THE ULTIMATE Salestable AI SALES PLAYBOOK

Everything and anything you need to know about how to successfully sell the Salestable AI Platform.

Salestable AI

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Our Company & Product

➔ Company Overview

Salestable AI is the world's only all-in-one sales growth enablement platform for small and medium sized businesses (SMBs). We are a whole new intelligent way to enable sales teams. We help organizations recruit, onboard, train and track sales people without the typical headache of multiple platforms and dashboards.

Our goal is to help busy sales leaders (Founders, VP Sales, Sales Directors, etc.) build and scale their sales teams with ease. The Salestable platform was born out of the need to scale a large volume of teams quickly and efficiently.

Salestable was started in 2021 by our founders: Suresh Madhuvarsu, Anand Desikan, Jogi Daita, Josh Hirsch and Joe Arioto. What began as almost weekly Friday evening zoom hangouts turned into an interesting idea. Our founders realized an opportunity to utilize their specific skills and experience to build a sales enablement platform and 4 months later the first iteration of Salestable was launched in its beta form. We quickly ramped to 27 organizations where we worked out the kinks and perfected the system.

The Salestable AI 4 Core Focuses:

Recruiting- Hire the right people every time. Help sales leadership track sales recruiting efforts.

Onboarding- First impressions matter, start your salespeople's journey the right way every time.

Training- Reduce the time spent training salespeople while producing a more consistent result.

Tracking- Easily advise your sales team with Actionable Prescriptions™ on their efforts and results.

➜ Company Mission

Our mission is to empower successful founders and sales leaders to quickly and efficiently scale their sales team without all the headaches.

➜ Core values

- Integrity
  + Always do the right thing
  + Do what you say you are going to do

- Tenacity and Grit
  + Never give up
  + Optimistic Attitude
  + "3 Feet From Gold" mentality

- Excellence
  + Commitment to always improve
  + Results matter

- Innovation
  + Anything is possible
  + Outside the box thinking

➔ **Offering Overview**

The Salestable AI Platform was designed from the ground up to help successful founders and busy sales leaders grow their sales team efficiently and repeatedly without the heavy time investment it usually takes to train and develop sales professionals.

➔ **Offering Resources**

More info about the Salestable AI Platform can be found at: https://www.salestable.ai/

➔ **Offering Type**

We are a SaaS platform that is designed to be offered as a stand alone product to successful founders and busy sales leaders who are looking for exponential growth. We offer a low monthly subscription and a per seat fee enabling companies large and small to engage with us.

Your Sales Team

➜ Sales Department Organizational Chart

Listed by chain of command (highest - lowest)

- Sr. Account Executive

    + Reports To: Joe Arioto

    + Description: Close new business from appointments set

- Appointment Setting Specialist

    + Reports To: Joe Arioto

    + Description: Find new companies to set appointments with

Sales Tools

A complete list of tools the typical member of the sales team will need to know how to use as well as have access to.

➔ **HubSpot**

A technology for managing all your relationships and interactions with customers and potential customers. The goal is simple: Improve business relationships. A CRM system helps you stay connected to customers, streamline processes, and improve profitability. We use HubSpot for a variety of reasons, not the least of which is helping you save time and energy. We have extensive templates and sequences, when used properly, will assist in setting appointments and closing deals.

We have a few rules when it comes to the CRM.

- First, if it didn't happen in HubSpot… it didn't happen. We should never hear a salesperson at Salestable say anything like, "Well, I called them and left a message… I just didn't put it in HubSpot." That statement will never fly. If it didn't happen in HubSpot… it didn't happen.
- Second, in order to "own" a lead in the CRM two things must be true:
  - Previous Communication- You must have had some meaningful communication (email, phone call, text message, social media direct message, etc…) in the past 90 days; and…
  - A planned event or task in the future- You must have an assigned task, meeting, or other even in the future.
- Lastly, do not abuse the system. You will have tremendous access to information. You must never abuse that privileged information.

Use the CRM wisely and it will serve you well. Additionally, there is a massive knowledge library once you are logged in to HubSpot. Feel free to take advantage of those resources.

➔ **Email**

The platform through which your email is issued and you are able to access your Salestable email inbox. We utilize G-suite and the systems inside of Google will allow you to set up on your various devices very easily.

➔ **Sales Training**

We use our own system inside of Salestable.ai to provide initial and ongoing training. Our system is designed to help you onboard efficiently as well as get real-time training with only a

few clicks. Additionally, the tracking features are used by your Performance Coach and are designed to help keep us all abreast of what's happening in the sales team. You will have your own dedicated login to Salestable and should be interacting with it every day. Additionally, this can be a big plus when speaking with potential customers about Salestable. You will have your own story to share and how the platform helped you as a salesperson.

➜ Communications

A staple for remote teams, Slack is a platform that allows you to communicate via instant message with the rest of your team either through direct message or through specific channels dedicated to a specific topic.

Our Customers

➔ **Salestable's Ideal Customer Profile**

Because of the low monthly price point and the ability for organizations to scale with our "per seat" pricing, you have a large target that you can go after. There are 3 main customer avatars we have identified. Let's give them some names and personality: Sally Start-up, Founder Fred, and Mid-sized Mike.

- **Sally Start-up:** Start-ups are plagued by what we call "last mile attribution". They develop their product, service, Saas, then stall out trying to get the users, or sales coming in. They NEED a sales team, but their focus has been on product development, not sales team development. They usually have a certain financial runway and until they have paying customers that runway looks shorter and shorter as pressure mounts from the savvy investors who want returns. We can help them get a sales team up and running quickly and show them how to work with them along the way.
    + 1-2 years old
    + Ideally backed by venture capital
    + Large vision and need to grow rapidly

- **Founder Fred:** We have found a lot of success speaking with founders who've achieved a level of success and are ready to build their first sales team. Ideally, they will be a funded start-up or a company in the $250K+ annual revenue.
    + $250,000+ in annual revenue
    + 1-50 employees
    + Located in the United States

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- **Mid-sized Mike:** Mid-sized Mike is typically stuck in the old paradigm. Because it normally take so long and so much time to get a new sales rep up and running, he doesn't hire as many as he should and doesn't fire when he should.
    + $10M+ in annual revenue
    + 25+ employees
    + Need new growth

- Ideal Job Titles to target
    + Sales manager, VP of sales, CRO, CEO, Founder, Director of Business Development,
- Company Stage
    + Hyper -Growth,
    + Building multiple products,
    + Consistent hiring and training,
    + Working with multiple sales enablement tools
    + Need to scale quickly
    + Inconsistent Revenue
    + Inconsistent Onboarding and training

➔ The Customer's Journey

As it pertains to sales, every customer will go through a similar journey as outlined below.

- Awareness – During the awareness phase it's important to help the customer see that she or he has a problem or an opportunity that needs to be solved or taken advantage of. During this phase you will educate your prospects about the problems the Business Protection Program solves, namely: corporate meeting minutes, reasonable compensation reporting, and the home retreat deduction.

- Consideration – After a prospective customer is aware that he or she has an issue, they will go into evaluation mode. During this phase it's important to promote Salestable. The customer will likely be doing some research, validating points that have been brought up, even seeking other means to solve the issues. Constant communication is the key here. Stay ahead of them and make it easy to interact with you to ask questions and receive guidance… simple as it may be. Perhaps even just pointing them to some of the video resources on your landing page.

- Decision – Okay, they are ready to buy… will they buy from you?! Calls to action and continued support are the name of the game. Make it easy to buy and remove as much friction as you can. Your communication should stay to the point and provide a clear call to action.

Let's think of this like dinner time…

Let's say it's 6:30pm and you look at your watch and have a pressing thought.

I'm hungry!

That perfectly exemplifies the awareness stage. You have a realization that you have a problem that needs to be solved.

Now you move into the consideration phase by asking yourself, "What do I feel like tonight?". Do you want Mexican food, or Asion Fusion (insert whatever your favorite foods are here :-). As you gain clarity on what you want… Burgers, in my case. Now you are ready to move to the Decision phase.

Your question is now, which burger joint do I want to order from. Is it McDonald's, In-n-Out, or Five Guys. In-n-Out it is! (Hey, you can't blame me… I'm from California and In-n-Out is practically a cult there.)

Do you see how that progressed from an awareness to making a specific decision to buy?

Almost all customers go through a journey similar to that.

➔ Common Pain Points in Salestable's Customers
- Have tried to build a sales team in the past and it didn't work.
- Don't have time to build and train a sales team.
- Don't have anyone to manage a sales team.

➔ Common Objections
- I already have a CRM or LMS, or tracking system, etc…
  - + I'm not surprised, many companies have one of the tools we provide. However, it's rare that a company has all the tools in one place. User adoption can be hard to gain when the tools are in different systems. Having to log into one system then another invites user error, or just non-compliance. I'd love for you to compare Salestable with the systems you are currently using. We've got a free, no obligation, full access trial if you are at least intrigued by what this might do. Would you like me to help set that up for you?

- Too Expensive
  - + We've tried to set a monthly base price that is reasonable for any small business to afford and only pay for seats that you use. We don't have any seat minimums like other companies do. That way you can grow in our system without all the upfront costs.

- I want more from the system (more teams, CRM functions)
  - + Tell me a little bit more… I'm happy to pass your requests along to our development team. If we get enough requests for a specific feature or function, we will add it to our product roadmap.

- What does SaleTable offer me as an SMB or a startup? [General]
  - + SalesTable is "the world's all-in-one Sales Enablement platform." With the power of the control center for SMB or Startup founders now can measure their growth and enable the sales representatives to learn collaboratively using social tools. The outcomes are threefold: 1) plan revenue growth, 2) recruit, train sales reps, and 3) learn from customers and make quick and informed decisions.

- How do I get started with SalesTable? [General]

- + SMBs and Startups can get started at salestable.ai to sign up for the 14-day free trial at https://app.salestable.ai

- What is the value proposition for SalesTable to a SMBs or Startup? [General]
  - + Founder led sales does not scale and cannot build an effective pipeline or coach their Sales leaders and reps with broken and disjointed tools. Instead of using multiple systems, techniques, and processes to drive results. Founders can now lean on SalesTable to drive simplified Sales enablement with a single source of truth. SalesTable brings together the tools, processes, and community in concert for effective and efficient Sales Enablement.

- What are some of the pricing options for this software? [Billing]
  - + SalesTable starts with a simple Basic subscription plan for Founders with a fixed monthly subscription fee.

- How does SalesTable differentiate itself from the competition like Salesforce, Hubspot? [General]
  - + SalesTable does not replace Salesforce or Hubspot, it is a complimentary platform that when combined with these state of the art processes, tools, and community can maximize the potential of Founder led sales initiatives.

- Who should be using SalesTable? [General]
  - + SalesTable is built for successful founders, or venture-backed startups who want to move rapidly through the Founder Led Sales stage and set up and support a strong Sales Led Sales team. If you want massive, scalable sales… SalesTable is your best friend. You've got to nail it before you scale it. Well, we help you with both.

- Why do founders need SalesTable, and when should they consider adopting it? [General]
  - + Founder led sales has always been a hero effort, and does not scale. In order to maximize growth, enable efficient sales onboarding & training with powerful performance management functions, Founders need to adopt AI powered tools that bring best in class software that combines processes, tools and community to scale their growth. SalesTable is the answer to Founder led sales.

- Is there help available if needed from SalesTable? [Support & Data Security]

+ We have a few different options when it comes to help. From highly structured, one-on-one consulting, all the way down to self-onboarding tools. If you need more help than our ample support library contains… no problem, give us a call or send us an email and we can chat about customized support solutions.

- What are some of the modules in SalesTable, and how can we leverage them? [General]
    + SalesTable has 4 modules, Recruit, Onboard, Train and Track. Combination of these modules provide a powerful mechanism to Recruit, Onboard, Train and Track the overall progress of any given sales team building process.

- Does SalesTable offer any Sales Enablement templates? [General]
    + Having worked with so many different industries and company structures, we have learned a thing or two about sales enablement tools. We have templates for all kinds of industries. Let us help you build YOUR ultimate sales enablement toolkit.

- Can I subscribe to SalesTable using my credit card? [Billing]
    + Like most companies, not only do we accept credit cards of all kinds, we also accept some digital currencies as well. What works easiest for you? Let's go...

- Does SalesTable offer generic Sales training content to train new sales reps? [General]
    + We believe in foundational principles with customized content. One of the biggest missing pieces in sales training today is the "old school" sales training. Fundamentals will always be the foundation of sales success. So… YES, we have an entire curriculum for your sales team (and probably you too) called Success Foundations. You and your team will have access to some of the best sales training today based on age-old foundational principles and wisdom.

- Can the Founder customize the training specifically for their company? [General]
    + 100%... No business is a cookie cutter business (unless, of course, your company sells cookie cutters), so we allow you to add your custom content into the platform and train your team on your processes, systems, content, and allow them to learn from your previous success. Not only is it available, it's really easy to use. You are going to love your new Learning Management System so much, you won't know how you trained people in the past.

- What are some of the pricing options available? [Billing]
  + SalesTable offers monthly pay as you go billing for the platform with subscription options that scale as you grow your business.

- Can I integrate with Google Authentication mechanism for SalesTable? [Account]
  + SalesTable can integrate with Google Authentication mechanism for your username and password authentication and authorization.

- Is the data on the platform secure, encrypted and safe? [Support & Data Security]
  + We take data security very seriously and all the data on the SalesTable platform is encrypted at rest, in transit and also safe to store.

➔ Contact Sequence

To view your communication and contact sequence: [CLICK HERE](#)

➔ Qualifying Questions to Know
- What does your current sales team look like?
  + How many team members?
  + What roles are there currently?
- How many salespeople do you think you need to hire in the next 12 months?
- How do you currently onboard new salespeople?
- What do your current training systems look like?
  + On a scale of 1-10 (10 being supremely important, 1 meaning you couldn't care less) how important is salesperson training to you and your company?
- What's the hardest part about getting your salespeople up to speed and selling?
- What systems do you use to measure your salespeople's daily or weekly activities?

Competition

➔ Salestable's Key Competitors

- **Primary Competitors**
    - BrainShark
        - Remote team readiness
        - New Hire Onboarding
        - Knowledge & Skill Development
        - Virtual Coaching

    - MindTickle
        - Learning and Testing
        - Training (instructor led)
        - Coaching
        - Assessments
        - Skill Certification
        - Sales Events

    - Level Jump ($45/user/m with a 35 user min = $1575/m)
        - Revenue Attribution Metrics
        - Outcome Analysis
        - Coaching & Scoring
        - Content Library
        - JIT Coaching

    - ShowPad
        - Sales Content Management
        - Readiness
        - Effectiveness
        - Engagement

    - Outreach.io
        - Recruiting
        - Inbound Sales
        - Outbound Sales (CRM/Campaign)

    - Saleshood ($50/user/m)

- Learn
- Coach
- Sell
- Correlate

+ Xant.ai
  - Lead Followup
  - Outbound Prospecting
  - Opportunity Engagement
  - Customer Relationship

+ SalesRabbit (Base- $29/user/m, Contract $12/user/m, Learn- $12/user/m)
  - Team Management
  - Lead Management
  - Forms & Contracts

- **Secondary Competitors**
  + Gong.io ($$$)
    - Revenue Intelligence

  + Dooly.ai ($25/user/m
    - Notes in Salesforce
    - Sync Pipeline
    - Right Answers for Calls

  + Getguru.com ($10-30/user/m)
    - Knowledge base

  + Chorus.ai ($$$)
    - Call Recordings
    - Team Performance
    - Market Intelligence

  + People.ai ($$$)
    - Revenue Intelligence
    - Revenue Operations

➔ What makes Salestable better than our Competitors

There are a number or reasons why Salestable is better than our competitors. First and foremost, we are an all-in-one solution. Gone are the days when founders and sales leaders are chasing down information from all over the place.
Secondly, we are much less expensive than our key competitors. With a very low monthly base fee and a per user monthly fee, you can expand your team with just a few clicks, and not over pay for unused seats, or exorbitant monthly base fees.

Lastly, our platform is really effective and efficient. It's everything you need to lead your sales team in one place... easy to build, and easy to use.

Original Press Release:

SalesTable's sales operating system wants to help enable founder-led sales

A new and refreshing way to help founders scale their sales.

The San Ramon, California-based company, announced today that it has built its AI-powered, cloud-based, purpose-built sales enablement and growth platform to help founder-led sales. Named appropriately, it's the world's first sales operating system to bring everyone in startups and SMBs to SalesTable and help them recruit, train and enable new sales colleagues.

SalesTable uses state-of-the-art AI and Machine Learning, analytics, collaboration, and actionable insights from data visualization techniques to a founders' cockpit - which the company calls it as "The Ultimate Founder's Control Center". SalesTable helps founders understand sales recruiting efforts, onboarding processes, training progress, and ongoing sales performance metrics. Not only is it highly critical for founders to define KPIs, measures, and course-correct as their company grows, but they need to be able to zoom their focus in an instant from the most granular elements to the highest strategic viewpoint.

"Every second counts in Sales. Founders cannot build an effective pipeline or coach their Sales leaders and reps with broken and disjointed tools. They are tired of trying out multiple systems, techniques, and processes to get positive results. Disparate systems and siloed data result in frustration and an inability to grow sales. Founders just need a simplified Sales enablement with a single source of truth". SalesTable is "the world's first sales operating system in a Single Sales Enablement platform." With the power of the control center for founders now can measure their growth and enable the sales reps to learn collaboratively using social tools. The outcomes are threefold: 1)

plan revenue growth, 2) recruit, train sales reps, and 3) learn from customers and make quick and informed decisions.

Founders, Sales Leaders, and Sales Reps use SalesTable to gain visibility into the pipeline, growth, sales material, revenue KPIs in a much more transparent and collaborative way. Sales Reps need timely help and feedback about products, sales pitches, and demos. "SalesTable helped us with a bird's eye view to be laser-focused on the execution of our pipeline, growth, and reach our sales targets. SalesTable has enabled our Sales reps to close the deals faster by providing them with the necessary training & resources at the right time to take actions on the data with actionable insights. Control Center is our single source of truth with an executive experience that helps me understand what's happening in the revenue cycle, without logging into 12 other tools.", founder and CEO John Doe of Vision Inc told TechCrunch.

Founded in early 2021, the company has already landed more than 30 customers. SalesTable announced last week that it had garnered $250K in seed funding commitments from angel investors. In a statement on the funding, angel investors pointed to the need for founders in the driver's seat in the company's early days and a "single source of truth."

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