



# Quadruple Your Business Revenue

Ben Harper, 22nd September 2022



Intro To Me And



# CLARITY STACK



## Steps To Growth



Following the data



The right team & culture



New markets



Just keep selling

# Following The Data



*“Without data you’re just  
another person with an  
opinion.”*

Edwards Deming



*“Not everything that can be counted counts, and not everything that counts can be counted.”*

Albert Einstein





# The Right Team & Culture



## Our Headcount

13

Pre-Pandemic

53

Post-Pandemic



*Hire slow, fire  
fast.*



## Embedding The Culture



### Remote Challenges

Particularly with growing multi-nationally during Covid.



### Ability to think for themselves

The #1 trait in a top performing team



### Staff personas

Think of staff in persona groups, like your target market

# New Markets



## New Market Potential

What we did in lockdown:

- Expanded to North America to counter lockdowns
- Amended the sectors we sold to for better resilience
- Analysed impact quickly

50%

of clients in North America

**Think about:**



**Geography**



**Sectors**



**Budget Levels**

# Just Keep Selling



*Sales can solve all  
your problems*



## Think about:



**Who to approach**



**When to approach  
them**



**Why they should speak  
to you**



# Reach out at the right time with insights

Don't go in cold. Reach your prospects at the right time, based on what's happening in their business. Some of the key data we track is:



## Spending Increases

See when a company has increased their spending on a project or in a new area.



## New Decision Makers

One of the best times to make a new relationship is when a new decision maker starts a role.



## Recent Investments

Learn if a company has taken investment recently, as this can lead to buying activity.



## Office Moves

Track new office moves to be able to start a conversation or pitch relevant services.



## Stated Buyer Intent

We pull state buyer intent from public sources so you can track who is in the market to buy.



## Mergers & Acquisitions

M&A is a key driver of business spend, so view activity so that you can get ahead.



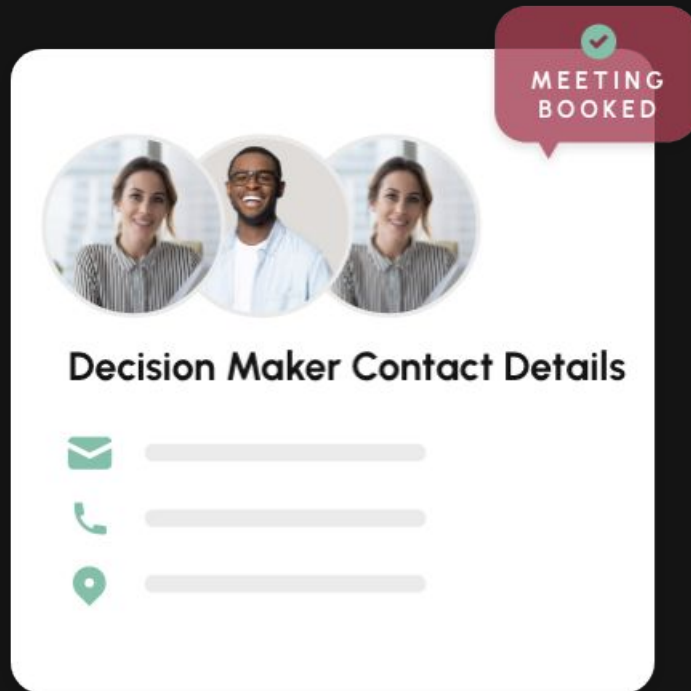
- **Data Access:** full access to 15m companies, with advanced enrichment, and contact details.
- **Signals & Intent:** unlimited access to our signals database that trawls millions of sources to determine buyer intent
- **Contracts:** access to public tenders/RFP's, so you can bid for the contracts you want to win
- **Lists:** create as many lists as you want to monitor companies & to give your reps an easy way to prospect

NEW MESSAGE

Hello, I know a great company who would be suitable for your upcoming project, here are their contact details...



- **Leads:** the ability to purchase additional warm leads to top up your pipeline as & when needed in the platform
- **Sales Academy:** the ultimate guide to sales, to aid your sales reps in making the most of the platform & increasing their sales
- **Integrations:** ability to integrate with your own CRM & outreach tools via Zapier
- **Onboarding & Support:** a dedicated Customer Success member will look after you during your whole journey with us





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