Sharpen your targeting with the power of exegraphics

Introduction

RevOps leaders like a good challenge—but times are particularly tough right now. We're still experiencing aftershocks of the Great Resignation among SDRs, for starters. But the economy as a whole is putting us on unsteady ground. Many companies are falling short of their sales targets, and RevOps teams are trying to accomplish more on more restricted budgets.

The challenge becomes optimizing every channel, maximizing the efforts of every team member and every dollar with almost surgical precision. It's not enough to rely on broad strategies that are bound to pull in a few good leads. Companies need to invest their resources on the right targets. "Almost-fits" are not close enough. Not anymore.

So imagine you could identify your ideal prospects before contacting them. According to our customers, sales teams aren't having a tough time selling their products; they're having a hard time landing that first meeting.

If you could make first contact with more than a great product in hand—if you could make first contact knowing that your offering fits your prospect's pain points—you'll have much more success getting that initial sit-down.

You can enable a higher-quality pipeline for your RevOps team by finding the best-fit prospects with the highest propensity to engage. It starts with getting clear on who your ideal customer is, beyond traditional firmographics. That allows you to identify true lookalike targets and get more strategic about how you approach them.

So, without further ado, let's discuss how to sharpen your targeting.

Get clear on your ideal customers

Defining your best customers is essential to identifying your most likely prospects. Yet many RevOps teams rely on relatively static firmographics. For instance, they might identify their best customers as “B2B SaaS companies with 30+ employees.”

Your company’s sales strategies might be predicated on similarly superficial descriptors. Confirmation bias can exacerbate the problem, when the only customers a team seeks out are ones just like the ones they already have—on the surface, at least.

Firmographics like these are to B2B what demographics are to B2C. You better believe that the Amazons of the world realized a long time ago that they needed to dig much deeper than gender, age and location to build effective customer profiles for targeted suggestions.

Exegraphics offer that deeper understanding beyond how a potential customer looks to how they actually operate. (Read more: [What are exegraphics?])

Not all B2B SaaS companies execute their missions in similar ways. In fact, that firmographic identifier says next to nothing about those companies’ internal operations: their behaviors and characteristics, their composition and their patterns. Exegraphics allow you to optimize your sales pipeline by better defining how, exactly, your best customers function.

The multitude of details exegraphics can describe about companies (beyond just firmographics) includes:

Growth rate | **Tech centricity** | **Early adopter** | **Compliance focus**

Investment in customer care | **Employee retention** | **Hiring history and needs** | **And more**

Furthermore, exegraphics can account for change in any of these categories over time, and combining several together helps identify what really makes your top customers tick—and what to look for in your best-fit prospects.

Shed light on which accounts have a high propensity to engage

The makings of a strong potential client might break your expectations. Your ICP will compile essential traits from your best current customers—and exegraphics will focus the search beyond surface-level firmographic matches.

For instance, you might think your best clients are all AI-driven startups. But what if you could dig deeper and discover that data assets are more important than AI in determining whether a prospect is a great fit?

Or, maybe you think your best clients are all big-box stores with a web presence—but what if you can look at how a company operates and see that growth is more important than size in finding high-fit prospects?

These questions oversimplify the power of exegraphics, though they illustrate how such insights can cut through our human limitations on identifying lookalikes.

> No more guessing. No more 'looks like a customer, sounds like a customer, let's make them a customer."

Turning to these deeper organizational signals helps you assess why your ideal customers are ideal—and in turn, helps you identify a prospect's propensity to engage based on underlying operational factors.

It's much like what psychographics did for those B2C giants who first evolved beyond those B2C giants who first evolved beyond customer demographics. No more guessing. No more "looks like a customer, sounds like a customer, let's make them a customer." You can cut through the noise of companiesthat appear to match your ICP and get straight to the ones that actually act like your ICP.

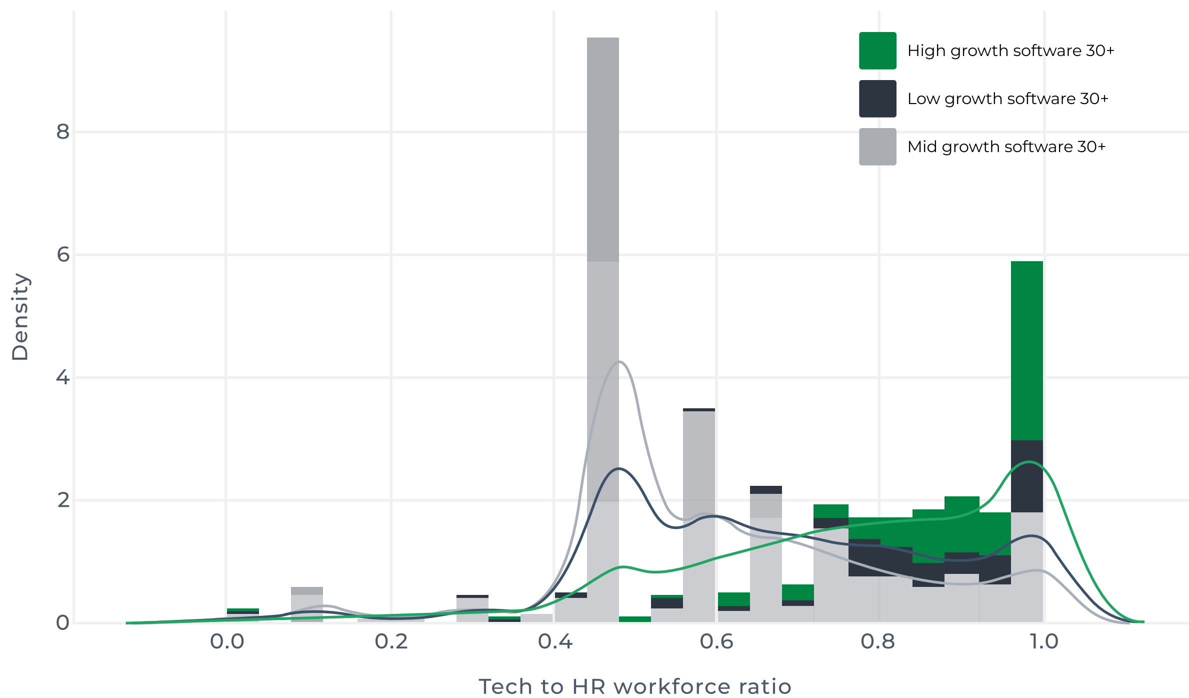
Apply targeted messaging strategies when approaching your prospects

For simplicity's sake, let's create a very simple ICP using one exegraphic: a B2B SaaS company with 30+ employees, segmented by growth rate. You want to determine whether your team should target high-, medium- or low-growth companies to improve the likelihood of landing that first meeting.

Not only that, but you can become even more strategic about getting these best-fit prospects to bite by reaching them with the right message.

By looking more closely at the real-world exegraphic data behind this hypothetical ICP, we can explore how to get more precise with go-to-market programs and craft strategies for first contact.

High-growth companies have a significantly higher tech-to-HR ratio than medium- and low-growth companies.

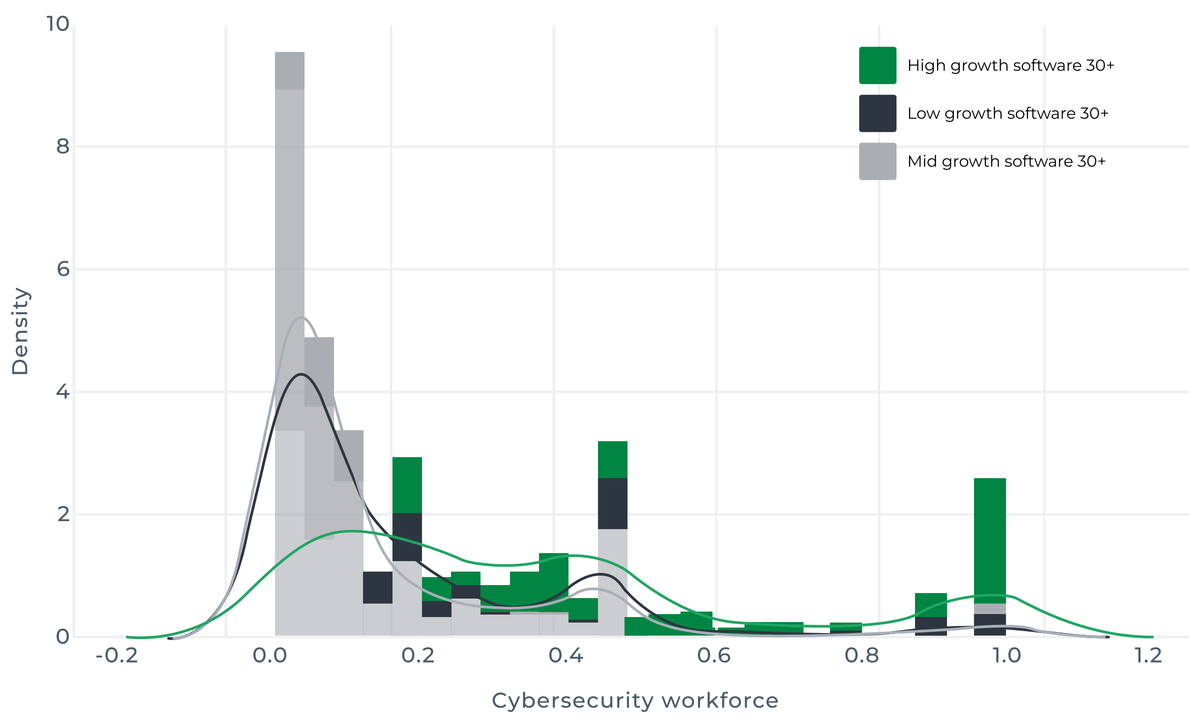


The story here reads simply: rapid scaling happens more often for B2B SaaS companies when those companies skew toward more technology employees (including software, IT and analytics/ data scientists). Software companies that have a higher ratio of marketers, sales people and support staff tend to grow more slowly.

Now this relationship may not be entirely causal. For instance, software companies with a mature product may put a greater emphasis on grabbing market share than advancing the product, which requires non-tech employees, which in turn pulls the tech/HR ratio downward while still being considered high-growth. Yet we suspect some part of the effect is causal: software companies that place technology first tend to build best-of-class solutions, which enables more rapid growth.

So, if you are selling solutions that naturally generate more revenue as the buying company grows —or, you find you have to sell to smaller companies than your competitors in order to compete— your hypothetical ICP is likely a high-growth B2B SaaS company. An HR-centric sales pitch is unlikely to resonate with the buyers at these companies; instead, you can tailor your messaging around what your product offers a tech-centric company, particularly as it scales.

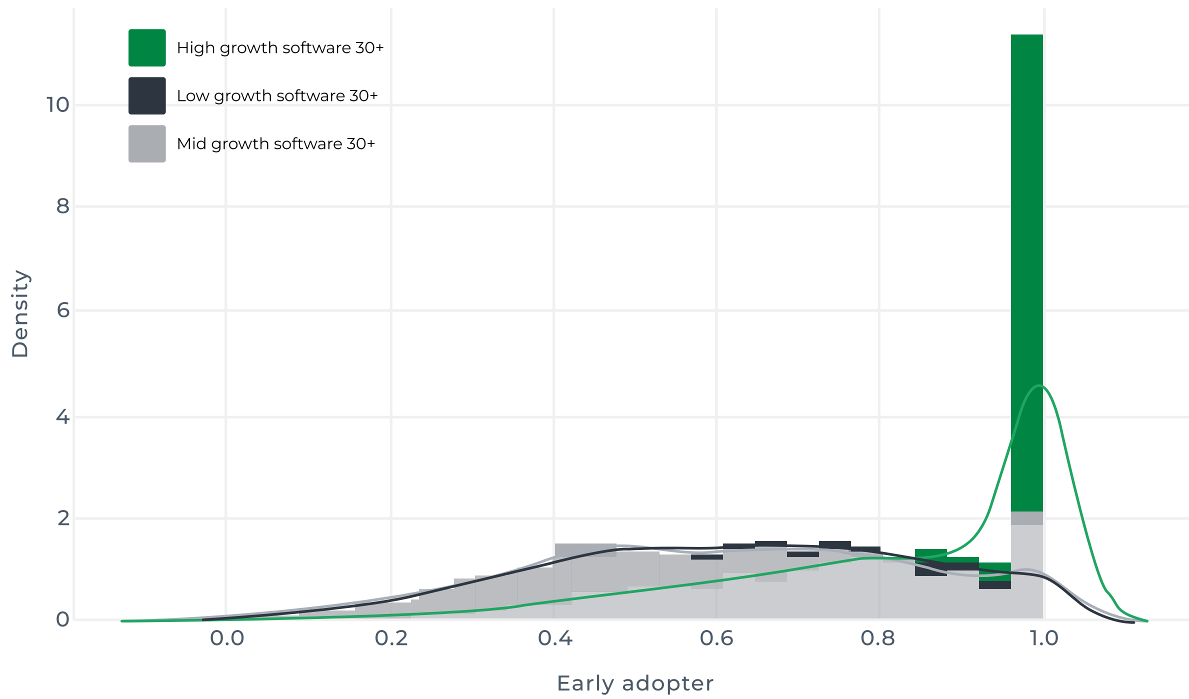
High-growth companies have a slightly higher cybersecurity ratio than medium- and low-growth companies.



This exegraphic tells a similar tale as the previous one, to a less pronounced degree: a slightly larger fraction of high-growth companies have bigger cybersecurity teams than their peers.

Now that you're targeting high-growth companies, your hypothetical ICP is somewhat more likely to care about security features. A go-to-market team with this knowledge could bump cybersecurity up in the product roadmap priorities, or look to team up with cybersecurity partners for pitching this market segment.

High-growth companies are significantly more likely to be an early adopter than medium- and low-growth companies.



This chart tells the most pronounced story of them all, and it's helpful for any B2B seller that is not an industry-dominant player. Despite the pronounced emphasis on high-growth companies that are also early adopters, note that long tail on the blue curve: those are all the high-growth SaaS companies that are not early adopters.

A seller might want to disregard those latter companies entirely and focus solely on early adopters. Alternately, because those companies still fit the ICP, the seller might choose to reframe the messaging for different prospects. For the early adopters, sellers can tout the leading-edge tech of the product; for the others, sellers might emphasize the proof in the pudding throughout their messaging, rather than the innovation.

Rev brings the power of exegraphics to your sales strategy

While it's tempting to jump to conclusions about what these correlations mean (for example, that small software companies should prioritize hiring technologists over hiring HR employees if they want to achieve high growth), the real truth is rarely that direct. We know that every company is different, and every sales team has to work with each prospect differently too. That’s what makes sales such a wonderful game.

Exegraphics turn the board in your favor. The information they decode breaks down what makes your ICPs so ideal in the first place: it’s not what they do, but how they do it.

RevOps teams looking to outcompete competitors also use exegraphics for:

1. New market targeting
2. Pipeline growth
3. Existing account expansion
4. Territory and pipeline management
5. Churn prevention

Exegraphics give you targeting precision.

Discover the exegraphics behind your best customers—for free.

888-708-6649 | sales@getrev.ai

