HOW TO SHARE PRESALES DATA TO GENERATE CROSS-FUNCTIONAL VALUE

Presales teams are generating more Presales Data today than ever before. This is data that no one else has, but everyone wants. Here's how the best presales teams share their Presales Data to create cross-functional value across their organization with sales, marketing, product, post-sales/customer success, and the C-suite.

SALES

Sales teams need to hit their quotas.

They want to know what are the technical blockers that are putting deals at risk so you can strategize before you lose those deals.

They want to know the status of technical evaluations or POCs/POVs and when they will finish because that impacts which deals go into the forecast.

They want to know if a deal is a good technical fit or bad technical fit so they can prioritize their time and effort and decide on which deals to focus.

MARKETING

Marketing teams need to build demand and drive leads into the sales funnel.

They want to know what defines a good technical fit vs. bad technical fit so they can adjust their lead generations efforts.

They want to drive the right types of leads into the sales funnel to maximize the return on their lead gen budget.

They also want to know what defines a good technical fit vs. bad technical fit to guide the creation of marketing content and sales assets.

PRODUCT

Product teams need to build products that people will buy.

They want to know what are the product gaps and feature requests that are losing deals so they can prioritize the product roadmap.

They want to know deal names, deal sizes, and severities because 'real data' helps them make roadmap decisions.

They want to know the details of the product gaps and feature requests, exactly what is the gap or the ask. Without the details, they cannot design the new features that your software developers need to build.

POST-SALES / CUSTOMER SUCCESS

Post-Sales / Customer Success teams need to deliver amazing customer onboardings and implementation experiences.

They want to know... EVERYTHING!

They want to know what you did, showed, and talked about during the entirety of the technical sales cycle.

They want to know what you architected and solutioned.

They want to know what was tested and proved during POCs, POVs, pilots, and workshops.

The want to know what you are concerned about and any potential gotchas.

They want to know what was promised and committed to.

They need to come up to speed immediately, so they want it all.

EXECUTIVES / C-SUITE

Executives/C-Suite need to show their Boards growth, profitability, and performance against strategic objectives.

They want to know how you can close more deals, faster so you hit your revenue targets and growth goals.

They want to know the metrics and statuses that impact the sales forecast so they engage in executive-level planning, budgeting, and decision-making.

ABOUT HOMERUN PRESALES

Homerun Presales is the presales workspace that gets you through your day with one place to track, manage, organize, and inform your presales efforts.

High performing presales teams such as Demostack, AppViewX, Graylog, Cortex, INKY, JupiterOne and others use Homerun to:

- Increase in deal win rates (20%)
- Decrease sales cycle durations (15%)
- Avoid wasted time (8 hours per sales engineer per week)
- Reduce time-to-productivity for new hires (4 weeks)

Homerun integrates with Salesforce, HubSpot, Consensus, Jira, Slack, and other sales tech stack applications to keep your data and teams in sync.

