
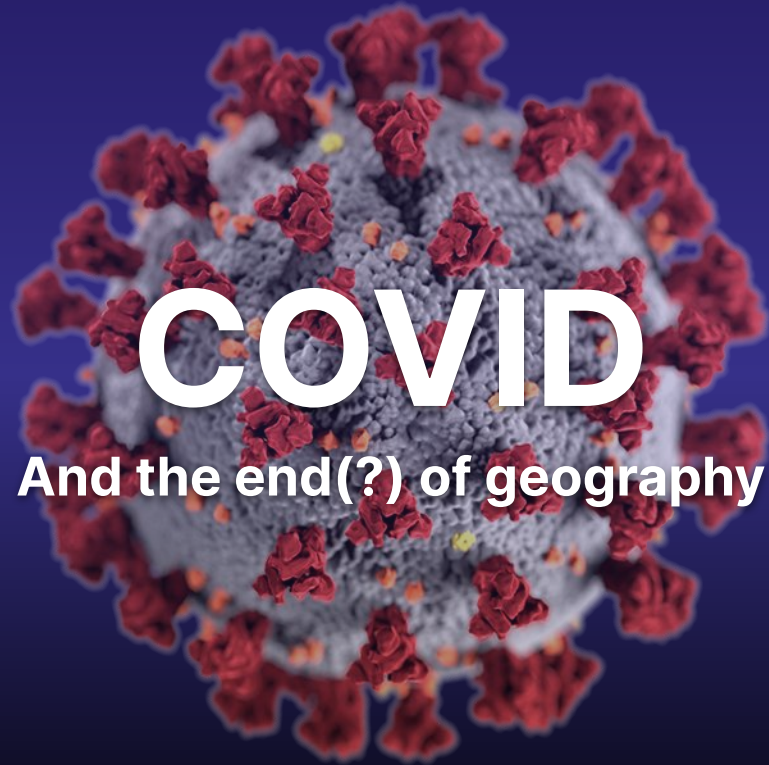


Dynamic Books

A new operating model for CROs



Hayes Davis, CEO
hayes@gradient.works
 hayesdavis



COVID

And the end(?) of geography



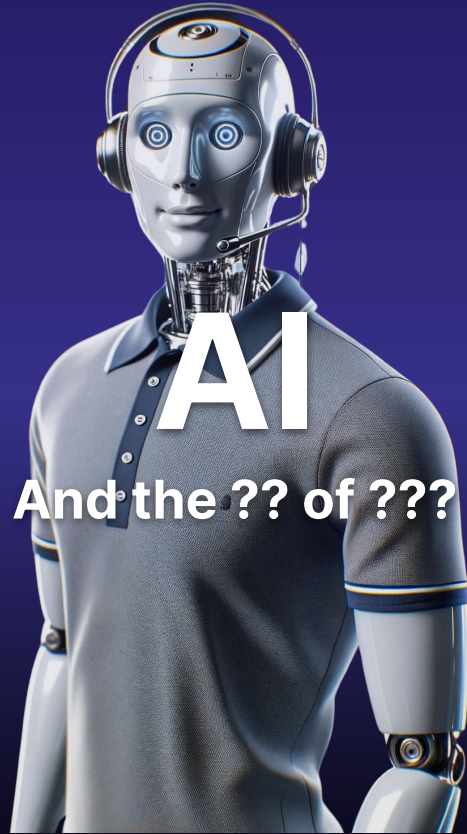
ZIRP

And the end(?) of good sense



De-ZIRP

And back(?) to efficiency



AI

And the ?? of ???

We're not going back.

The future of sales is smaller, lighter and faster.

But how?

Not this guy

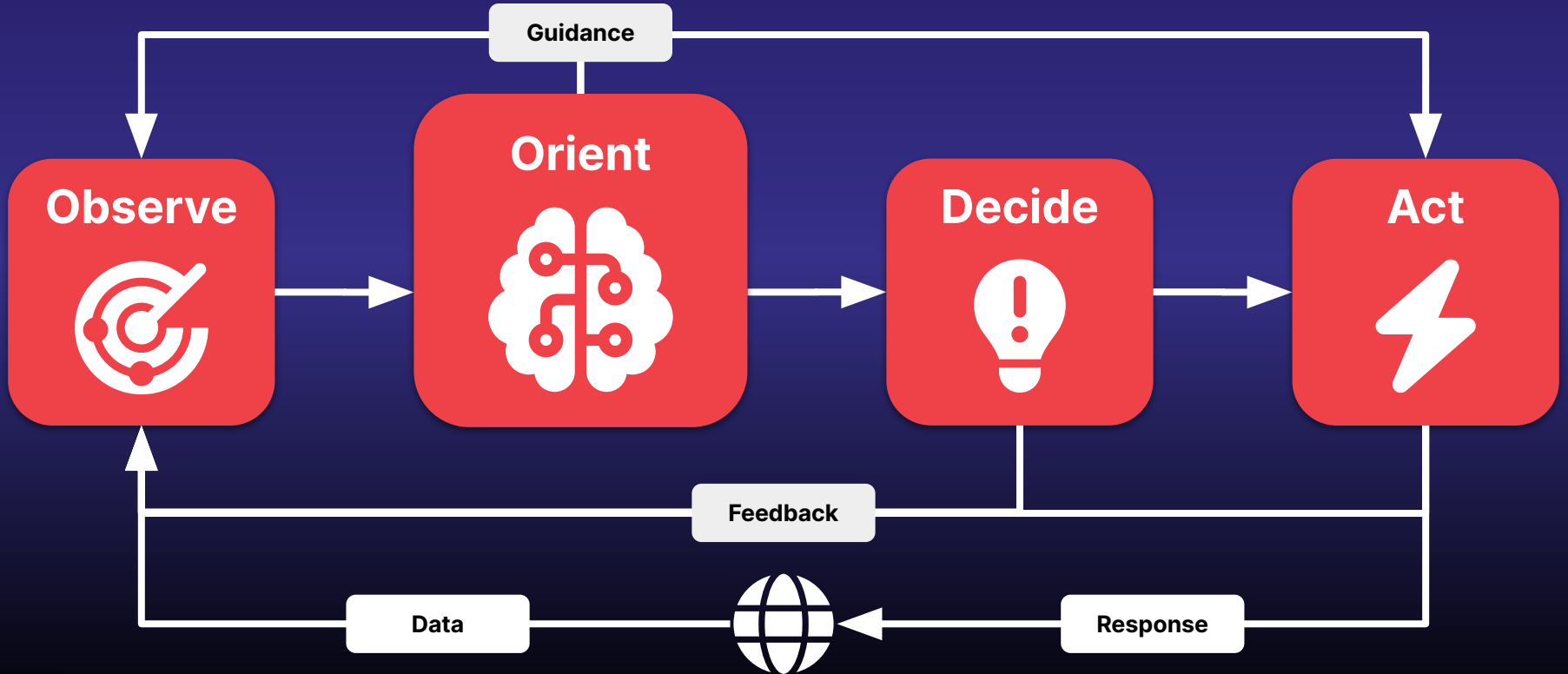


Colonel John Boyd

- Fighter pilot
- F-15/F-16 designer
- Renowned strategist
- Purveyor of extremely long powerpoints

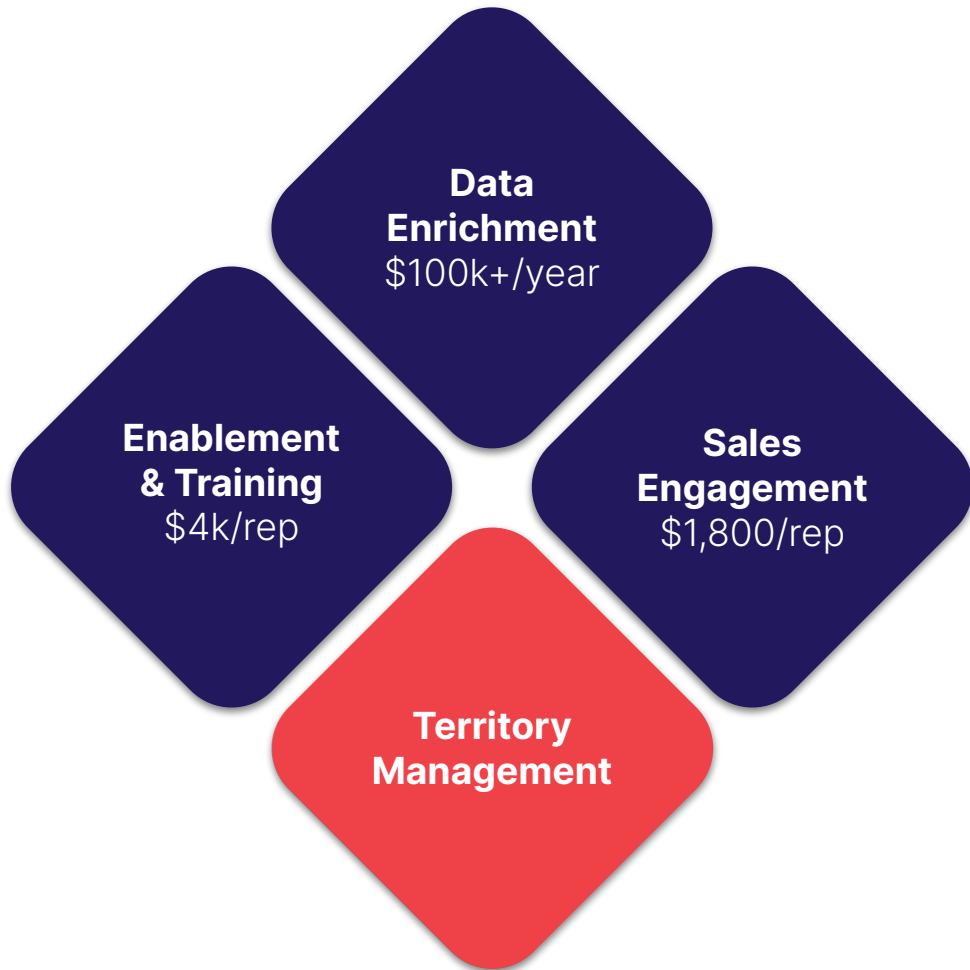


John Boyd's OODA Loop



What's slowing your OODA loop?

The answer may surprise you...



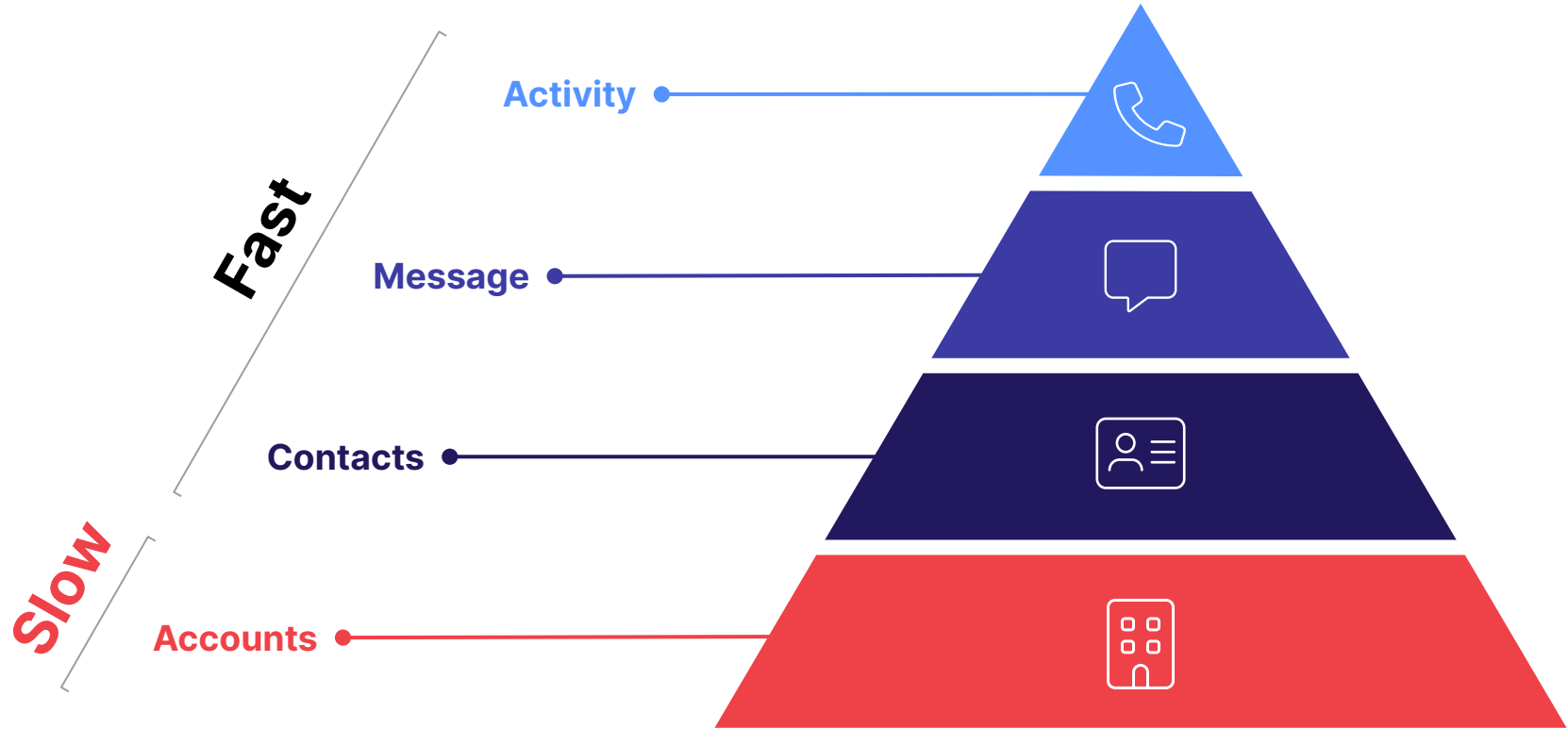
We spend a fortune trying to be
Fast & Efficient

We spend **\$10k per rep**

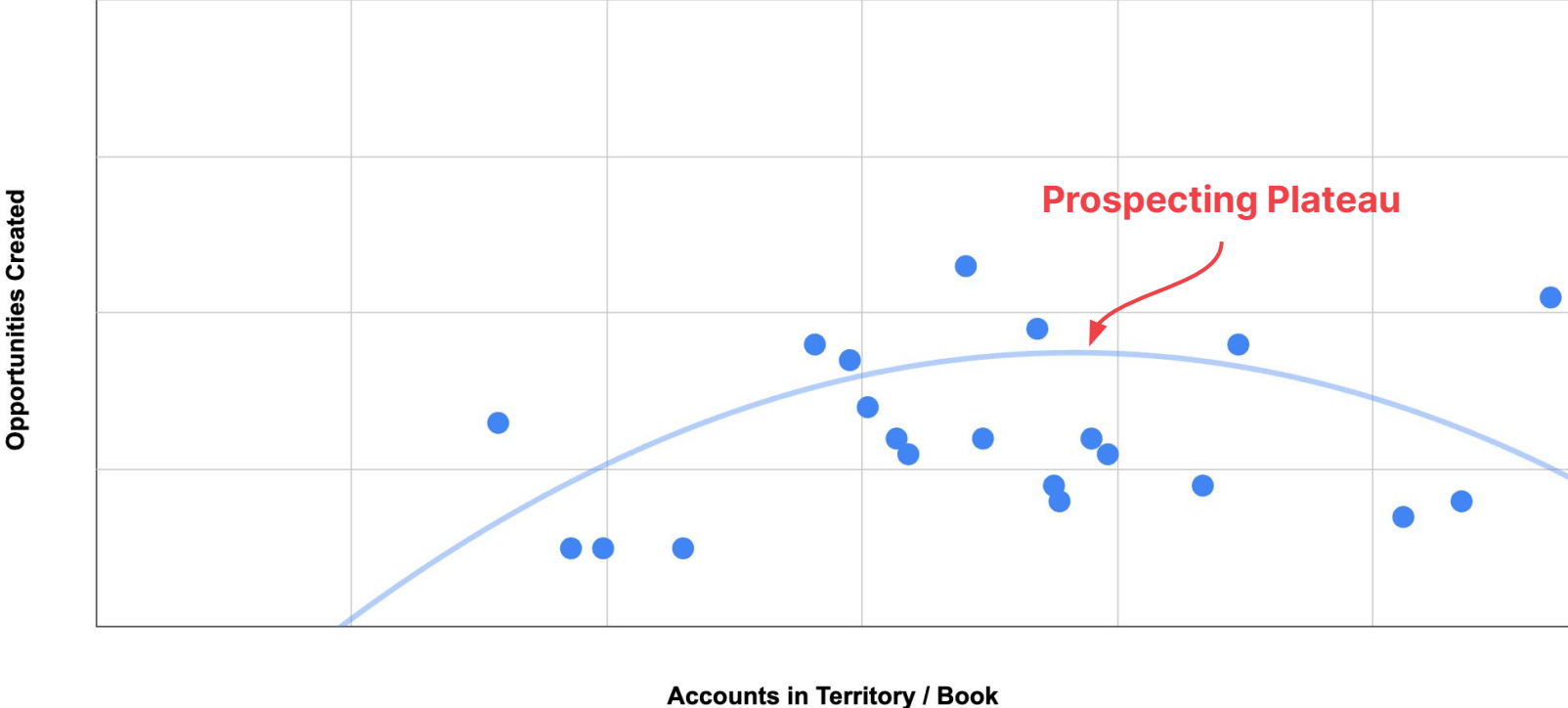
More than **\$40B in enterprise value** for sales tech vendors

But still, *only 37%* ~~only 53%~~ of **reps** make their quota.

Pipeline generation and OODA loops

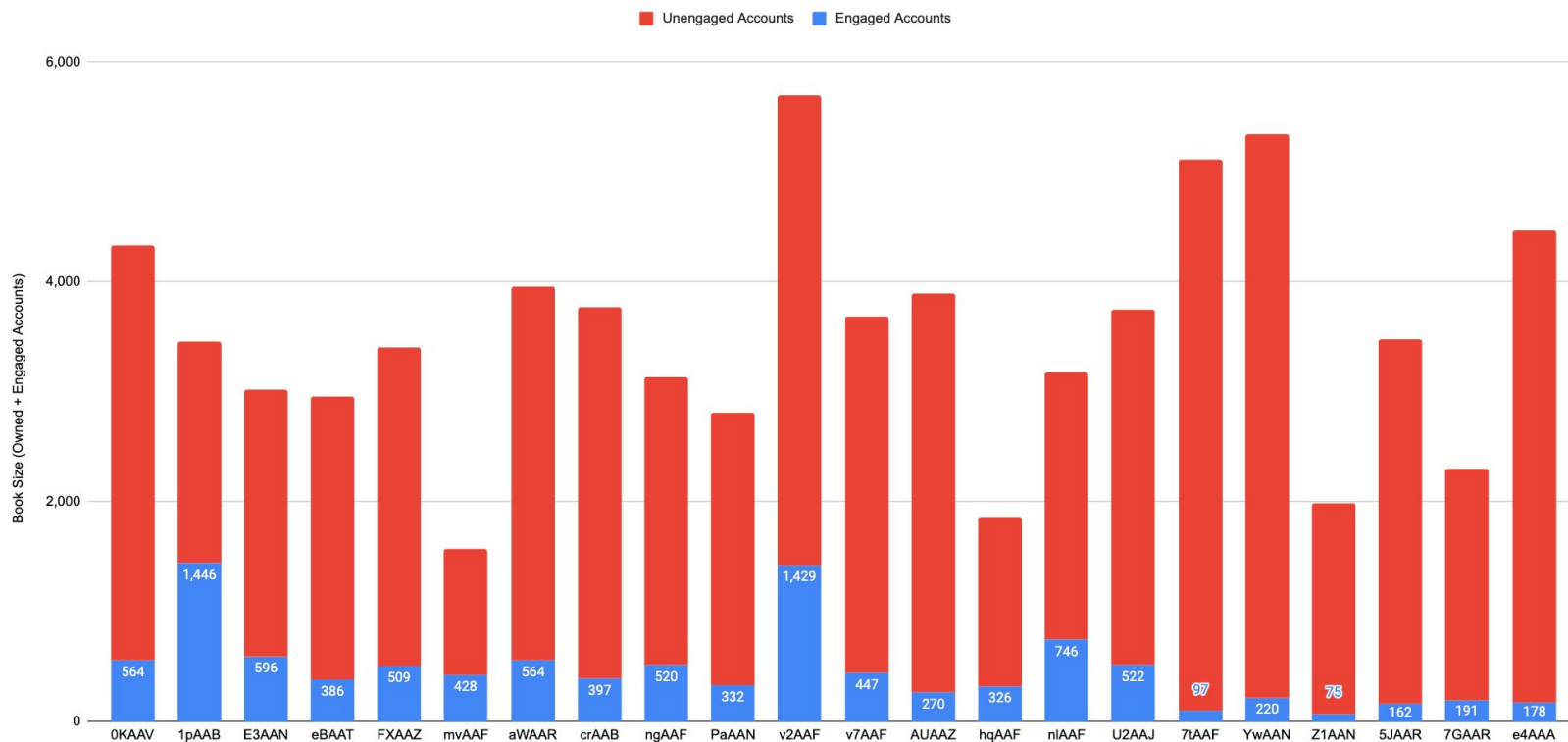


More Accounts ≠ More Opportunities



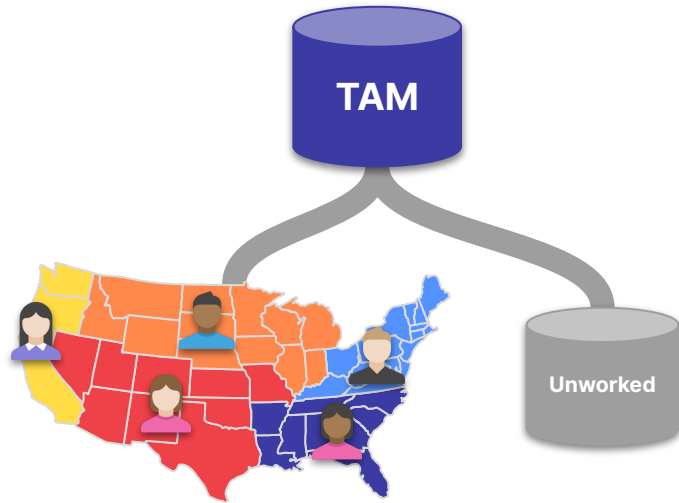
AE Book Coverage - Engaged Account Totals

Last 12 months

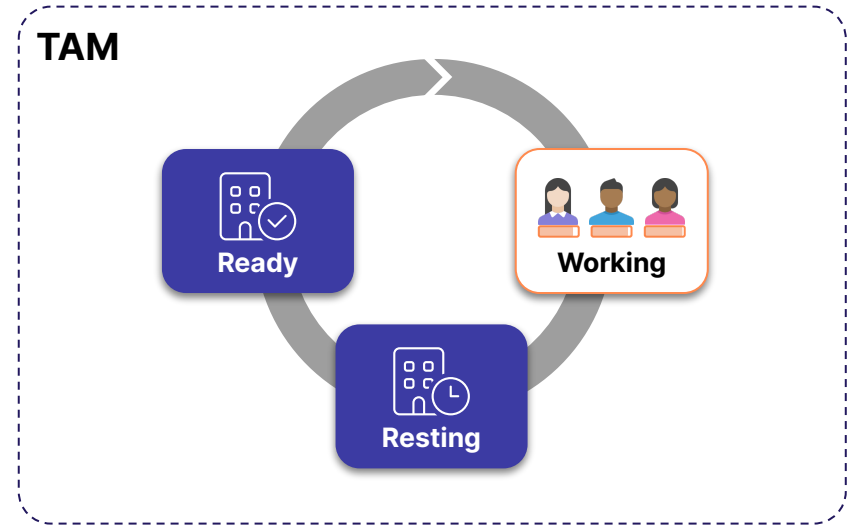


A new model to move faster


From Legacy Territories



To Dynamic Books



The dynamic books model

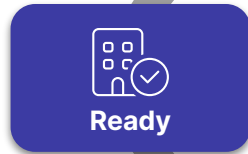
 **Assign** - Inbound routing, ABM plays, account distribution

Ready Pool

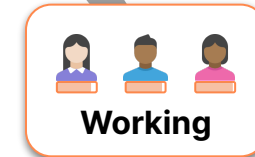
Unassigned high-fit accounts eligible to work when rep capacity becomes available.


Active Coverage

Reps engage account book with *defined capacity and criteria*. Other accounts stay in ready pool.



Account
Lifecycle

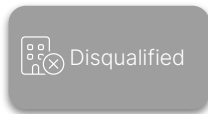


 **Return** - ROE violation, data issue, no response

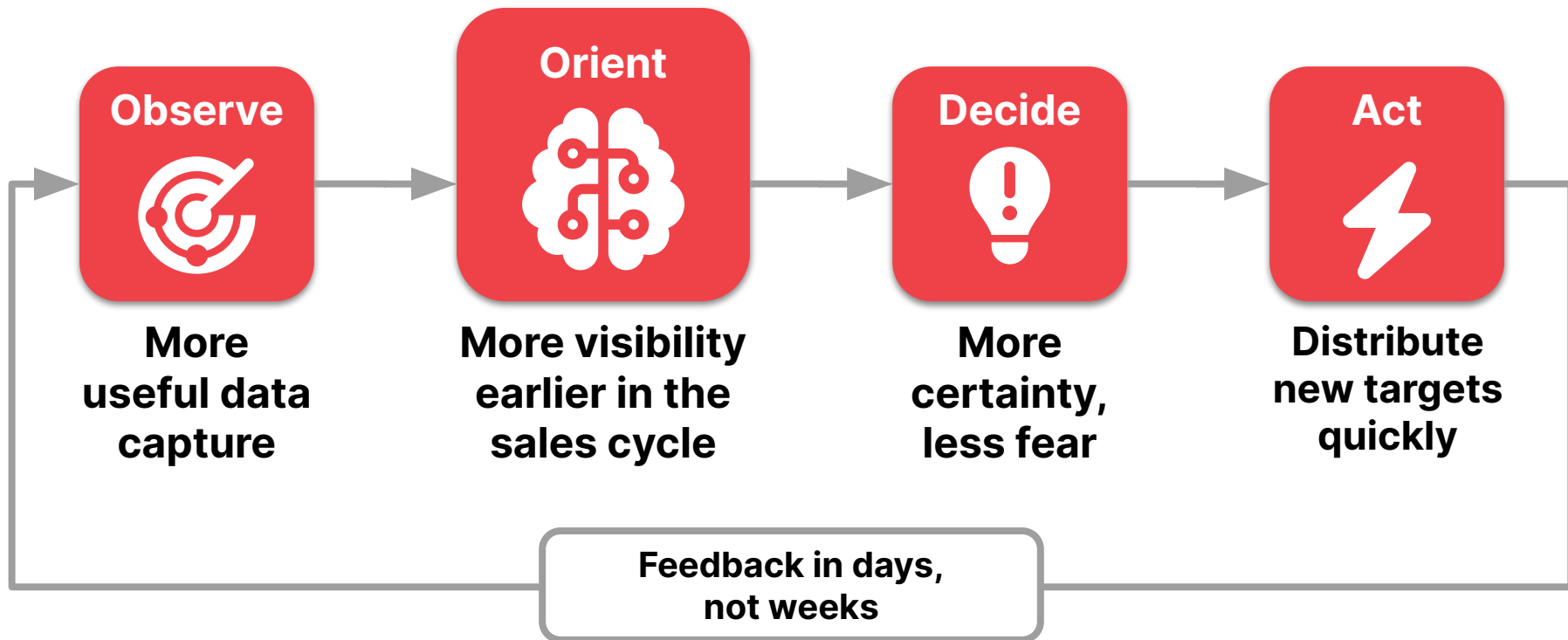


Rest - Pause outreach, start nurture, review return reasons

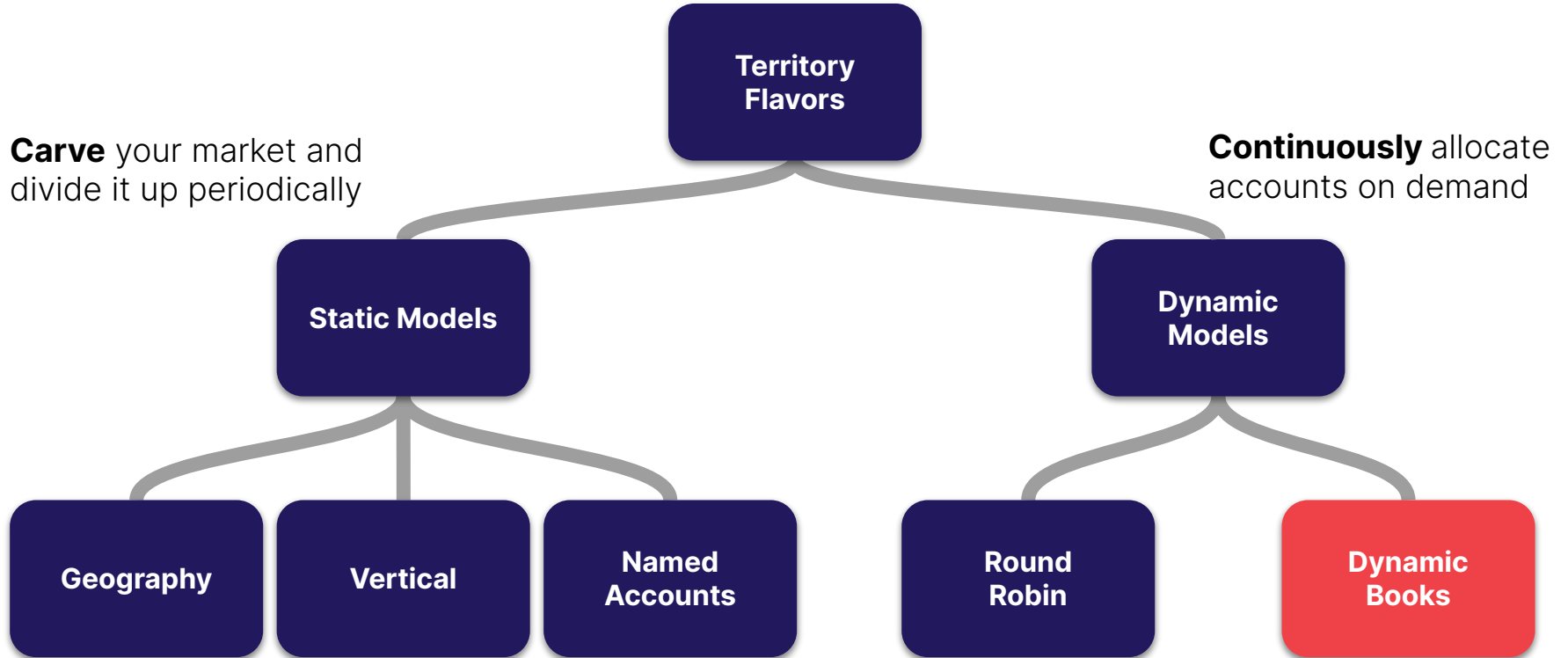
Disqualified - Remove bad accounts from circulation



Executing faster with dynamic books



Is this right for you?





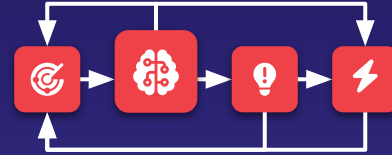
**Commercial AEs
increased average
deal size and
account coverage.**

“This has been my favorite transformational system change for our business.”

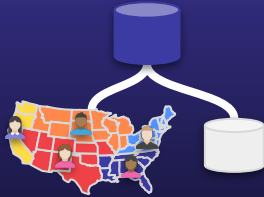
- Sr. Director of GTM Strategy and Ops



Sales has changed.



Fast, efficient OODA loops win.



Static territories are inefficient.




Dynamic books unlock speed.



Thank you!

Dynamic books resources @ gradient.works/CRO2024



Hayes Davis, CEO
Find me at our booth!
 [hayesdavis](https://www.linkedin.com/in/hayesdavis)