

Pre-Call Plan Hunter Redding Avoma

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Pre-Call Planning

Avoma Product Features and Benefits

1. AI meeting assistant
2. Meeting Schedule templates
3. Transcriptions
4. AI generated notes
5. Immediate feedback

These are just some of the many features that Avoma brings to the table. Our product works to help businesses run smoothly. Avoma increases revenue and sales productivity for hundreds of high-growing organizations by utilizing AI assisted technology to consolidate and share data from meetings and more in the organization. We have created a one-stop-shop for before, during, and after meetings with powerful technology that schedules meetings, records your most important verbiage through notes, and gives feedback on the conversations. It takes away the worry and wonder of what was said in the meeting and puts that information orderly in one place. Never again will you have to worry about work productivity because Avoma also records each person's productivity throughout the day. Some clients include BOOM Cloud, Athelas, and Moxe.

Value Proposition

Avoma uniquely creates a one stop shop for organizing meetings in your company. We use AI assisted technology to help with prepping for, during, and after the meeting. The technology keeps all this information in one place. Now scheduling, notes during the meeting, and feedback can be given immediately in one location. You will no longer have to worry about losing information and can also receive immediate feedback on how the meeting and conversations went.

Objectives for the Call

1. Schedule a future meeting
2. Gain interest or a commitment to Avoma

Objectives for the Email

1. Make sure I am reaching out to the right person for the job
2. Schedule a future meeting
3. Make the Avoma name more known

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Why Gartner?

Gartner

Gartner is a data driven organization that offers objective insights for executives and their teams. They would be an ideal prospect for Avoma due to their high collaborative business plan. Avoma's online platform would benefit Gartner by creating a single channel for them to set their meetings and give feedback. It would highlight their important information saving time for people to have more production in their day to day work

Prospect

Craig Safian CFO of Gartner

- At Gartner since 2002
- CFO since 2014

Craig is highly experienced and has seen the highs and lows of business at Gartner. He would be able to demonstrate knowledge of the challenges they face in business and the things that they do well. He works alongside people in over 5 sectors of the sales team. Craig will be an asset to Avoma.

Sales Call Dialogue

I would begin this dialogue with rapport and small talk. We would then transition into Gartner's day to day services. I would propose the idea of how our product can help with meetings and organization. As Gartner is a company for the customer, I would relate it to how our product is designed to make our clients' lives easier. Avoma is a one stop shop when it comes to meetings in the corporate world. We have helped over 700 businesses rapidly grow and increase productivity because we are doing the unnecessary work that takes time out of the work day. Gartner's business plan emphasizes being able to complete work without the headache, so I would enforce how Avoma is the platform to reduce the clutter. After all, the motto is "all in one place, not all over the place."

Objections and Responses

1. "We already have a plan and system in place, so we don't want to change with a new onboarding process..."
 - a. We completely understand not wanting to change plans or systems, but Avoma is merely a tool to help your organization and productivity. It can work with plans you already utilize, but will take away the headache of going through a whole checklist on the day to day. We also offer an onboarding playlist for when you sign up with the product. This goes through trainings on how to fully take advantage of Avoma.
2. "Why should we add this as an extra cost?"
 - a. The most popular plan of ours is 79 dollars monthly, but in turn businesses make money when their employees are productive. People can spend hours scheduling

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meetings, taking notes and trying to recall what was said in conversation. Avoma does all of that for you. The small things that take time are eliminated and leave employees to focus on their work of bringing in and maintaining clientele.

Close

Craig, Avoma is a change and we understand that, but sometimes change is a good thing. We are a company to and for others, similar to Gartner in the sense that you are giving advice and helping other businesses and clientele. Our missions have very similar end goals. We want to help you be able to help others. Avoma will take away the daily struggles. I would love to discuss this in more detail with you next week. I can send you a calendar invite if you're available for next Tuesday at 9am?

Why PWC?

PWC

PWC serves 84 percent of the Fortune 500 companies which is no easy task. They are busy advising and working with hundreds of companies. This can cause a problem in having to keep all of their information together and organized. I believe that Avoma will serve as a solution to daily struggles.

Prospect

Martyn Curragh CFO of PWC

- Been on PWC leadership team since 2016
- 23 years at PWC
- 30 billion dollars in revenue

Martyn is the perfect person to talk to about Avoma because of his experience in sales and PWC in general. Because he has been at PWC for 23 years, he will know the ins and outs of what people struggle with in the company and will be the perfect person to talk to about onboarding a new product. His 30 billion dollars in revenue also demonstrates how he is motivated to work and how taking the small headaches away would have helped him take some stress out of his life.

Sales Call Dialogue

Our conversation would be friendly and open to start. I would then go into asking about Martyn's career and the time it took to make over 30 billion dollars in revenue. While he is talking about the accomplishments, I would then proceed to ask about the hardships of the process. He would more than likely bring up something that our product would be able to take care of, and then would bring up Avoma and how it could have helped him in the process.

Objections and Responses

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1. “I was able to make great revenue for the company, what can your company do that I wasn’t able to do?”
 - a. There are no doubts in my mind that you did amazing and hard work. But what about life outside of work, I’m sure there were days where the work had to be brought back home due to small paperwork that needed to be completed, calendar invites that needed to be sent, and so many more small things that we would take care of for you. Utilizing Avoma not only takes away those small inconveniences, but also gives you some of your personal time back.
2. “What are the results from other companies using your product?”
 - a. Other companies have been seeing tremendous results. Our customers have been saying that their sales reps are loving the product. Luiz Cent with Mailshake has said that even the customers are loving the product. Top performers in his company are listening to feedback on their calls and other reps can hear the top performers and learn what they do well. It can create a team of top performers, rather than simply having a few.

Close

Martyn, I know you were a top rep in your company and you propelled PWC forward, but wouldn’t it have been nice to have some help along the way. Avoma is designed to give you your time back and increase profitability. You will be making more commission based money and have more time to do so. Avoma is here to help you and the client.

Why Schneider Electric?

Schneider Electric

I chose Schneider Electric because of their motto of efficiency and sustainability. They strive for people to have access to electricity and digital platforms. Avoma would be the perfect addition to their business model because it works to have all online information in one space, literally saving time and efficiency through the use of technology. We would be working hand in hand to deliver high speed solutions to problems people face everyday in their work lives.

Prospect

Joshua Dickinson

- CFO and SVF since 2022
- 8.2 billion euros in financial jurisdiction

Joshua is an excellent candidate because he is new to his current position and could be looking to make his mark in the company. Although he has already had a great career at Schneider, he could be able to recognize changes that need to be made. Joshua has been working at Schneider since 2015, so he would decipher the things they do well everyday and the things they struggle with.

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Sales Call Dialogue

Our conversation would begin with me congratulating him on the new promotion and asking how the transition has been going. I could then go into Avoma and how we can help each other. Avoma is all about efficiency, we create a hub where all of a company's online information is sorted and stored. It would represent Schneider's goal of efficiency and will increase productivity within the company and the people they work for.

Objections and Responses

1. "How will our current employees adapt to a new technology?"
 - a. Avoma has playlists to assist with the onboarding process. They explain how to reach the full potential of the product. We are also here to answer questions and concerns that come up. At the end of the day, Avoma is going to increase productivity through being an automatic organizer. Transitioning can take time with any situation, but learning is a small piece of utilizing a product and will be made up in time.
2. "How quickly does it typically take for people to be able to fully use the product?"
 - a. With our videos, clients are able to use the technology fairly quickly. There is a quick start guide that will be able to help when you sign up for Avoma. We also tell you and your employees to set up a few things at the very beginning including connecting your calendar, setting up recording and conference preferences, creating your voiceprint, and connecting your CRM. After this, you will have full access to the product and will be able to watch the playlist to work through the small kinks. Our clients are able to use the product almost immediately.

Close

Joshua, Schneider Electric takes pride in making the most of their energy and resources. Avoma does just that, we save your time and effort and have all information easily accessible in one place. There will be no more spending hours digging through folders in your email. We save you time and in turn make you more money. Avoma is here to support you and Schneider be the best that you can be and grow your business.