 60% | **50% - 75%** | 30% Growth |

# The Last Mile Problem for Webinars & Events



# Event Leads Not Progressing Down the Pipeline? You Have the Last Mile Problem

Events, whether in-person or digital, require a heavy lift in terms of content development, setup, presentations, and follow ups. Why don't more of these leads become revenue?

**Lead Management is Manual**

Transitioning expensive, hot event leads to sales is still manual and takes too long.

**Follow Up Sequences Take a Lot of Effort**

Building follow-up sales sequences is a huge lift from both marketing and sales. Additionally, more leads means much longer sales activity to-do queues.

**ROI is Hard to Track**

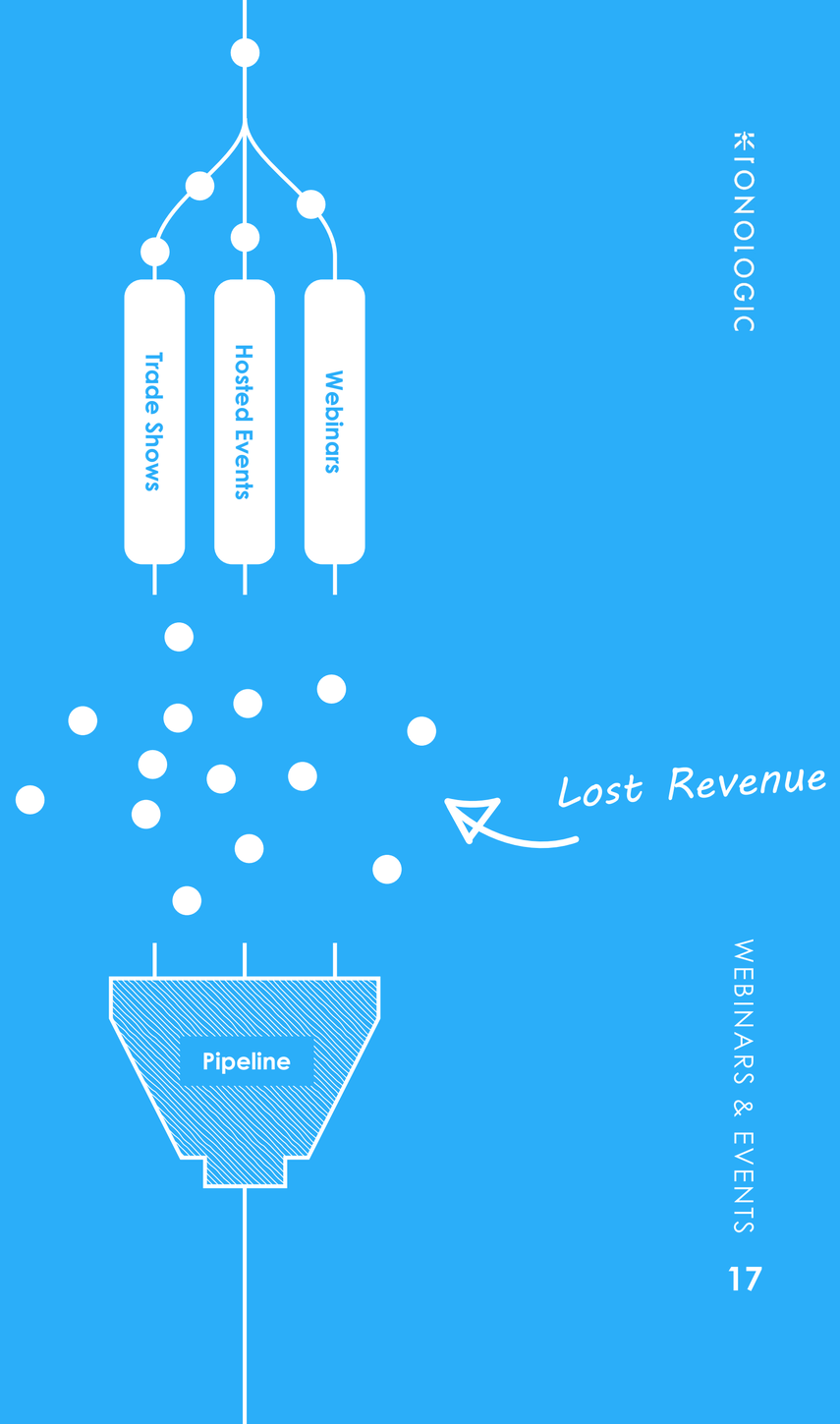
Proving event ROI is crucial, but manual processes take too long, making ROI incredibly hard to track.

**3:1**

ROI for 40% of event marketers (Statista)

**70%**

Number of salespeople that stop at one email (invesCRO)



# The Solution. Meeting Invites Provide Immediate Results

The Calendar 1st™ approach ensures that no leads slip through the cracks and that the most valuable leads get the attention they deserve extremely quickly. By sending an automated calendar invite to event and webinar leads, your team can weed out low-caliber leads and ensure that sales people are quickly in contact with the leads that matter the most.

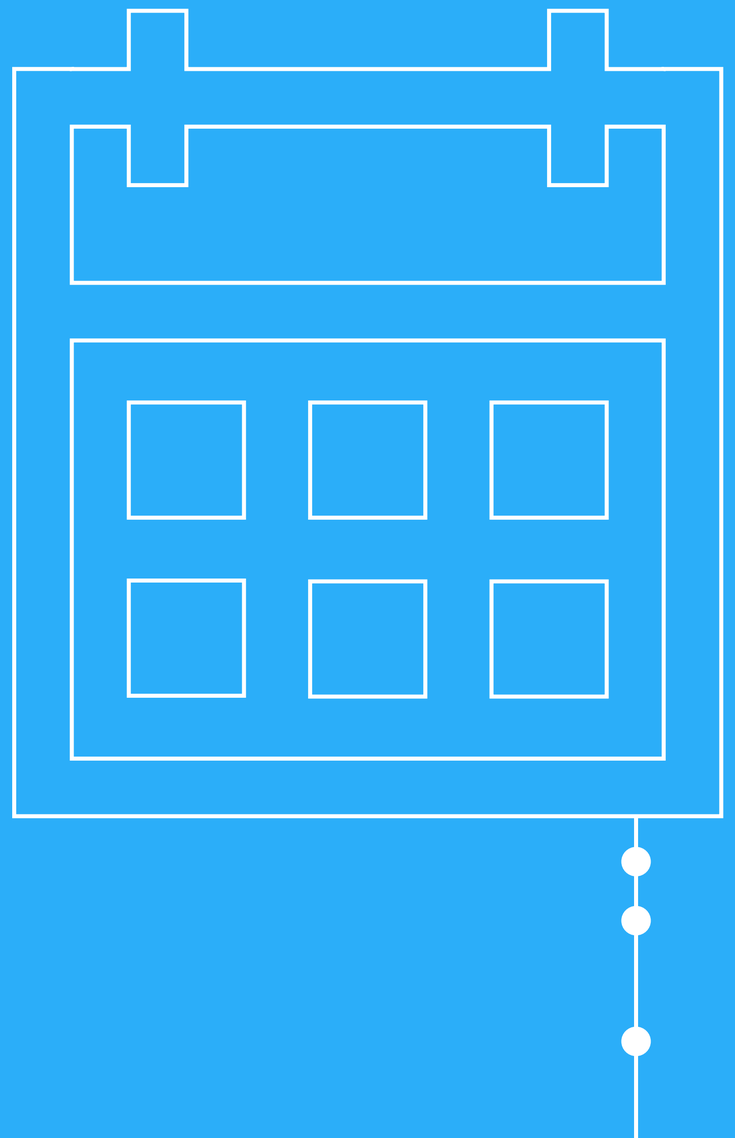
**Benefits by the Numbers**

| Lead Type | SDR's + Sales Engagement Tool | Kronologic | Estimated Impact on Pipeline |
|---|---|---|---|
| Webinars | 5% - 15% | **10% - 30%** | 100% growth |
| Hosted Events | 5% - 10% | **20% - 50%** | 100% growth |
| Trade Shows | 5% - 10% | **10% - 20%** | 100% Growth |

**Key Behavioral Benefits**

- Follow up on event leads immediately—before your competition does
- Follow up on every lead not just the ones sales wants
- Turn expensive event leads into scheduled meetings and ROI within days
- Automate the scheduling of meetings to keep sales focused on selling

# The Last Mile in Sales Development



# Struggling to Scale Pipeline Without Adding Resources? You Have the Last Mile Problem

Sales development teams are already overflowing with the leads provided by marketing, as well as the ones generated on their own. They struggle to prioritize because they run into these challenges:

**Chasing Leads Wastes Time**

Reps waste 30% of their time chasing leads with calls, LinkedIn messages, emails and texts, just to book the meeting.

**Low Conversion Means Empty Pipeline**

You miss out on revenue when you have lots of leads and tasks, but little time to convert them, or when low quality leads burn cycles.

**SDRs Churn If Used as Appointment Setters**

SDRs become better reps when they focus on creating value in scheduled discovery calls, rather than only setting appointments.

## #1

Setting appointments is sales' top prospecting challenge (Richardson Sales Performance)

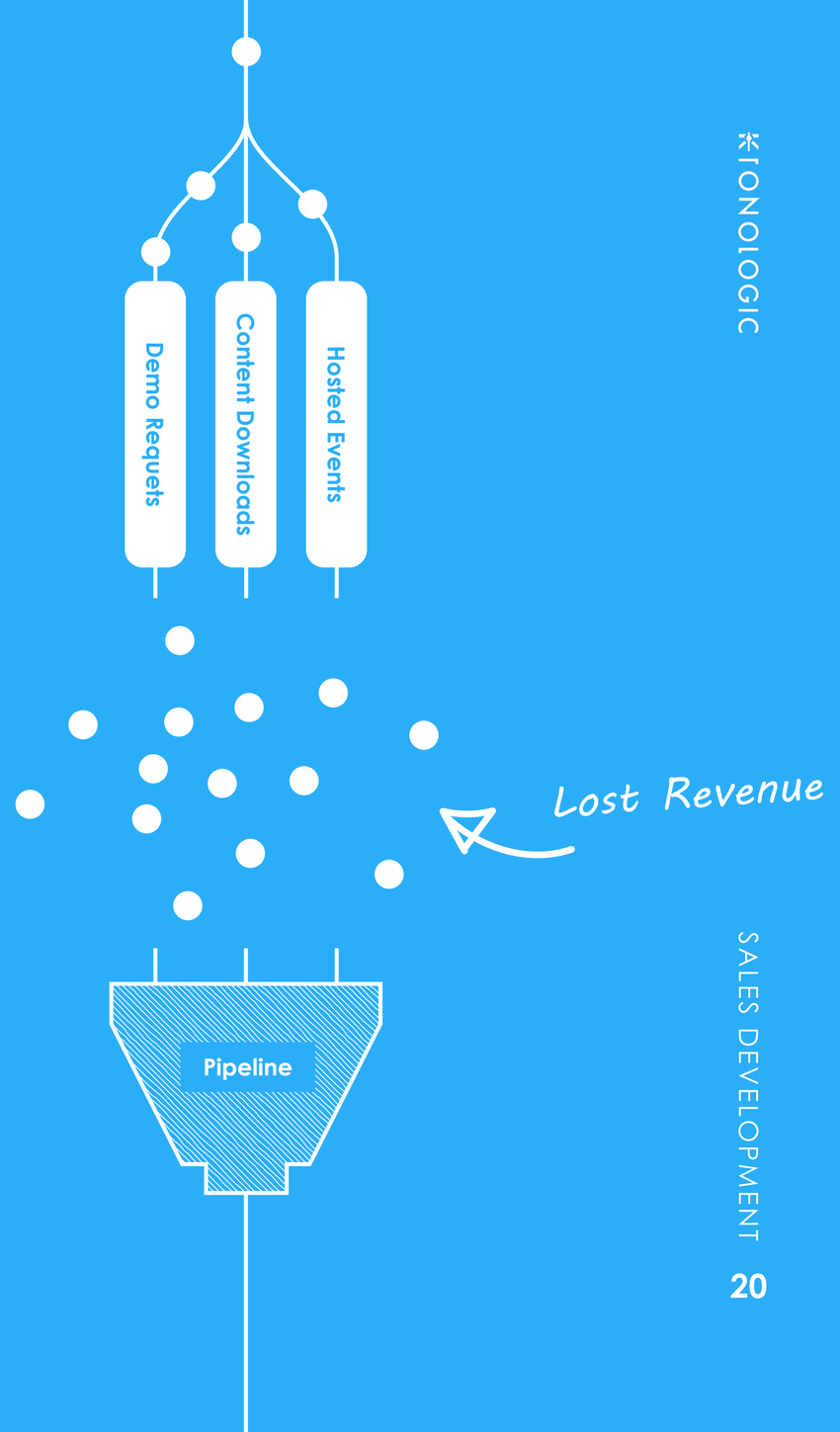
## 50%

Number of prospects who aren't a good fit for your solutions (Marc Wayshack)

## 25%

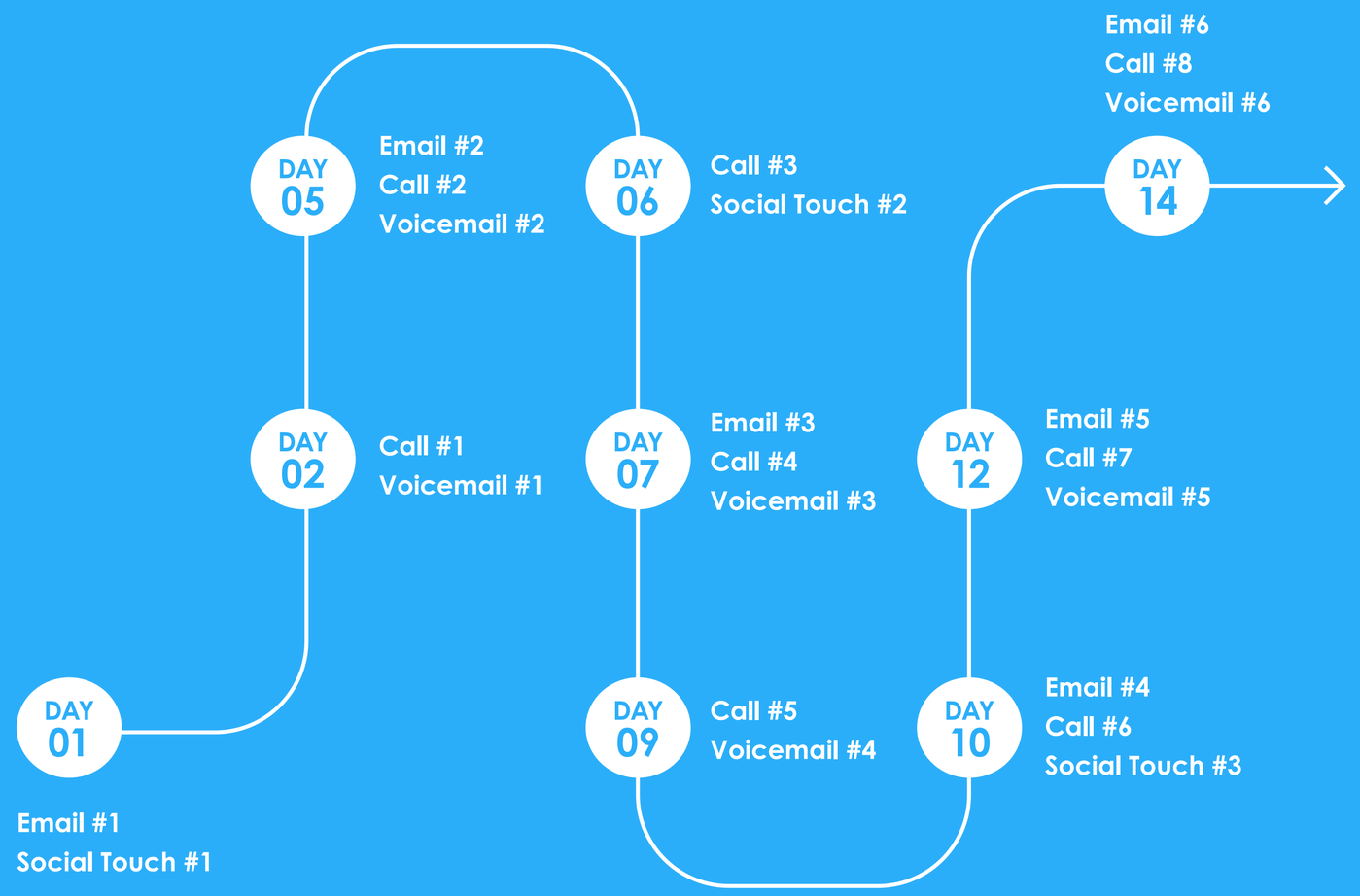
Probability of selling to a new prospect (GrooveHQ)

In reality, the current process is not scalable, the number of meetings booked is limited by the number of hours in a day. Kronologic internal data shows that 31% of sales reps' time is spent setting up meetings every week.



# Too many steps to reach every lead in a timely manner.

Today's "Best Practice" is to chase leads with 23 step sequences over 14 days, per G2. Yet, survey data shows that *80% of B2B tech buyers are MOST annoyed by the lead chasing process. Further up the funnel, *78% of marketers biggest fear is no or not enough lead follow up. There needs to be a better experience for the buyer AND the seller. (*Heinz Marketing)








Source: https://learn.g2.com/sales-cadence

# The Solution for Sales Development Teams

Data from years of Calendar 1st™ automation with enterprise to mid-market companies show that lead to meeting conversion rates increase by up to 5X, empowering sales development teams to spend the time they would have used for prospecting and call blocks in scheduled meetings. When asked, 68% of SDRs report that they wish they could spend more time developing the pipeline. With Kronologic, they're free to do just that. Marketing stops pestering the development team about lead follow-up and sales stops asking for more (and more qualified) leads.

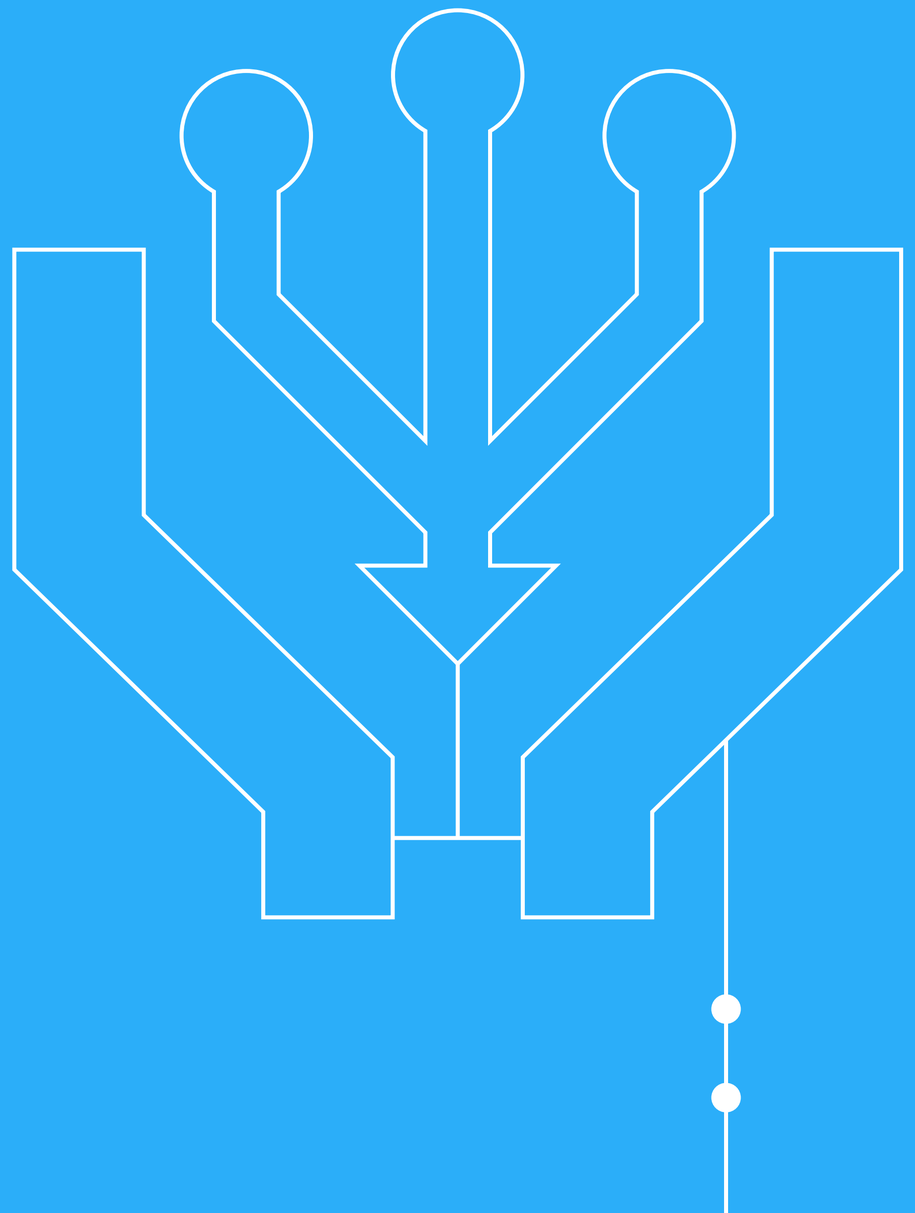
**Key Behavioral Benefits**

- Automate initial outreach to keep calendars full of revenue-focused meetings
- Focus on identifying and relating to the buyer's business challenges
- Focus on building relationships and polishing a higher-quality sales processes.

**Benefits by the Numbers**

| Lead Type | SDR's + Sales Engagement Tool | Kronologic | Estimated Impact on Pipeline |
|---|---|---|---|
| Content Downloads | 3% - 5% | **10% - 30%** | 200% growth |
| Demo Requests | 35% - 60% | **50% - 75%** | 30% growth |
| Hosted Events | 5% - 10% | **20% - 50%** | 100% growth |

# The Last Mile for Sales Leadership



# Sales Pipeline Growing too Slowly? You Have the Last Mile Problem

Sales Reps are meant to close deals, but they don't have the chance to try closing unless they get a meeting on the calendar. Sales reps hold the burden of securing meetings and creating value with leads. They spend a disproportionate amount of hours trying to secure these meetings, even if they have SDR support. - leaving morale low and churn high.

**Chasing Leads Wastes Time**

Reps waste 30% of their time chasing meetings. Shouldn't they be closing?

**Low Conversion Means Empty Pipeline**

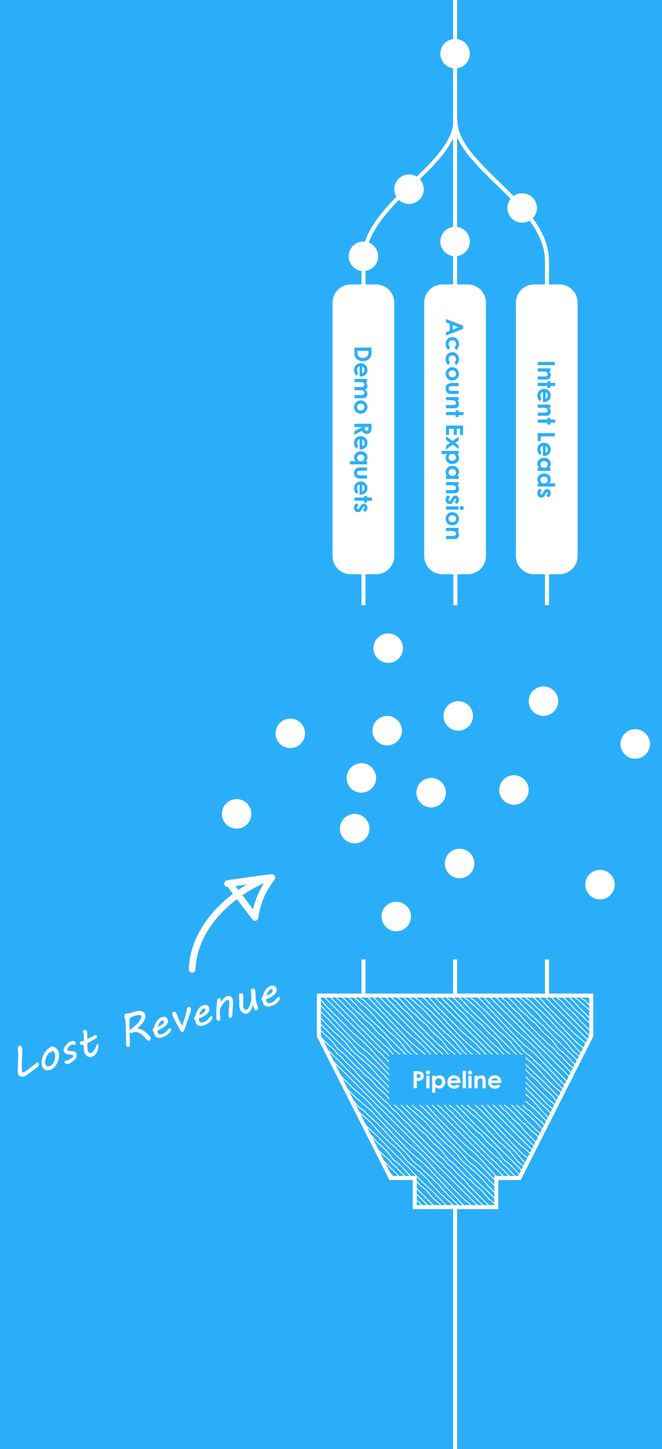
You miss out on revenue when you have lots of leads, but little time to convert them, or when low quality leads waste time.

**Reps Churn When They Can't Close**

If you can't get more quality meetings, rep confidence wanes, they look for new gigs, and your pipeline stagnates.

**48%**

Percentage of B2B marketers that send all leads directly to Sales, causing quality issues. (Marketing Sherpa)



# The Solution. Eliminate Prospecting for Closers

The Calendar 1st™ methodology is hugely beneficial to sales teams. Not only do reps get more pipeline, but it is also a higher quality pipeline of qualified leads who are interested and have already accepted meetings because they want to have them. This avoids meetings with leads that were cold called and coerced into a conversation. Kronologic fills sales reps' calendars with meetings up to a month out, increasing pipeline coverage. Rather than salespeople spending their time chasing leads and setting their own meetings, they can focus on closing business.

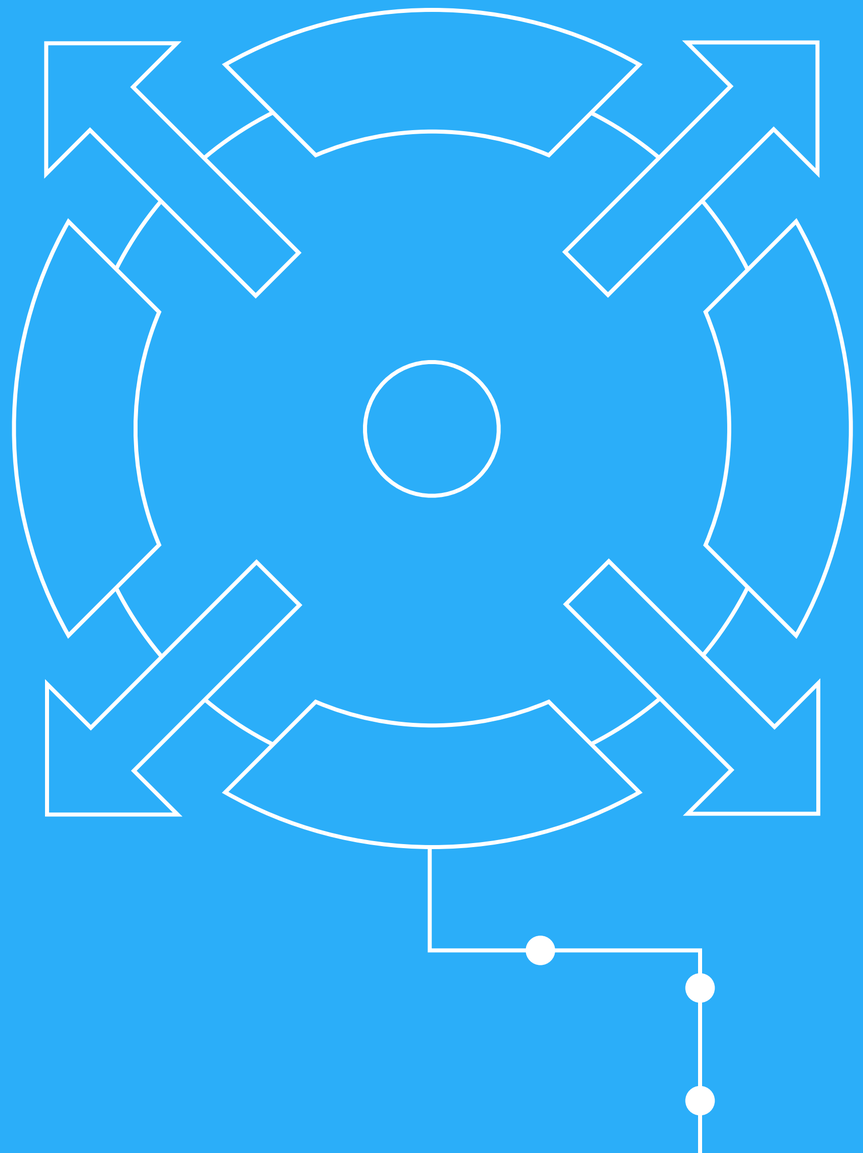
**Key Behavioral Benefits**

- Get more revenue-focused meetings with less staff
- Allow sales reps to focus on building value and relationships
- Automatically prioritize the most crucial meetings

**Benefits by the Numbers**

| Lead Type | SDR's + Sales Engagement Tool | Kronologic | Estimated Impact on Pipeline |
|---|---|---|---|
| Intent Leads (6sense, Bombora) | 1% - 2% | **5% - 15%** | 500% growth |
| Demo Requests | 35% - 60% | **50% - 75%** | 30% growth |
| Account Expansion / Cross Sell | 10% - 30% | **30% - 70%** | 200% growth |

# The Last Mile Problem for Account Expansion



# Too Busy to Be Proactive? You Have the Last Mile Problem

Customer Success and Support teams don't have that natural sales role in their character, but they do care about helping their customers win. These customer-facing groups are often responsible for the upselling, cross-selling, and renewals of accounts. How can they address customer needs while also selling? They need a method of targeting the right customers for sales, and separating them from those who just need help. In general, customer success teams run into a few common challenges:

**Cross/Up Sale Meetings Aren't a Priority**

Customer focused reps handle so many clients they can barely keep up with all the trouble tickets and projects, forcing expansion selling to suffer.

**Hard to Identify Expansion Opportunities**

Seldom do customers use more than one or two components of a solution, despite the benefits. Knowing which additional services to offer which customers and when is hard. Prompting a structured and consistent account expansion motion in near impossible.

**QBRs Aren't Aligned to Renewals**

Proper Quarterly Business Reviews should be planned around customer challenges, aligned to customer goals, and timed to add the additional services at the time of renewal, but they're not.

## 6-7X

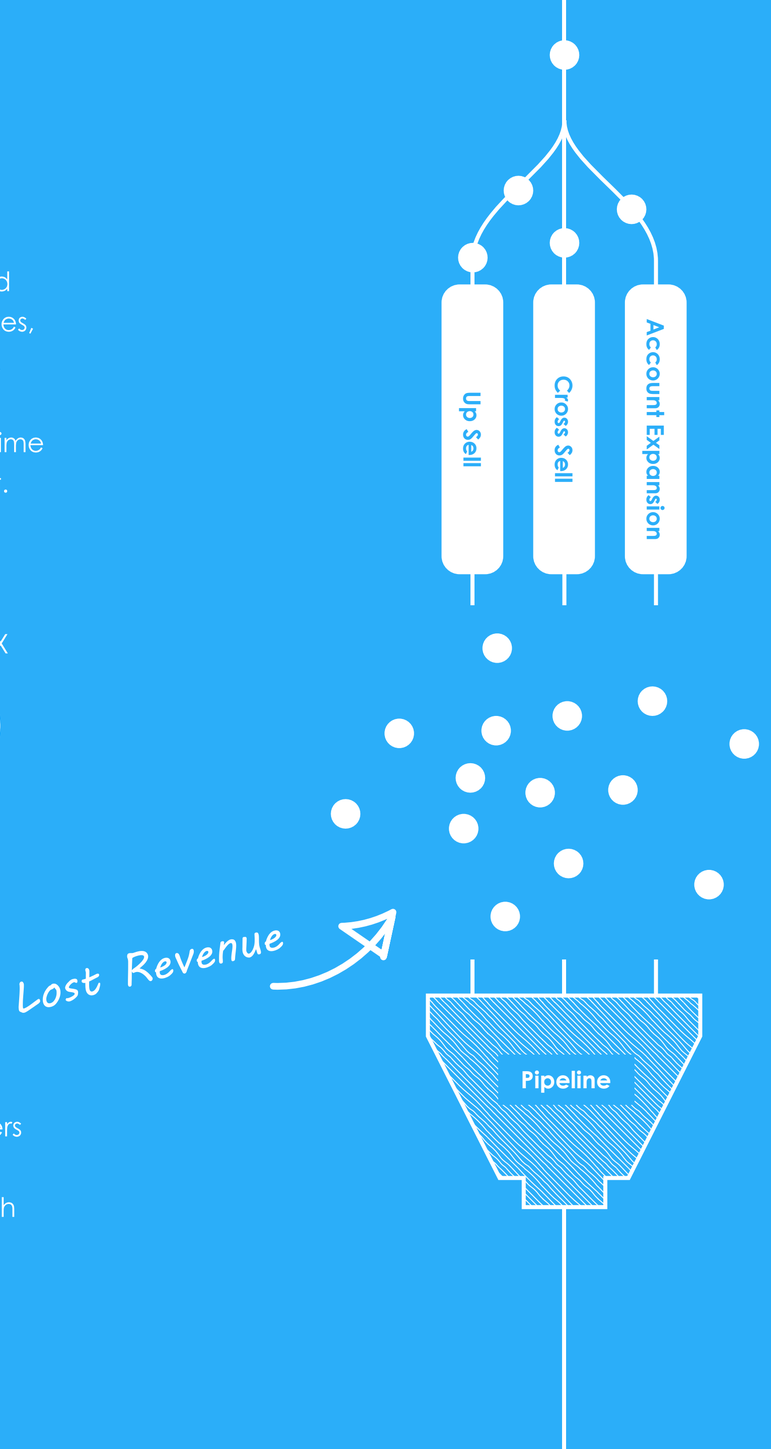
Retaining customers is 6-7X less costly than acquiring new customers (Refresher)

## 60-70%

Probability of selling to an existing customer (GrooveHQ)

## 51%

Percentage of sales leaders who focus on creating customer retention through deeper relationships (SalesForce)



# The Solution. Expand Accounts and Prevent Churn

Your buyers are in the 21st century, but your customer teams are still selling with little efficiency. It's time to adapt to new buying behaviors so you don't miss low hanging account expansion opportunities. The Calendar 1st™ methodology automates the proactive sending of meeting invites for QBRs, renewals, cross selling, and up selling. When the prospecting responsibilities fall on Kronologic's AI instead of your rep, the team has perfectly timed meetings about expanding services that the customer wants to have. All your reps have to do is show up.

**Key Behavioral Benefits**

- Automated followups help teams prioritize upsell discussions
- More account growth opportunities with more booked meetings
- Better support for clients eager for newer and better solutions and services

**Benefits by the Numbers**

| Lead Type | SDR's + Sales Engagement Tool | Kronologic | Estimated Impact on Pipeline |
|---|---|---|---|
| Account Expansion / Cross Sell | 10% - 30% | **30% - 70%** | 200% growth |

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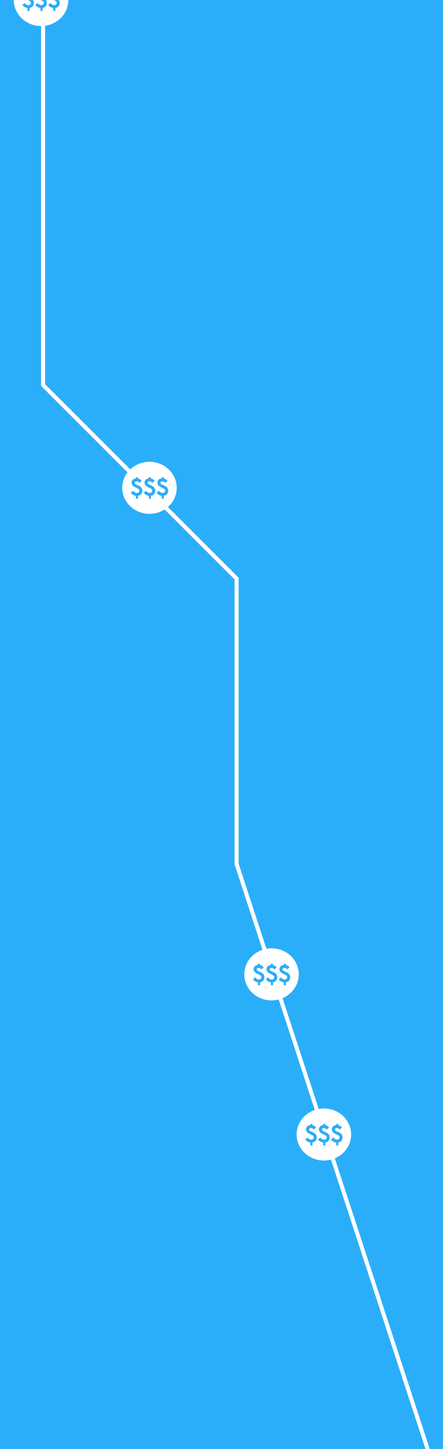
Learn More

## Schedule A Demo
## www.kronologic.ai/getademo

Schedule



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