SALES & MARKETING ENABLEMENT
THE FORUM

Salesforce High Velocity Sales
Conference Call
March 25, 2020

At the request of a member firm interested in Salesforce.com High Velocity Sales (HVS) module, a Member-Only conference call was arranged with those who have, are, or involved in reviewing SFDC's HVS as a possibility for their organizations. Seven firms with 21 members participated on the call.

Agenda:

3:00pm Welcome and Introductions – Hazem Gamal (SME Forum)

3:05pm Requesting Firm Interests – Mark Winkelstein (T-Rowe Price)

3:10pm Discussion Topics – All Participants

3:15pm Open Discussion – All Participants

3:55pm Closing, Next Steps – Hazem Gamal (SME Forum)

SFDC HVS: https://www.salesforce.com/products/sales-cloud/tools/high-velocity-sales/

Firm #1: We are curious to understand where everyone is in the process of exploring the High Velocity Sales tool. We are in early 4th or late 3rd quarter of a benefit analysis. We are deciding if we want to go with high velocity sales or go with our own build.

Firm #2: We are at the starting line of our evaluation of High Velocity. We are Eager to understand what the sales benefits, what differentiates it from some of the consult already available. We looked at this a year ago and there was very little info available. When we finally got a demo of it seemed like a POC. Curious to see how it evolved in the last 10 months.

Firm #3: We looked at high velocity when it first came out. We had so many other projects going on we have not investigated it in too great detail. Very interested in this conversation because we have started building out something similar.

Firm #4: We looked at high velocity last year and did a POC with our distribution team. We were trying to find a solution to replace an already existing tool. It didn't help us at the time, we are looking to reevaluate the tool to see if the situation has changed. We did not like it due to it being unable to connect to more than one cadence at a time.

Firm #1: We are looking for a better way to deliver leads to marketing and internal sales teams. How to best deliver leads, how to create operational efficiencies and reporting are of interest to us. We are also interested in getting a bit into the weeds of set up and maintenance. Who would be responsible for setting up HVS and maintaining the tool? To clarify, when we say delivering leads we mean that in colloquial sense. Delivering calls to action not the lead object in SF. From a reporting standpoint, we are looking for not just transparency but methods of holding our sales teams more responsible for following up on leads delivered by a variety of sources.

Firm #2: Someone brought up that they looked at another company in the UK. Why did you not go with that solution? When I saw this tool a year ago it was very painful. They directed us to some blog posts there was no real background on the product. I am curious what the other vendor could do, what were their capabilities?

Firm #1: I can't speak to the specific question. But HVS has advanced from when you viewed product. They have decision points, they can daisy chain, etc. It seems like they are putting some real development effort on this. But there are hurdles. There is no mobile experience roadmap. They are looking to optimize on iPad. The ability to connect to only one cadence at time is still an obstacle.

EBSTA a company based out of the UK. They had more features then High Velocity last year when we did a comparison.

SME Forum: **SalesLoft**, **ConnectLeader**, **XANT** (formerly InsideSales), and **Outreach** are a few others in this same space from our research.

Firm #3: We would like to understand what specific use cases you are other firms targeting? What follow up events are you targeting? Under the hood, this cadences object, is this something we can push into SF, or is this something we need to build? We are also interested in hearing about sales management and how ready they are to adapt to this.

Firm #1: Before implementing we had a similar functionality built into our CRM but was cumbersome on sales. Implementing HVS, the leads that could be captured in day to day activities was higher than with the previously built out tool. The drawback was the lack of ability to NOT track on retail end, it would automatically track both institutional and retail. My biggest concern is about our activities and how HVS will integrate with what we already have. As a result, we are looking at redoing activities in SF so we may not need to migrate over custom build. We are discussing with our legal team about scaling back and using a secure lead object.

Firm #2: We are transitioning our current object to the standard lightening components as part of our greater migration to lightening. You eventually want to use standard objects if at all possible because it integrates better with Salesforce's greater ecosystem. For example, using Einstein is easier if you use standard objects.

Firm #1: Specific portions of Einstein are included in the HVS. You can enable HVS without it but it is included as part of the package.

Firm #1: Our sales managers want to be able to report on emails sent and emails received weekly. We are not able to differentiate between sent and received with the current iteration of HVS. We could generate a list of all emails, but we could not segment between the two categories. This is reporting within the modules itself. Our email is integrated via Lightening.

Firm #3: For the reporting, were you able to see how many leads were touched and how many were not?

Firm #1: Yes, you can see them, and you can also see how many are due or overdue. You have a standard loadout with the report, but you can customize it as needed.

SME Forum: All the reporting is SF native, correct?

Firm #1: This is correct.

Firm #3: Once you complete an activity that did not originate from HVS, does it tie into the cadence? Does it tie into reporting? Does reporting show how many activities are completed?

Firm #1: When sales completes a call it automatically gets logged and shows on both a cadence report and a activity report. Whether it came from cadence report or elsewhere, the completed activity will show on all reports. You can blend activities together, HVS and non HVS, or see exactly where they originated from, campaign or cadence generated. You can also mark an unqualified lead.

Firm #1: We are rather intent on figuring out how we would structure our build out. How did others structure their POCs?

Firm #4: The challenge we had was tying in multiple initiatives into a single contact and making sure they are not receiving too many calls. We would have had to do a lot of call plan management aligning Marketing and Sales initiatives. We knew that even if we moved to HVS we would have had to play an active role in managing the cadences even with marketing and sales who designed the cadences. There were not enough advantages to make it worthwhile. In all honesty we took a pause in our review/POC process for about a year. Maintaining a **SalesVue** is already a full-time job for a single individual. They get alignment with Marketing and Sales for campaigns and they work with operations to make sure everything flows. You also have to be conscientious on making sure you don't have similar initiatives going out.

Firm #1: Do you have any established governance over this? Or just putting out fires?

Firm #4: I suspect that there is some governance. Every Fall there is leadership alignment over calendar year initiatives. There is some thought behind how many initiatives are going on. We wanted to help prioritize initiatives for internal sales – which is the first topic to talk about for a sales rep, how should they pivot to the second topic. How do you help prioritize talking points, how to capture which topics were successful, how to capture this data? These were our goals which the POC failed to meet.

Firm #3: We are still in very early stages of building out a similar system. We have a very rudimentary object built in Salesforce that will take data from our Warehouse and do lead scoring which then feeds these Leads to individual reps. Sales can then work these leads or not. This is like what we are discussing but it highlights an individual advisor rather than creating a cadence to walk the advisor through.

SME Forum: We did something similar at my previous firm. We built a robust list capability like Firm #3 that would score advisors that were appropriate for a given initiative. It had a very rich interface that allowed sales personnel to interact with suggested contacts for a given initiative and it allowed to track interactions etc.