



BACK-TO-MARKET STRATEGY

JAKEDUNLAP
SALES GROWTH LEADER



JAKE DUNLAP
FOUNDER & CEO



*Shaping the future of the
modern sales and marketing.*

LinkedIn

duetto



Microsoft

GLG

Luster

JUSTWORKS.



nowait



glassdoor



Amherst Holdings LLC
OPPORTUNITY FROM INSIGHT

Olive

—
Skaled is a B2B sales consultancy focused on helping organizations and the people that work there reach their full potential.



Today's buyers demand value-driven interactions. Skaled supports an organization's need to meet those demands using our unique approach that combines **modern sales strategy, intentional digital presence, and quality execution**. Our proven methodology is designed to accelerate sales impact, helping organizations achieve measurable and sustainable results.



What COVID-19 exposed



**We treated everyone
as a BUYER**

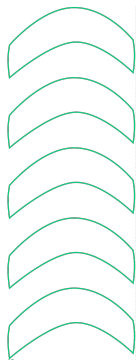
VS...



1
READY

2
ALMOST READY

3
NOT READY



WHAT IS IT?

The New Back to Market

1. Modern Outbound Strategy
2. Sales Performance Focus



There are now **128m**
business emails sent
per day

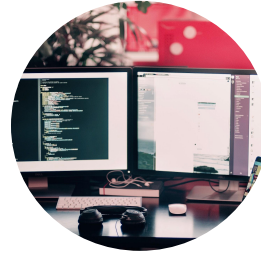
*3% CONSISTENT YOY GROWTH SINCE 2015 - RADICATI GROUP



Now, we have



New Buyers













New Technology



New Mediums

50% LinkedIn

Add BUYERS

8 Total results	2 Changed jobs in past 90 days	1 Mentioned in the news in past 30 days	6 Posted on LinkedIn in past 30 days	1 Share experiences with you
Name	Account	Geography	Comments	Last updated
 Suzy Welch 2nd Contributor, Host of "Get to Work with Suzy Welch"	--	New York, New York, United States	 Add comment	7/2/2019
 Laurence Duarte 2nd Founder, CEO	--	New York, New York, United States	 Add comment	7/2/2019
 Neil Blumenthal 2nd Co-Founder and Co-CEO	--	New York, New York, United States	 Add comment	7/2/2019
 Jennifer Gelsky 3rd Member of the Firm	--	New York City Metropolitan Area	 Add comment	7/2/2019
 Brian Distelburger 2nd Co-Founder & President	--	New York City Metropolitan Area	 Add comment	7/2/2019

Nurture WITH CONTENT

Jake Dunlap replied to [redacted] comment on this



Jake Dunlap • 1st
Shaping the Future of Modern Sales and Marketing
1d • 

Guys - nobody really knows what to do on LinkedIn perfectly.

Don't worry about it. Keep trying and posting. Maybe nobody sees it. Maybe lots do.

...see more

  142 · 11 Comments

Engage WHEN RELEVANT

Jake Dunlap replied to [redacted] comment on this



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1d • 

Guys - nobody really knows what to do on LinkedIn perfectly.

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...see more

  142 · 11 Comments

 Like  Comment  Share

Most Relevant ▾



Add a comment...



Helping Businesses Skyrocket 🚀 Leads, Sales and Brand Positionin... 1d...
Jake Dunlap so true man.

They key is to start creating content and engaging, daily. ...see more

 · 1 Like |  · 2 Replies

Load previous replies



Jake Dunlap • 1st
Shaping the Future of Modern Sales and Marketing
1d ...
Just create and let the audience tell you what they like or don't

 · 1 Like | 

Load more comments



—
50 to 100 connects daily
means **130K+ buyers a
year**

50/DAY

5 DAYS A WEEK

130K YEAR

Your buyers



90%

Want relevant
content

93%

Want a salesperson
who “gets” their
personal space

91%

HINT

Rank LI as the #1
choice for
professional relevant
content



660
million

660 million LinkedIn users

1% of users post regularly

52% of buyers list linkedin as the most influential channel during the research process




The future of sales is running a sales organization like **a marketing organization**.
Constant optimization, expert partners, and **a growth mindset**.

- **ME**



Reshape Sales Ops. - Performance Engine Iterating weekly and monthly

**Why are you spending X to optimize
marketing performance and \$0 on Sales?**



Reshape Enablement
Right Content, Right Buy, Right Time -
MORE is the answer.
Win tomorrow.

Questions?



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