



Scaling the Narrative

A CMO's Secret to Crafting B2B Stories That Sellers (Actually) Embrace



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RingCentral

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bill





Actually, my job, it's just... **PowerPoint**



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SCALING THE NARRATIVE #B2BMX

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day



***really old stat**



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Tad Carpenter

@TadCarpenter



A graphic designer being asked to make a powerpoint presentation is like a chef being asked to microwave a hot pocket.

2:43 PM · Apr 9, 2019 · [Twitter Web Client](#)

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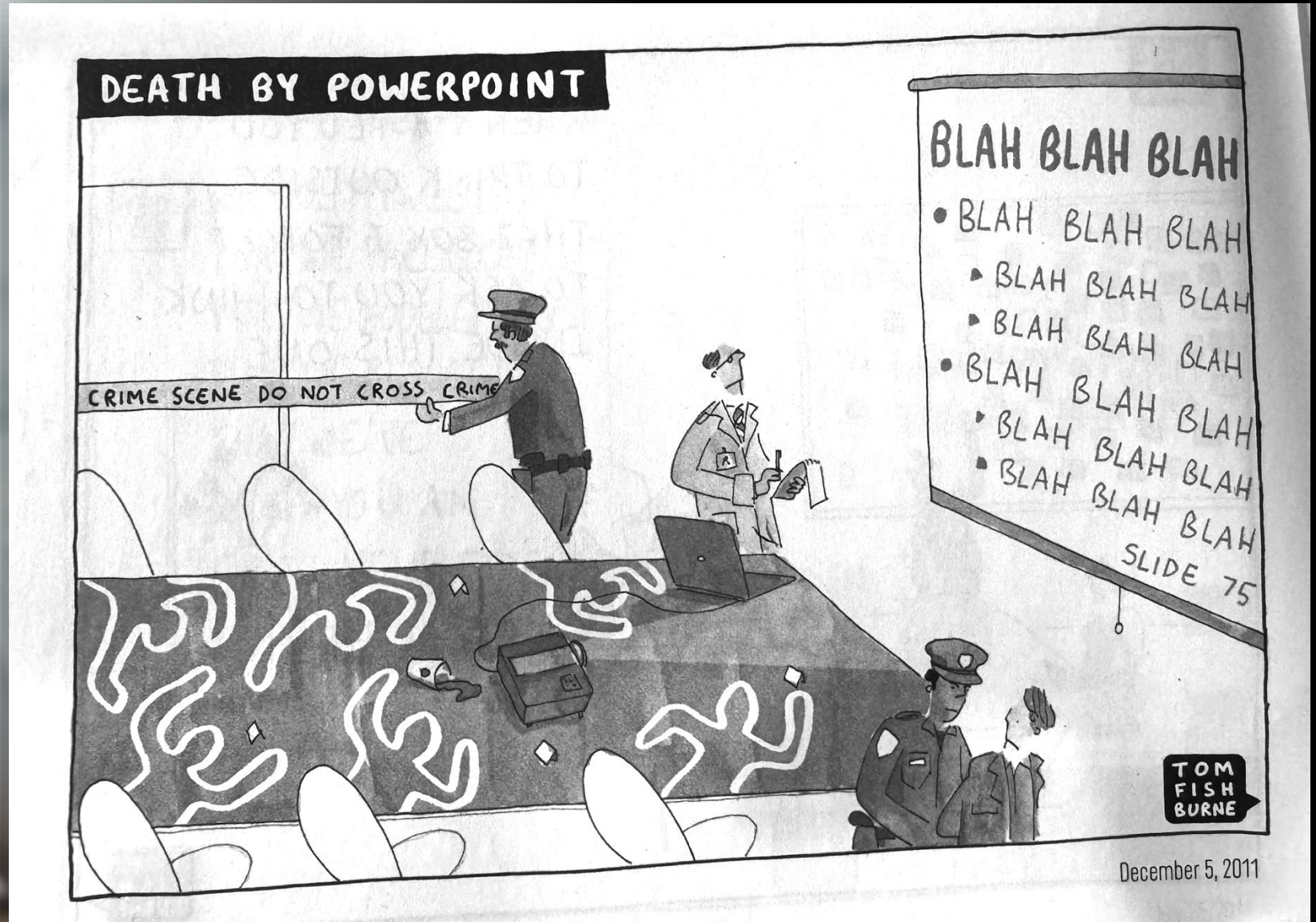
HA HA!

POWERPOINT!



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Marketing & Sales Misalignment:

TRILLION PROBLEM Dollar

— IDC



Chris Lynch

CHIEF MARKETING OFFICER
SOVOS





Steve

5. Concluding Slide 1

- Now I realize that we've shown a lot, but the connected customer experiences requires a lot of capabilities
- That is why we have marketing cloud, integrations...
- Oracle has vision and resources for long run
- Meanwhile, we've shown we can help you run the race faster and better today
- Everybody wins when it works...

Continuer: Click to Final Bumper then walk off

Slide 128 of 140

Onward...

WALL
MAIN

09:57:



Cision Broadens World Class Executive Team to Drive Company's Vision

English

Technology and Analytics leader broadens team to lead transformation of communications and earned media industries

Cision

2016-11-30 21:00 2896

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CHICAGO, Nov. 30, 2016 /PRNewswire/ -- Cision, a leading media communication technology and analytics company, today announced additions to its executive staff who will fill the roles of Chief Marketing Officer, Chief Data and Research Officer, Senior Vice President of Global Partnerships and Senior Vice President of Services Strategy and Operations. The decision to bring on the incoming executives strategically aligns with the company's commitment to leading a data and technology revolution in the earned media and marketing communications industry.



The new executive hires hail from notable companies such as Oracle Marketing Cloud, Marketo, PwC, Webex/Cisco, and collectively share a range of experience in product marketing, go-to-market strategy, enterprise sales in the ad-tech and digital marketing industries, business development, and industry and management consulting. These C-Suite and SVP appointments fall on the heels of the October launch of the Cision Communication Cloud™, the first integrated platform of its kind in the communications industry to bring the power of the cloud to earned media and incorporate many of Cision's award-winning technologies into one comprehensive platform.

"We're very excited to bring on this team of individuals who have a remarkable amount of experience in an array of industries including tech, communications, marketing, analytics, professional services and more," said Kevin Akeroyd, CEO of Cision. "They have firsthand experience in transforming industries using data and tech, including paid and owned media -- now, we're ready to do it again for earned media at Cision."

New hires include:

Phase 1

Research & Inputs



Phase 1: RESEARCH AND INPUTS

Be the analyst
Seek differentiation



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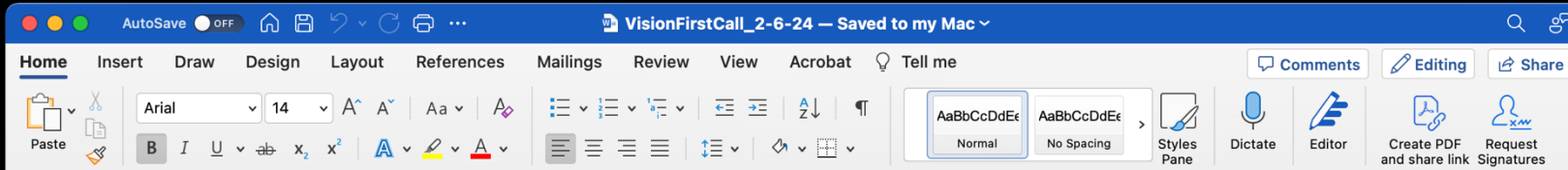
Phase 2

Insights & Idea Generation



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Changes to Compliance: Sudden, Relentless, and Consequential

- Global businesses today have more compliance obligations than at any point in human history
- As governments have embraced digitization, they expect companies can immediately understand every transaction happening around their business – and be able to determine, report and remit on it accurately in real-time
- Just when you think you've caught up with changes to the global compliance landscape, a new change happens at the local, regional, or country level
- The US has more than 13,000 sales and use tax jurisdictions, there were more than 600 changes implemented on sales tax forms, and more than 1,100 laws under consideration for more change
- Globally, we see in **excess of 14,000 regulatory changes on a monthly basis covering more than 16,000 taxing jurisdictions.**
- **The consequences can be massive: ¼ companies worry about criminal penalties and prosecution**
- Businesses understand that they need improvements to their technology, process, and teams to meet the need, but the way they've been approaching it has challenges...

[Design notes: Let's add in some some illustrations that highlight the notion of commerce being carried out, between two businesses, between a business and a consumer, and a supplier to a business. Also, let's put some boundaries or micro-segmentation in the maps to communicate the notion of complexity. Then all of that can ladder up to the stat of 16,000 taxing juristictions and 14,000 monthly changes. Potentially putting the stat in a hamster wheel concept.]

In Their Efforts to Address Compliance, Fragmented Approach Exacerbates Risk and Cost

Finance and IT leaders must confront an emerging crisis compounded by disconnected technology, processes, and data amidst the "there's an app for that" culture.

Write the whole narrative;
vet the big ideas; circulate with key
leaders and ask:

Are we in **agreement**?

Is this **defensible**?

Is this **original**?

ARTS & ENTERTAINMENT, WRITING

Intention & Obstacle

[Aaron Sorkin](#)

Lesson time 10:13 min

Every great story is born from intentions and obstacles. Learn how to build the "drive shaft" that will set your script in motion.

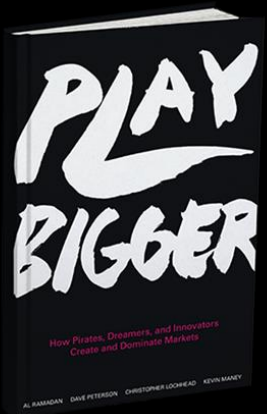


“Drama is intention and obstacles—
somebody wants something,
something is standing in their way of getting it.”

— Aaron Sorkin

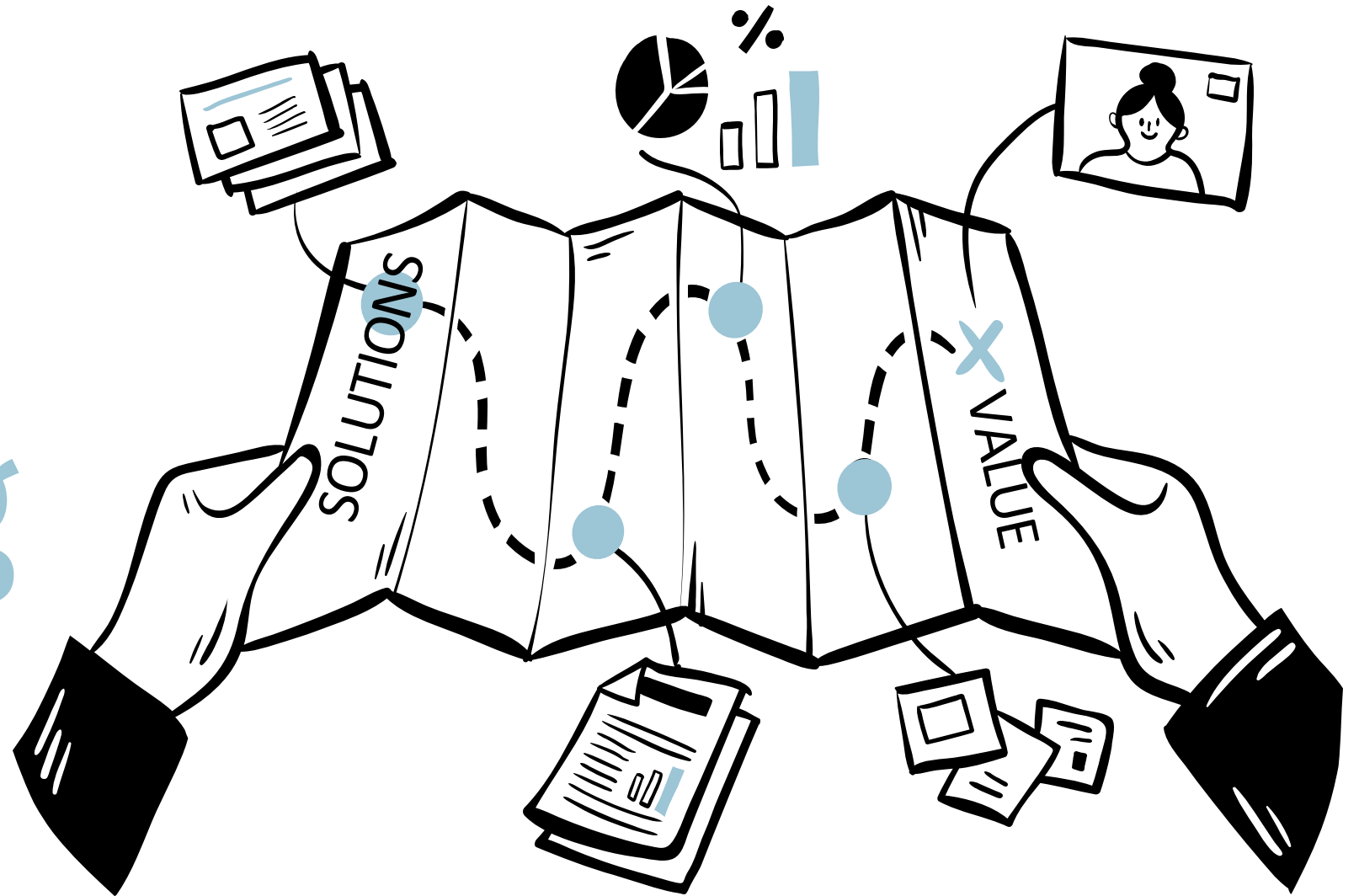
**“Too many solutions...
without problems.”**

— Christopher Lochhead



Phase 3

Solution Mapping



Today, Everyone Wants to be Customer-Centric



Their Ultimate Reward: Ideal Customers



They Spend More...

2x as much as regular customers



And Stay Longer

A 5x greater lifetime value

But Most Companies Never Get There

77%

**of customers cite
no relationship
with a brand.**

—Harvard Business Review



The Customer Experience is Broken

It's Fragmented

78%

of customers don't receive consistent experience across channels.

— Accenture



ORACLE

Disengagement

The Customer Experience is Broken

It's Transactional

94%

of customers have discontinued communication with a company because they receive irrelevant promotions and messages.

— Blue Research



ORACLE

The Marketer Experience is Broken

Complex Marketing Ecosystem

The Marketer Experience is Broken

Marketers Struggle to Bring Together Customer Data

82%

of enterprise marketers have no synchronized view of customer data.

— Forrester

The Marketer Experience is Broken

Marketing Teams Pass Their Dysfunction Onto the Customer

TO DO:

- ☐ More Content
- ☐ More Campaigns
- ☐ More Promotions
- ☐ More E-mails
- ☐ More Ads
- ☐ More Social Media Messages
- ☐ More Sales Calls
- ☐ More Webinars
- ☐ More Whitepapers

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Disparate tools and data...

The Marketer and IT Divide Prevents Progress.

Only 1 of 10 CMOs and CIOs feel that collaboration between the two is at the right level.



ORACLE

Poor measurement

The Marketer and IT Divide Prevents Progress.

What CMOs Want

#1

Deploy better marketing execution and platforms

(#6 for CIOs)

What CIOs Want

#1

Better marketing measurement and campaign optimization

(#8 for CMOs)

ORACLE

The Oracle Marketing Cloud

Customer-Centricity. Marketing Simplicity. Enterprise-Ready.



Unify Data

Aggregate your marketing data and target the right customers.



Engage Audience

Orchestrate individualized, relevant customer experiences.



Analyze Performance

Attribute revenue and gain better insight into customer experience.



- BlueKai Data Management Platform
- Cross-Channel Marketing
- Social Marketing
- Content Marketing
- App-Cloud and BlueKai Partners
- Oracle Marketing Cloud Analytics

Delivered Across All Channels



WEB



MOBILE



SOCIAL



EMAIL



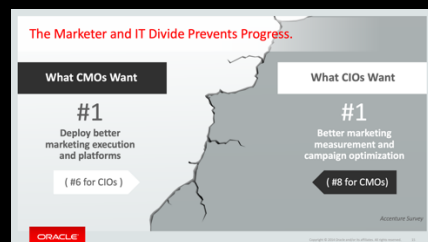
COMMERCE



SALES

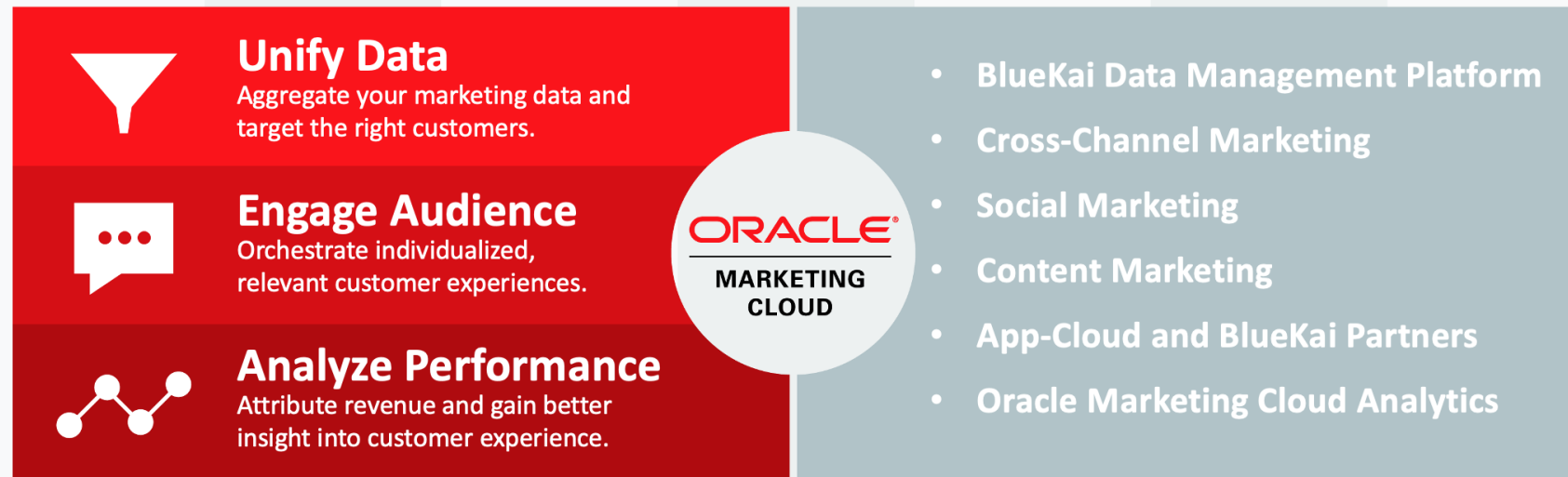


DISPLAY



The Oracle Marketing Cloud

Customer-Centricity. Marketing Simplicity. Enterprise-Ready.



Delivered Across All Channels



Phase 4

Key Idea Visualization



Picture Superiority Effect

Information Retention (Recall Rate)

Verbal

10

%

6X IMPROVEMENT

—|

Verbal
+
Visual

65

%

FY23_Messaging_Narrative.d x +

docs.google.com/document/d/1EfYvMgteTQKZpZcXYLvaDK6a4PHxARAs/edit

FY23_Messaging_Narrative .DOCX ☆ ⌵ ⌶

File Edit View Insert Format Tools Help

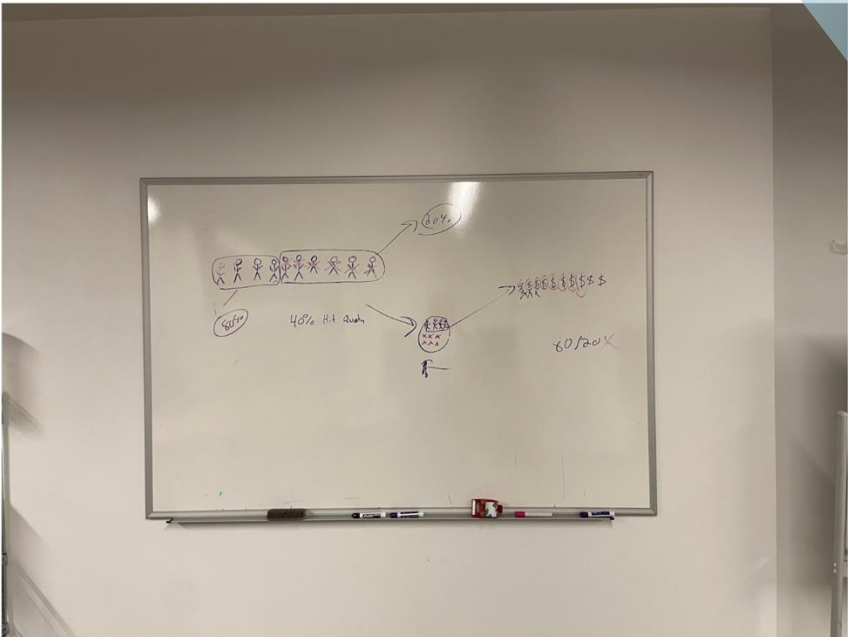
100% Normal text Calibri 12 B I U A

The Consequence: Seller Quality Eroded

- These three factors – new competitors, more discerning buyers, and less reliance on relationships – created a perfect storm for the erosion of seller quality
- Across some industries, **only 43% of sellers meet their quota**
- That means around 6/10 of your sellers fail to meet their goals

Data Source: <https://www.forrester.com/blogs/sales-success-not-about-hitting-quota/>

(Design: Let's show 100 small seller silhouettes, and then 60 of them ~~xed~~ or grayed out somewhat pejoratively)



The Revenue Leader's The 80/20 Game

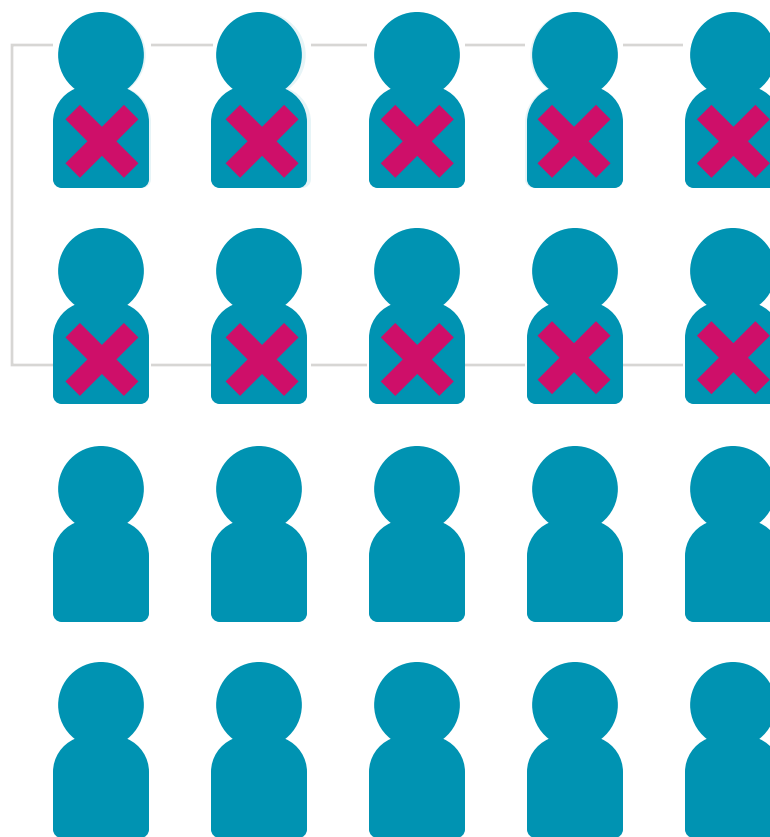
Design: Let's show 100 small seller silhouettes, and then 60 of them xed or grayed out somewhat pejoratively

The Revenue Leader's 80/20 Game

It can work for awhile.
Until it doesn't.

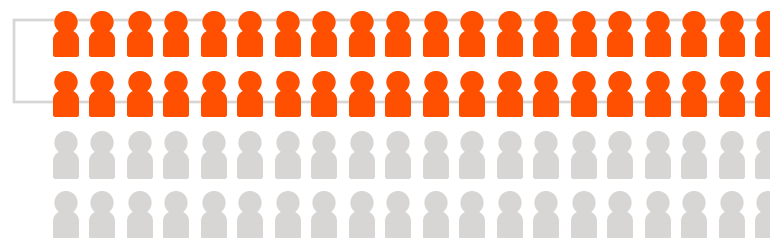
60 deals

20 deals



**The thin
margin
of error**

High
Performing
Reps



Opportunity for Change

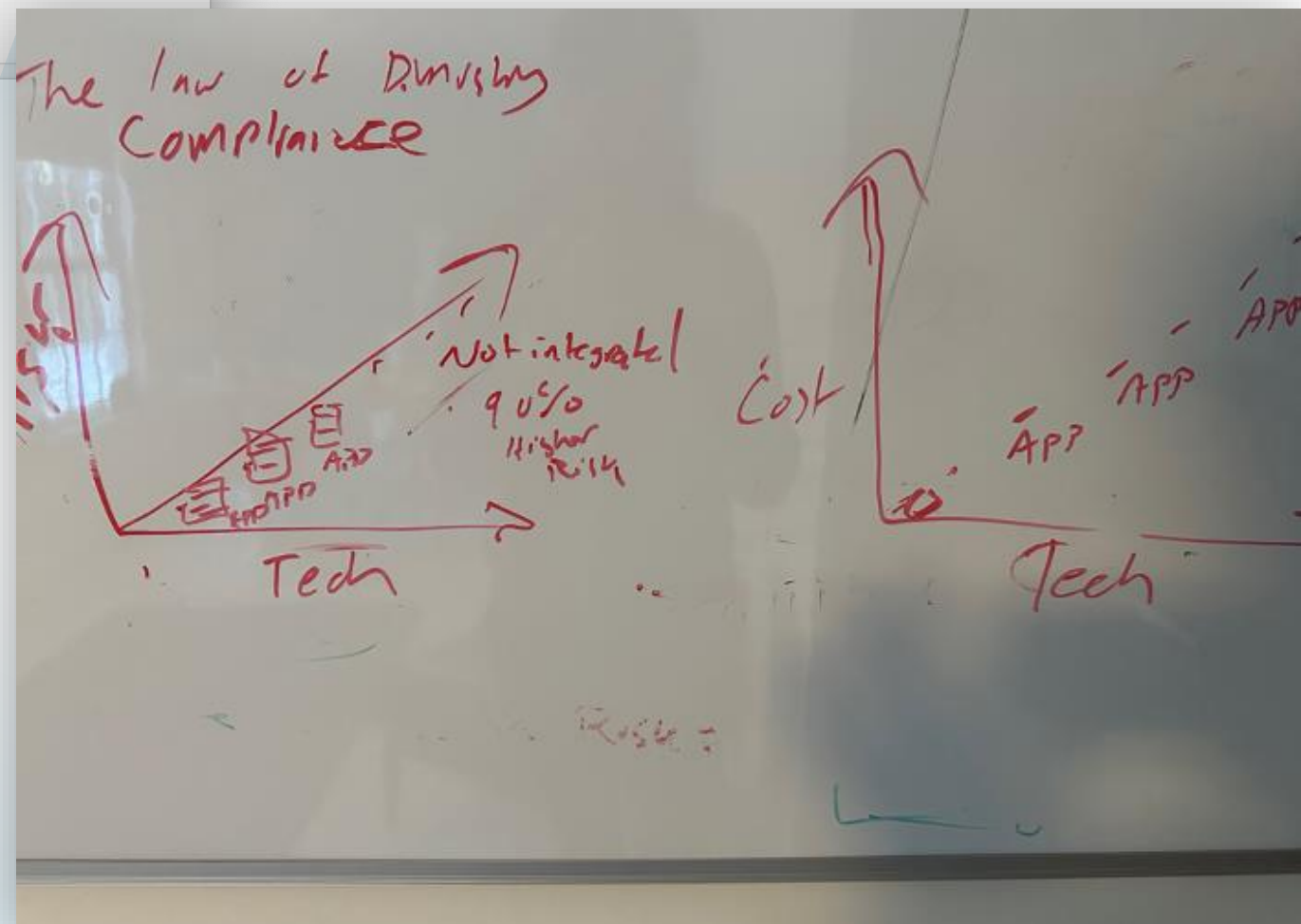
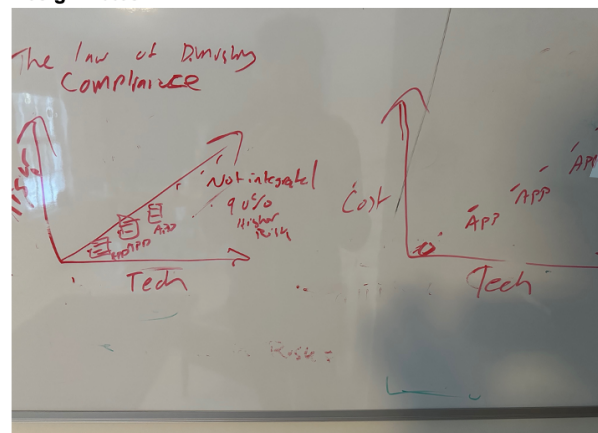
Low to Mid
Performing Reps

In Their Efforts to Address Compliance, Fragmented Approach Exacerbates Risk and Cost

Finance and IT leaders must confront an emerging crisis compounded by disconnected technology, processes, and data amidst the "there's an app for that" culture.

- Companies have responded by installing discrete technologies, processes, and discrete teams for each compliance area, such as **Value Added Tax, Sales Use Tax, E-Invoices, E-Receipts, Exemptions, Tax Withholding, and Tax Reporting**.
- The consequence of this "there's an app for that" culture has strained CFOs and CIOs confidence that every transaction or tax obligation is accounted for properly, and that they're meeting their obligations globally for tax, reporting, and [filing](#).
- The consequence is two fold.
- The first is Risk.** As each app gets added, the risk that you missed a critical change increases. In fact, 82% of companies believe they're more exposed to tax compliance risk than they were five years ago.
- The second is Cost.** While each point solution investment, in and of itself, doesn't seem significant, they add up, combined with the people and process required to keep it running: 90% of companies expect their compliance operating costs to keep increasing

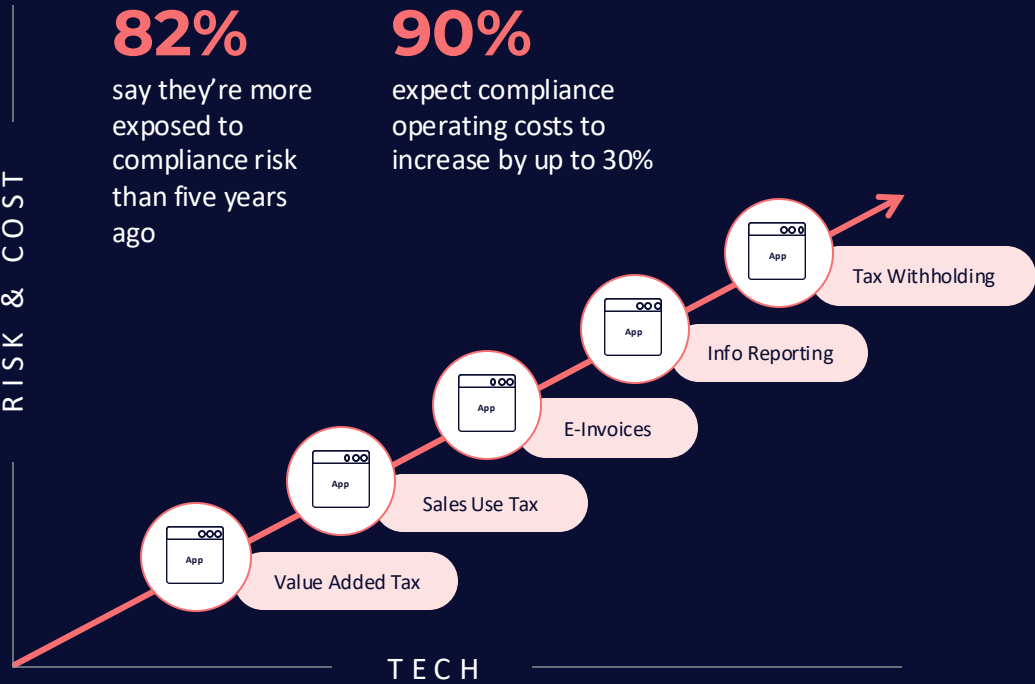
Design Notes:



In Their Efforts to Address Compliance, Fragmented Approach Exacerbates Risk and Cost

Why finance and IT leaders must transition from a point solution to a platform approach for tax tech and regulatory technology

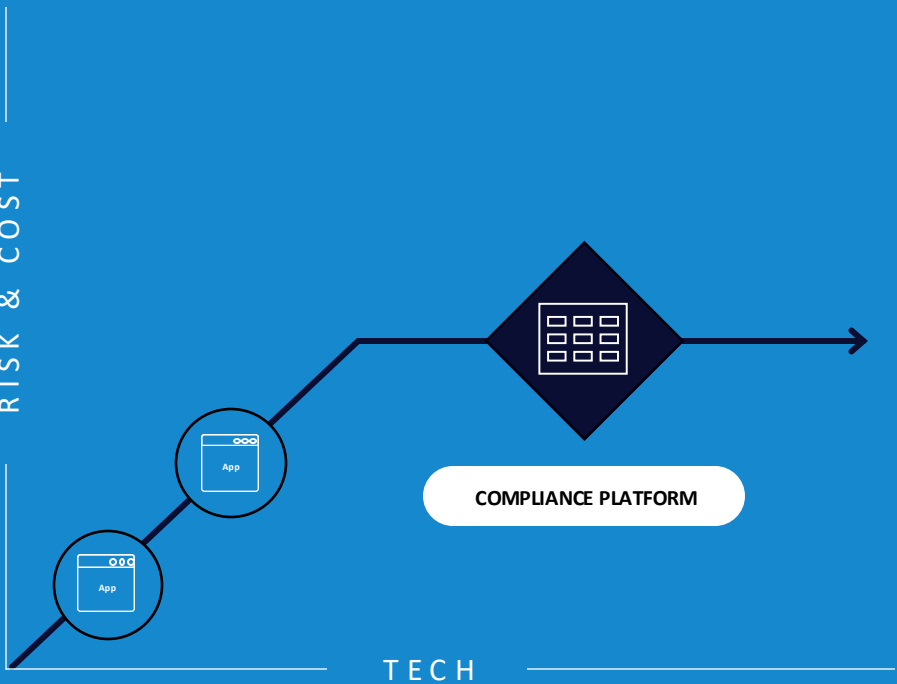
The Compliance Risk Curve



SOVOS

Source: Accenture & Bloomberg

Disrupt and Flatten the Curve



Revenue Leaders Lack Visibility Into How to Drive True Transformation

The Trap

Analyze Transactional Deal Data, Over and Over



CRM Deal Data

Closed Won/Lost

Lead Conversion

Sales Cycle Length

Accounts Touched

Levers: Anecdotal

- Ask managers
- Broad enablement or content changes
- Helicopter deal parent

Seller Data

+ Themes Covered

+ Messages delivered

+ Email Sequence engagement

+ Time talking

+ Time listening

+ Content shared

+ Negotiation skills

+ Applying manager feedback

+ Discovery questions

+ Time spent prospecting

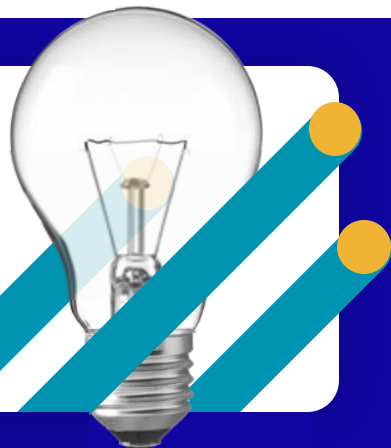
+ Listening to meetings

Levers: Data-Driven

- + Forecasting based on **both** seller and deal data
- + Individualized content & training recommendations
- + Coach on skills; not just deals

The Opportunity

Analyze rich set of behavior to understand seller performance



The Consequence: Unhappy Buyers and Struggling Sellers

34%

The number of customers who say add their rep value to sales process

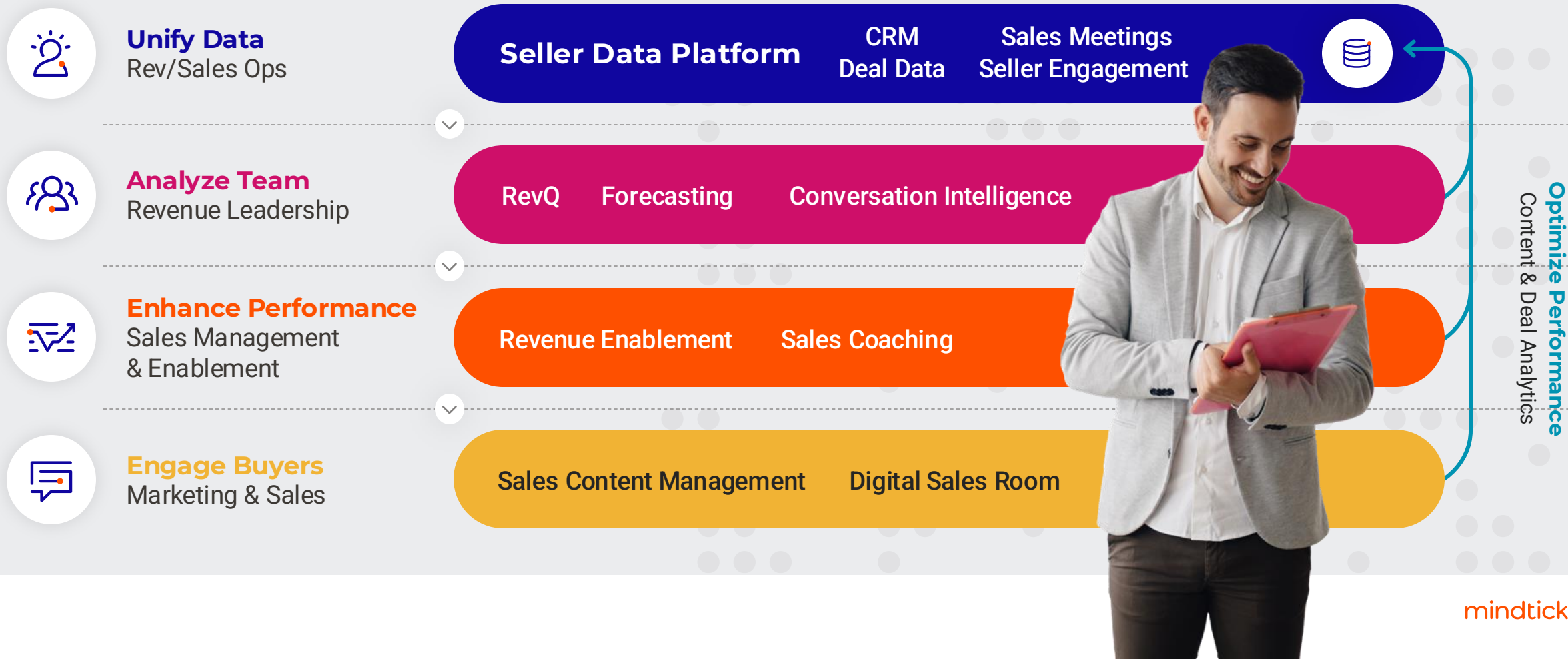
40%

The percentage of reps that hit at least 100% of their quota.



How We Do It

The #1 Revenue Productivity Cloud

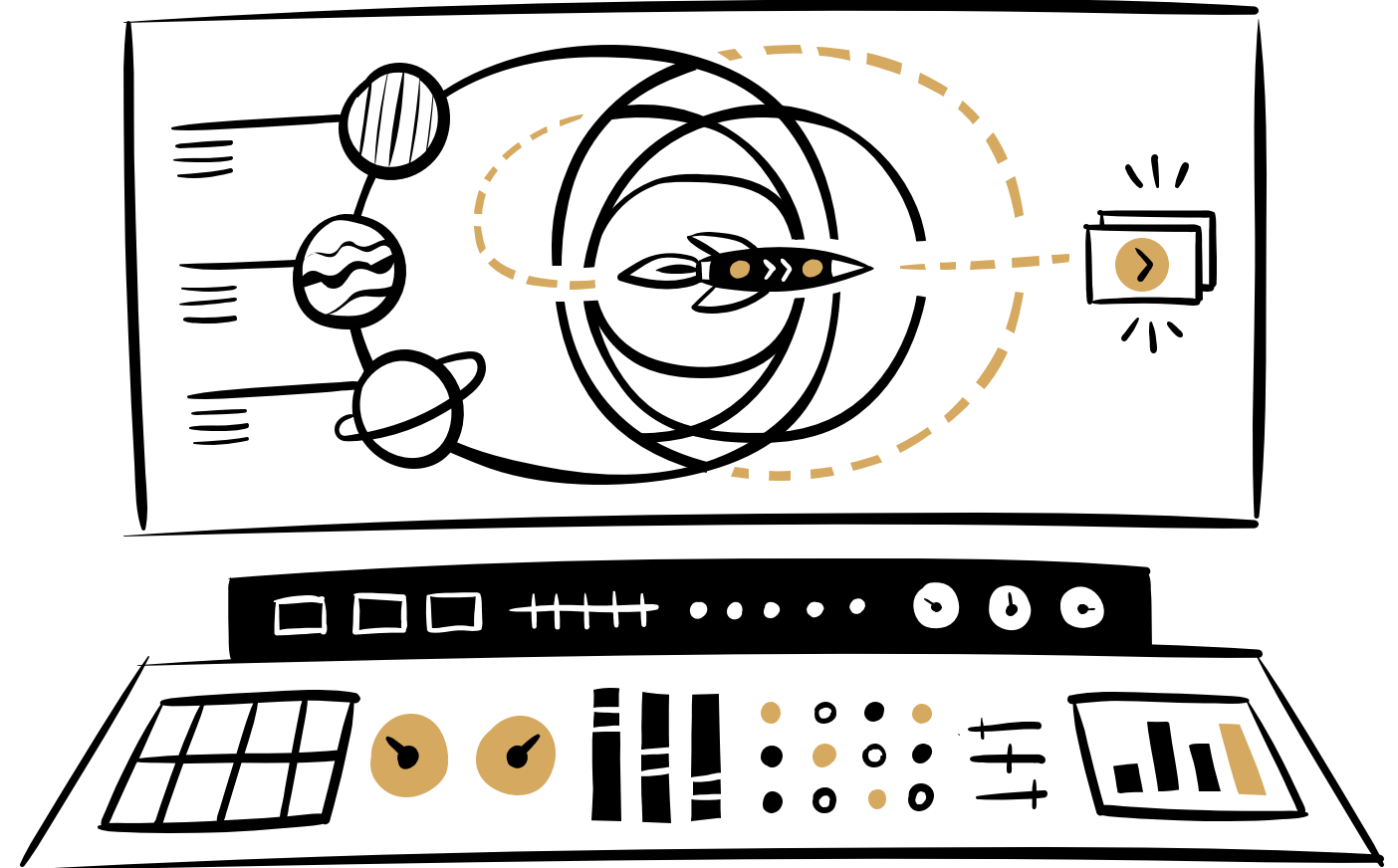


Be Ready to Create Revenue Excellence



Phase 5

Testing & Iteration



What's working? What's

not?
Call recordings

Digital sales rooms

Beta testers



Phase 6

Launch & Scale



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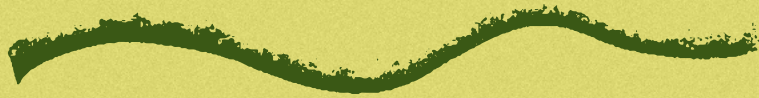


CMO delivering vision



Seller giving it a whack

71%



Of us expect
personalization

76%



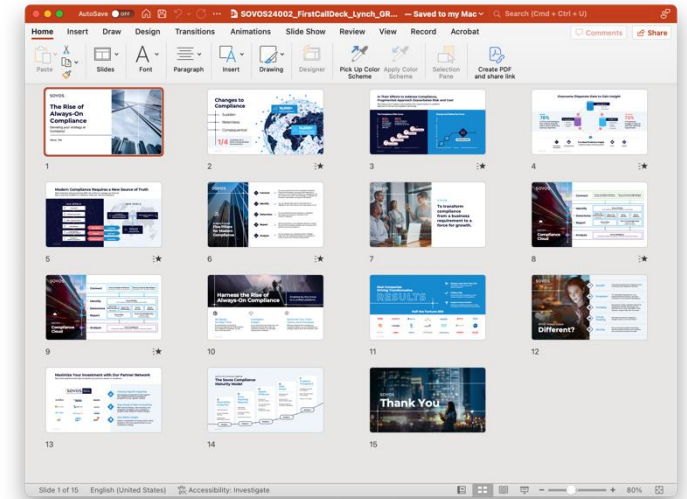
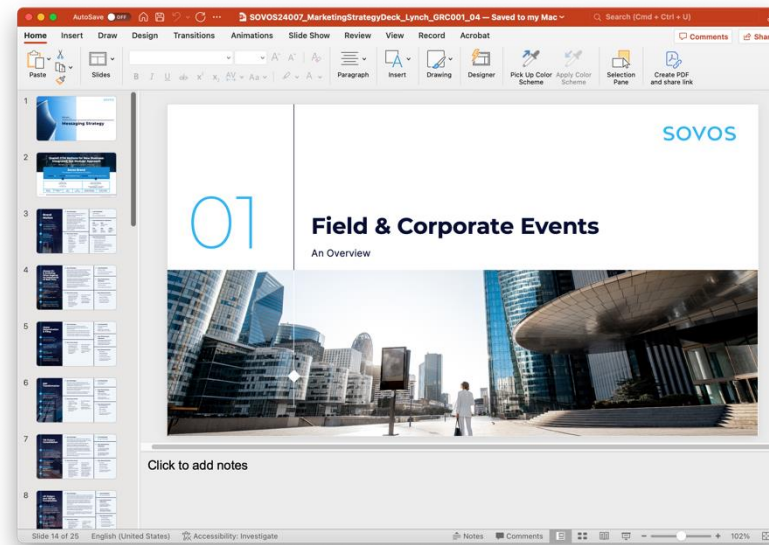
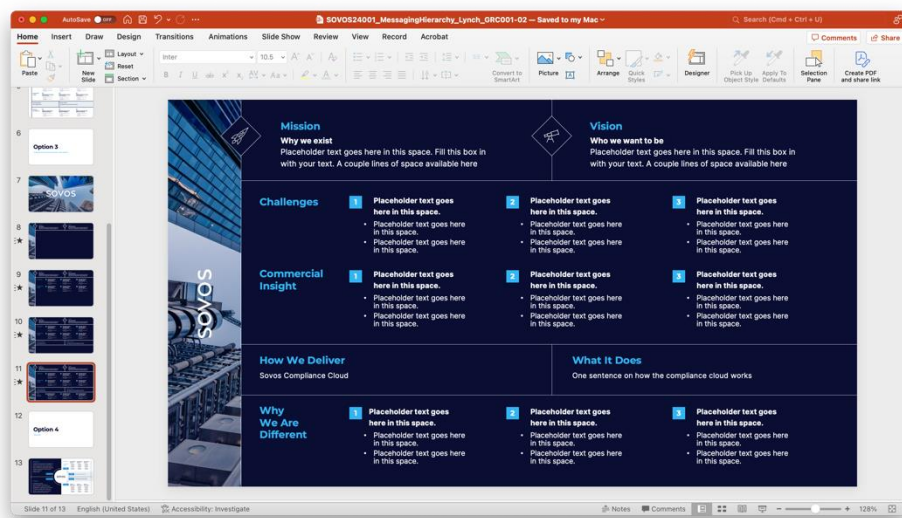
Are frustrated when
we don't find it

McKinsey
& Company

MANY TAILORED MOMENTS



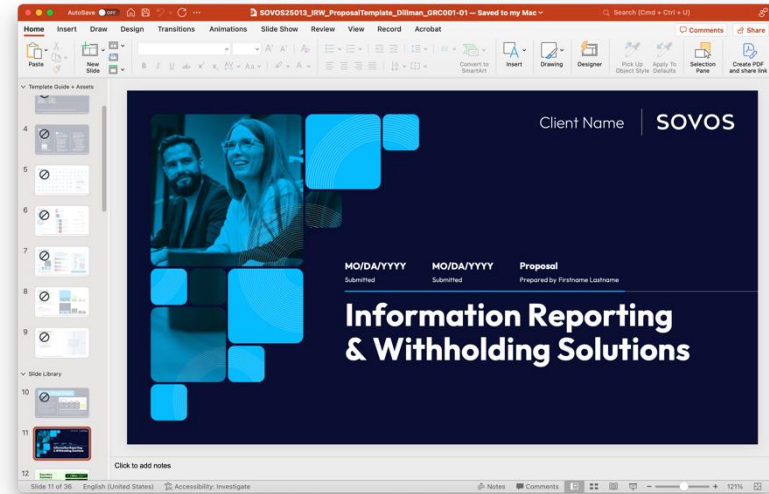
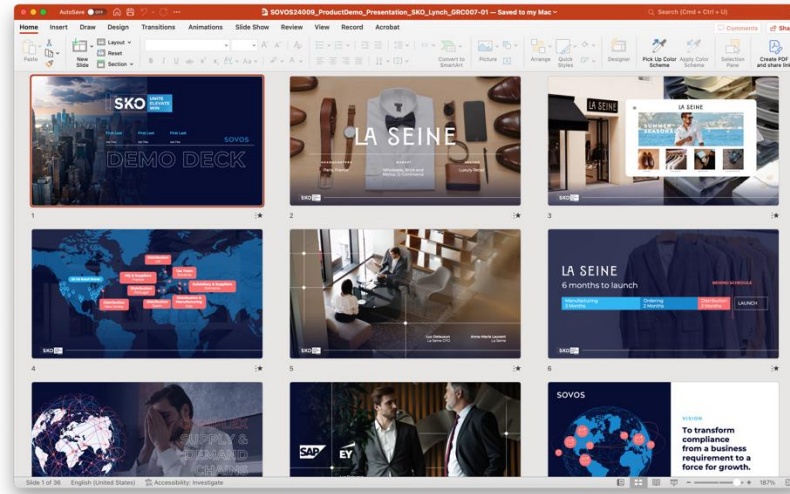
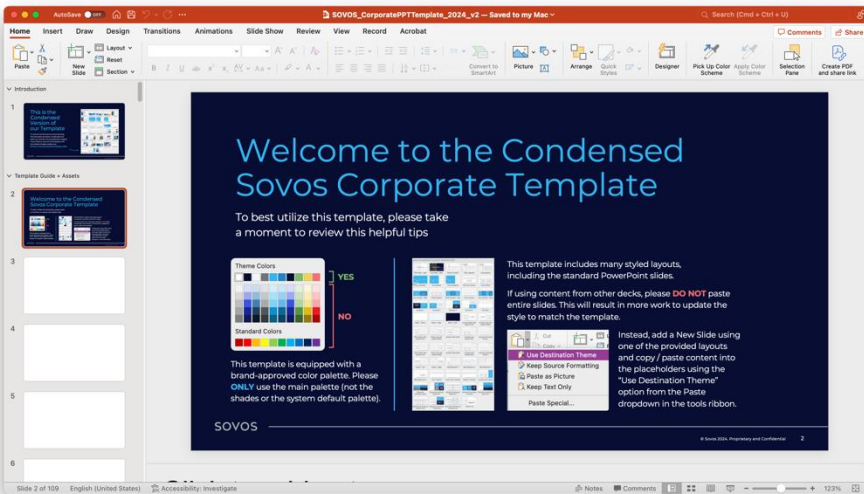
ONE COHESIVE NARRATIVE



Messaging Framework

STRATEGY DECK

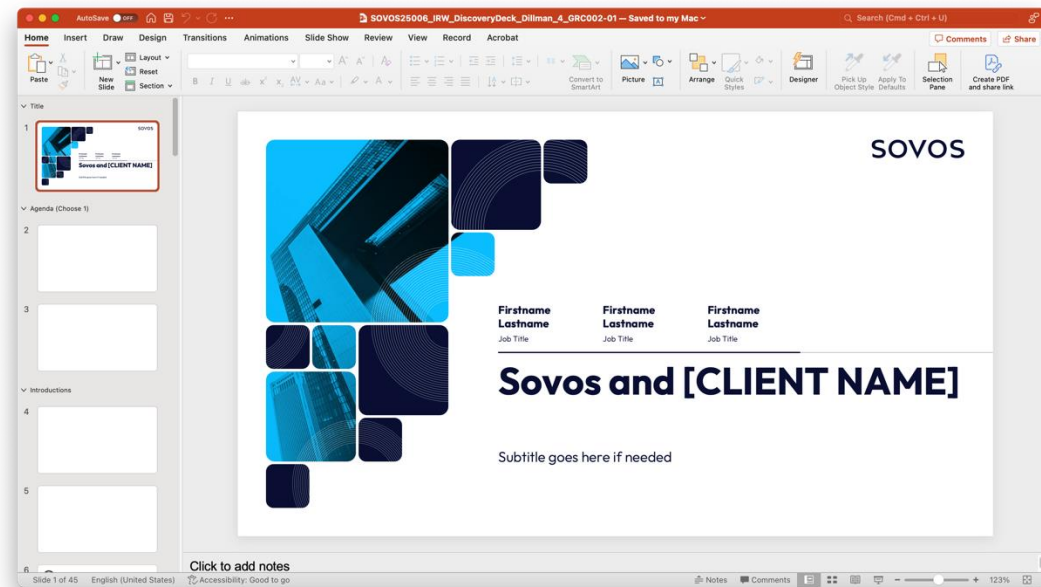
First Call Deck



Corporate Template

Demo Deck

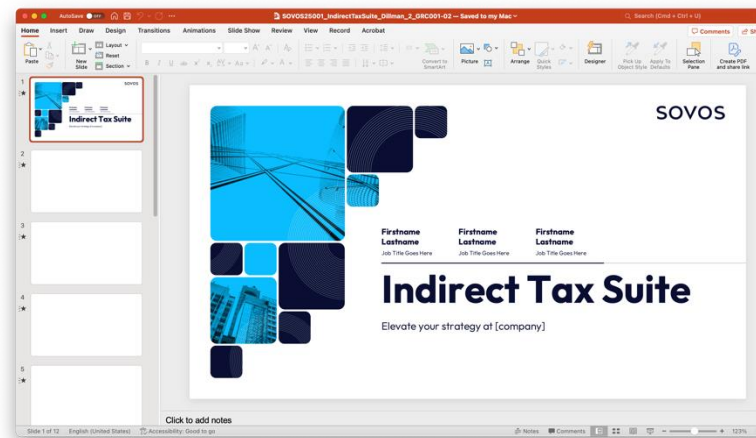
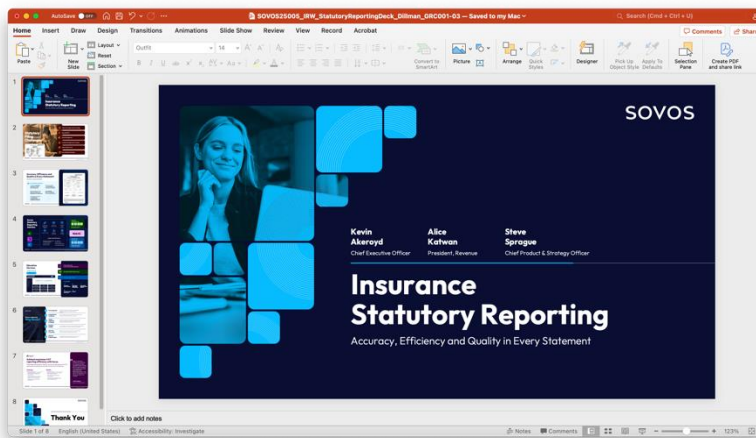
Proposal Template



Discovery Deck



Presentation Accoutrements



Product Drilldown Decks

PRESENTATION EXCELLENCE

FROM AFTERTHOUGHT TO STRATEGIC ADVANTAGE



**STRATEGIC
MESSAGING**



**VISUAL
STORYTELLING**



**TAILORED
MOMENTS**



**SYSTEMS
APPROACH**



There's a team for that!

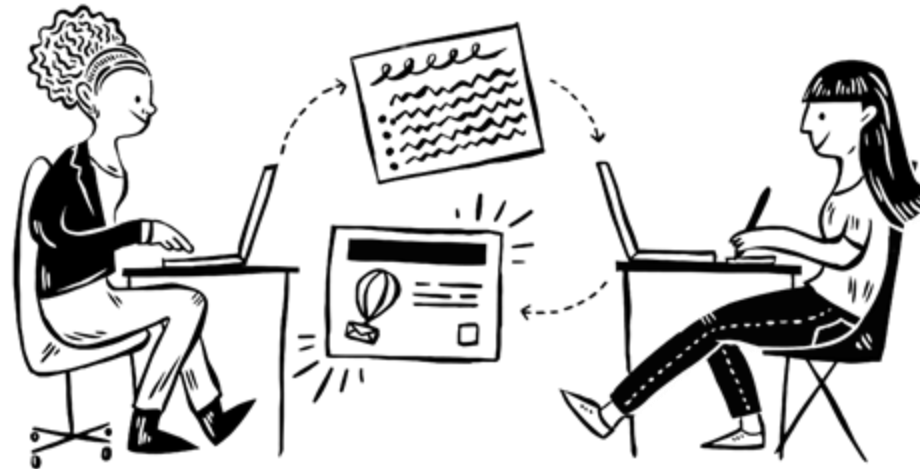
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Phase 1
**Research
& Inputs**

Phase 2
**Insights & Idea
Generation**

Phase 3
**Solution
Mapping**



Phase 6
**Launch
& Scale**

Phase 5
**Testing &
Iteration**

Phase 4
**Concept
Visualization**



Chris Lynch

CHIEF MARKETING OFFICER
SOVOS





Mikey Mioduski

FOUNDER / CEO

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SZUPLAT**

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