



Giftgiving at Scale:

A CRO Sending Platform Playbook for Accelerating Revenue





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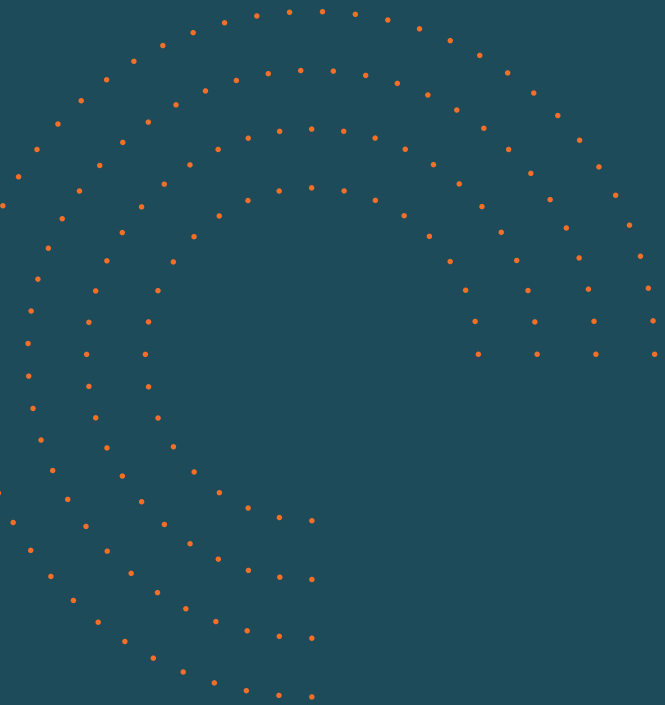
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INTRODUCTION

How to send and deliver trust in a cluttered digital world

Have you noticed that the same customer acquisition strategies that worked just two years ago suddenly aren't having the same impact? If so, you're far from alone.

Revenue leaders across every industry feel the pressure to build quality pipeline predictably and accelerate revenue despite an evolving—and unpredictable—B2B landscape.

The **data** is in: In 2022, strategic gifting is one of the top ways to shorten sales

cycles and increase close rates.¹ We're helping VPs and CROs everywhere create scalable, data-backed gifting strategies that make their teams stand out, get more customers, and drive top-line revenue.

Differentiation and how to actually stand out

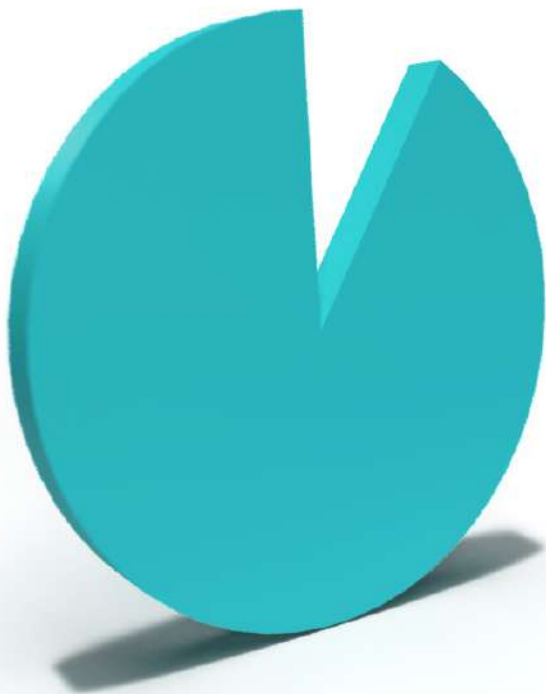
Wouldn't it be nice if breaking through the noise simply came down to having the perfect tech stack? The reality is, many revenue organizations do have the most up-to-date tools, yet their inability to **differentiate**—aka stand out in a noisy market—is still holding them back from reaching their revenue goals.

We're now operating in a B2B sales environment where the number of buying interactions needed to close

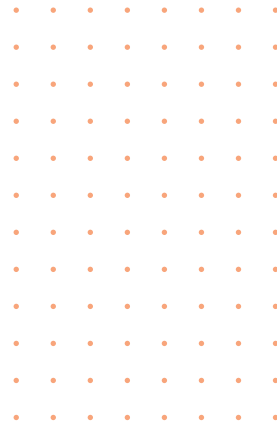
a deal has skyrocketed from [17 to 27](#).² Reps are finding it harder and harder to get recipients to read their messages and build trusting relationships.

The “smile and dial” days are over. Making more calls and sending more emails alone won’t cut it in today’s market. [Eighty-eight](#) percent of revenue leaders report that their target audiences are fatigued by increased virtual and digital engagement efforts.³

Luckily, strategic gifting is one of the most effective ways to combat digital fatigue and surprise and delight buyers.



“Eighty-eight percent of revenue leaders said their engagement strategy has taken a more human-to human approach since March 2020.”





In 2021, human connection is priority #1. While personalization tactics were already on the rise before the pandemic, B2B buyers and customers expect experiences similar to that of a B2C consumer.¹

Real-life personalization examples that actually send and deliver trust

When it comes to connecting with buyers, quality over quantity has never been more important. Sales leaders are now focusing less on call stats and more on enabling reps to build authentic connections to measure rep productivity.

Hyper-personalized, appropriately timed outreach cuts through the noise and produces consistent opportunities.

That's why in this guide we won't waste time by giving you generic tips about personalizing the first and last sentences of your reps' emails or LinkedIn messages.



To create a personalized, targeted strategy that scales, you have to deploy a multichannel approach that works out of the box and ensures your team gets in front of hard-to-reach buyers. Incorporating unique gifts into your workflows is a proven method for opening doors and creating new opportunities.

Here at Sendoso, we understand that building a multichannel approach that results in more wins for your team doesn't just happen overnight. You need the tools, resources, and steps to take action.

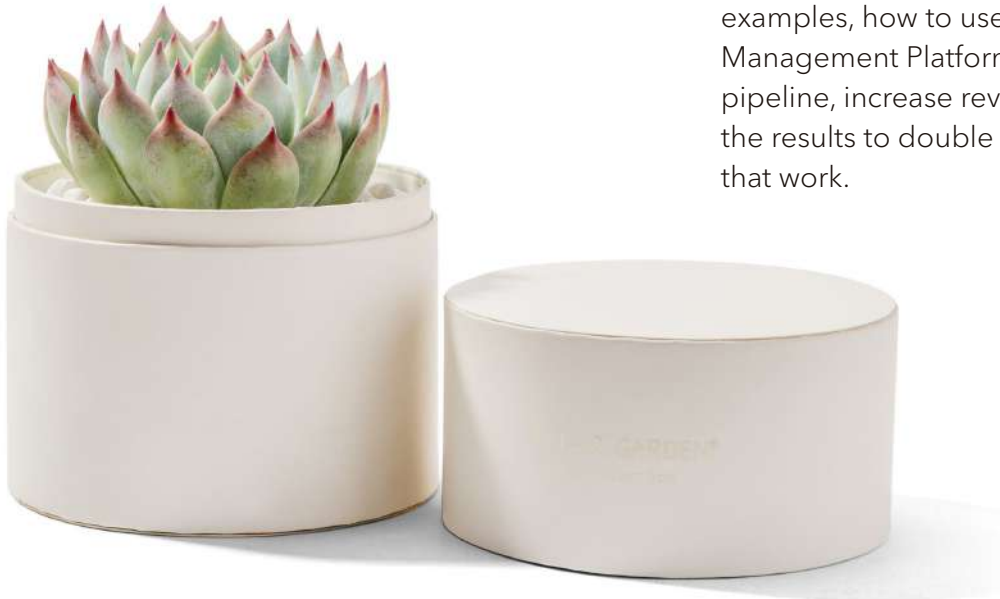
Most important, your gifting strategy needs to be scalable and measurable.

By the end of this guide, you'll have tangible action items that allow you to blend automated gifting into your existing strategy and tech stack. We'll show you step by step, and with real-life examples, how to use a Sending Management Platform to generate more pipeline, increase revenue, and measure the results to double down on the tactics that work.

“Our audience is often busy and can be hard to reach, but our direct mail campaigns with Sendoso help us get our message through.”

Katie Downey

Marketing manager at Samsara



The Future of **Sales**

Top trends for driving revenue in 2022

In 2022 and beyond, getting your foot in the door, making lasting impressions, and closing more complex deals will require a buyer-centric approach.

Gartner's research shows that buyers now spend only 17% of their time meeting with potential suppliers when considering a purchase.³

Build deep relationships

This lack of face-to-face time with buyers means sellers need to go the extra mile to build deep relationships. As the [future of sales](#) moves from seller-centric to

buyer-centric, you must build processes that put the customer's experience first at every stage of the buyers' journey, from initial introduction to onboarding.⁴

Seventy-three percent of consumers rate experience as an important factor in their purchasing decisions. Give your prospects a unique and memorable human experience by standing out and finding original ways to build new connections throughout the sales cycle.⁵



Practical Tips: Here are valuable discussions to start having with your fellow C-suite colleagues and sales leaders right now:

- What tools are we giving our reps that allow them to make good first impressions on buyers?
- What tools and processes do we have (or need) that will make it as frictionless as possible for buyers to do business with us?
- What manual processes do we need to change or automate to create less friction and facilitate the B2C-like buying experiences they've come to expect from brands like Amazon?

Send and Deliver Revenue



Strategic gifting leads to sales success

It's easy to discount just how effective gifting is to sales success. However, Forbes reported that the corporate gifting market would reach [\\$242 billion](#) in 2021 and continue growing at an accelerated 8.1% compound annual growth rate (CAGR) through 2024.⁶

Eighty-three percent of consumers feel positively about receiving packages, meaning buyers and customers see specialized gifts from organizations as tokens of appreciation.

Add the law of reciprocity to your team's outreach strategy

In our digital world, people still prefer physical gifts. Robert Cialdini, PhD, is

best known for his book on persuasion and marketing, *Influence: The Psychology of Persuasion*, and popularized research-based sales persuasion principles like the [law of reciprocity](#).⁷

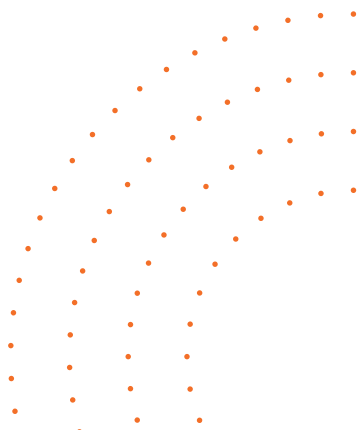
Reciprocity isn't some trending sales hack. Cialdini's [research](#) identified this law as the **number one** universal principle of human behavior.

“Simply put, people are obliged to give back to others in the form of a behavior, gift, or service that they have received first.”⁸

But as Cialdini explains, simply sending a gift isn’t enough to ensure returns: “The key to using the Principle of Reciprocity is to be the first to give and ensure that what you give is personalized and unexpected.”

How to start strategic gifting for sales success

Using gifts at each stage of the buyer journey helps make your sales representatives “sticky” with their buyers and target accounts.



eGifts Sent to Prospects

Use eGifts as **door-openers** that get your reps in front of difficult-to-reach prospects. They can also use them to **increase the show rate** for demos and meetings.



Personalized Gifts

Use personalized gifts to develop relationships with champions and stakeholders within your critical deals. **Engaging the buying committee** is critical now that the B2B buyer journey includes **six to ten decision-makers**.⁹



Educational Gifts

Use educational gifts that **validate the business case** and uplevel the experience of your champion. Examples of these gifts include white papers, case studies, or market research reports relevant to their industry. Educational gifts are critical because each of the six to ten decision-makers involved in the buying process is now coming to the table with **five different pieces of information** they’ve gathered independently.⁹

Send and Deliver

Pipeline



How to use strategic gifting to shorten your sales cycle

To shorten your sales cycle, you must keep customers engaged throughout the buying process. However, choosing the right gifts and remembering important dates of loved ones is hard enough, so how can we expect our sales reps to do it perfectly for their long lists of prospects?

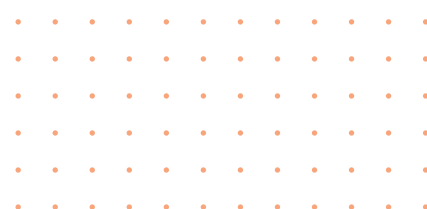
In this section, we'll provide you with quick, step-by-step plans to help your sales teams shorten their sales cycles **by driving more top-line revenue, generating leads, and developing that all-important lead pipeline.**

With a Sending Management Platform, your reps can simply schedule their sends to go out after business hours, increasing their chances of getting in front of hard-to-reach buyers.

“I focus on making the process as streamlined as possible for the sales team, so it doesn't feel like a tedious task. Whether that's generating links, creating mock notes to help evoke ideas, or emphasizing certain sends—we always want this session to be something that excites our sales team!”

Natalie Brunini

Marketing specialist at Shutterstock



“You can send emails, LinkedIn messages, and make dials all day long. But this is something completely unique and out of the box that has such a high level of impact.”



What is a Sending Management Platform?

A Sending Management Platform is a software-as-a-service (SaaS) solution that lets your sales, marketing, customer experience (CX), and HR teams easily deliver corporate gifts to anyone and practically anywhere. It integrates with software you're probably already using, allowing your teams to offer tangible gifts and virtual experiences to foster business relationships with just the click of a button.

Erin Guerre

Marketing analyst at HighRadius



How a Sending Management Platform drives top-line revenue



Acquire New Customers

Sending Management Platforms help sales teams build differentiated and personalized gifting strategies to **quickly get in front of prospects**, build trusted connections, and drive revenue growth.



Shorten Sales Cycle

Say goodbye to stalled deals. Sending Management Platforms help sales teams convert sales-ready pipeline to revenue quicker by gifting at strategic times throughout the buying cycle, keeping buyers engaged and moving forward.



Increase Close Rates

When your buyer is in the negotiation phase, a personalized gift can be the final touch that pushes the deal over the line or **nudges them to send back the signed agreement**. The right Sending Management Platform will offer an expansive marketplace to choose from. Sales teams can send eGifts, high-quality merchandise, personalized touches from Amazon, or handwritten notes to close more deals.



Expand Accounts

Strategic gifting isn't just for wooing prospects. Keeping existing customers engaged by giving them an incredible customer experience is critical to generating more revenue. Sending Management Platforms allow your customer success (CS) team to streamline its customer improvement and sales growth strategy. With thoughtful gifts that arrive at just the right time in the relationship, your team will **spark conversations around the upselling and cross-selling of new features, products, and services.**

How a Sending Management Platform generates quality pipeline

The problem with typical corporate gifting is that there's usually no intention or strategy behind it. Using personal details about your prospects to send them thoughtful gifts doesn't have to take all day when you use a Sending Management Platform that [integrates](#) with LinkedIn Sales Navigator.

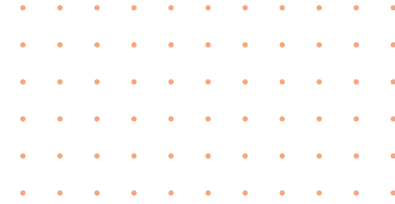
For more creative ways to set meetings and generate quality pipeline with your Sending Management Platform, share [these tips](#) with your team.



“Sendoso helps Cornerstone accelerate deals and set meetings with the prospects we normally have a difficult time getting in touch with. The unique sends help us break through the noise and come in with a message that resonates.”

Sara Schonfeld

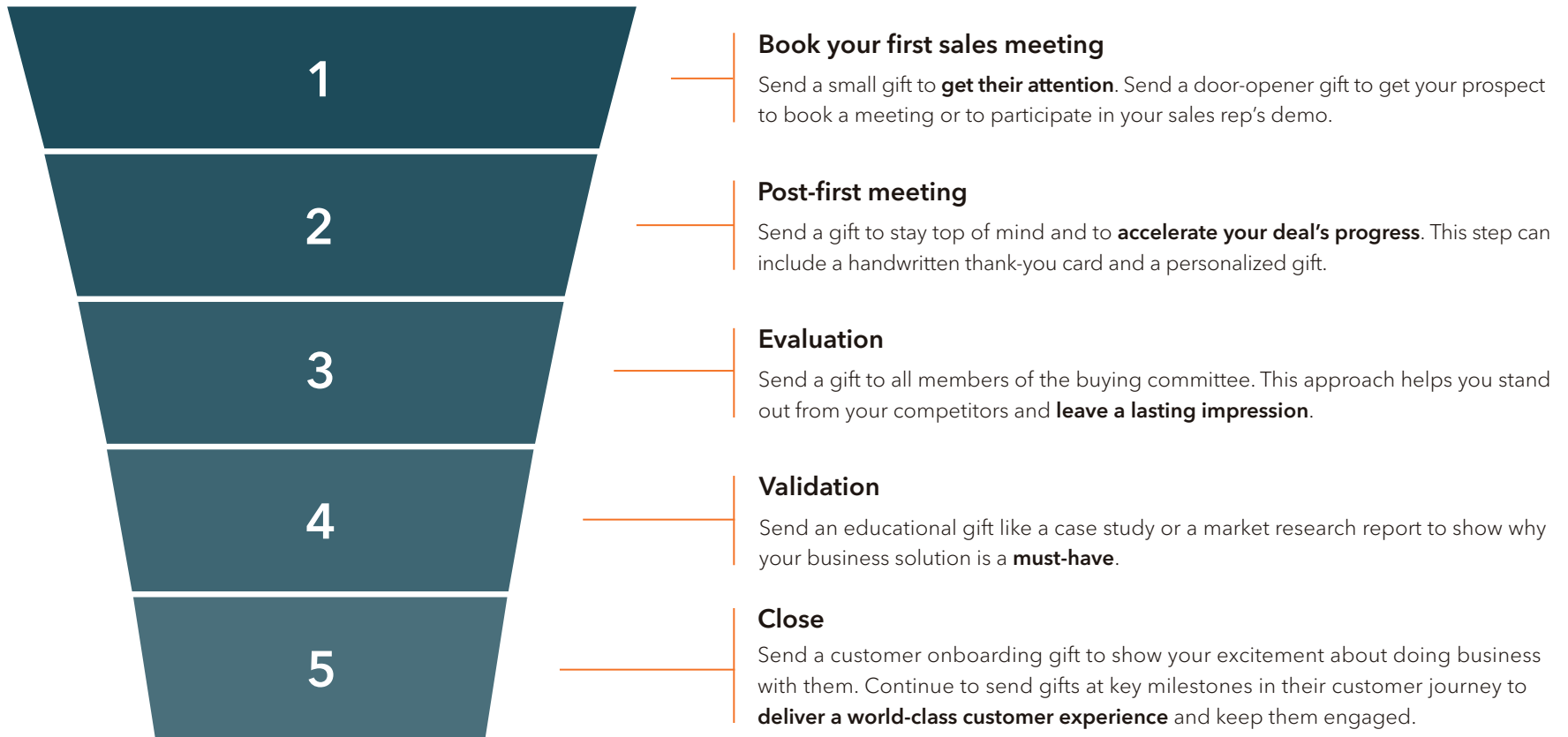
Senior marketing strategist at Cornerstone



How a Sending Management Platform develops pipeline

Here are the stages of your pipeline, from lead to closing the deal. And here's how your sales organization can

use strategic gifting to complement their day-to-day activities and shorten their sales cycles.



Use deep listening to give thoughtful gifts and increase close rates

Most sales leaders are coaching their reps to build rapport and trust. But at a time when real human connection has become scarce, talking about the weather and weekend activities isn't enough.

Deep listening is a skill set to learn and develop, and it sets top performers apart from average salespeople.¹⁰

Sending Management Platforms destine your sales reps for greatness because they begin listening to the whole person, looking for the smallest personal details they can use for future gift opportunities. This tactic forms the deep connection today's buyers need to trust vendors.

"It's great to see how creative they get and how fired up they are when they set a meeting." –**Erin Guerre**, marketing analyst at HighRadius

Practical Tip: Encourage your salespeople to listen for small details they can use for gift ideas throughout each phase of the sales pipeline.



Gifting best practices: Prioritize your sending strategy over gift cost

Worried that gifting will eat up a significant portion of your budget? With a Sending Management Platform, that doesn't need to be the case. [The science of gifting](#) reveals that it's the **act** of giving that matters and that the cost of the gift is less important.¹¹ Instead of focusing on cost, **focus on the timing and arrival of your message.**

Gifts sent strategically throughout the customer journey make buyers feel seen, heard, and appreciated. Even when you're sending small gifts, the consistency and personal touch make an impact and can move the needle on the six-figure deals in your pipeline.

So how can you weave the law of reciprocity into your sales plays? Instead of sending one-off gifts to specific prospects, **map out strategic touchpoints** throughout your outreach sequences

to create a personalized gift strategy—at scale.

Automate: Send at scale from your existing integrations

Because the timing and thought behind gifts are what matters, a Sending Management Platform allows your team to send prospects personalized gifts from their existing integrations and workflows.

With an easy-to-integrate Sending Management Platform, you can simply:

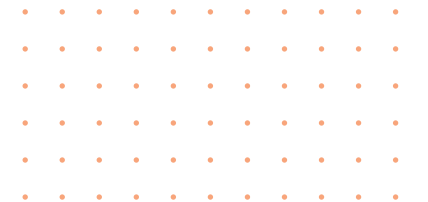
- Plug gifting into touchpoints
- Measure which tactics work
- Standardize the best-of-the-best into a proven sales playbook






“[Sendoso is] super easy to use, integrates with Salesforce and our outbound tool of choice (Salesloft) so that you can add contacts to a campaign or send out an item quickly. Our sales and biz dev teams use Sendoso through Salesloft ... to generate a much higher than average response and meeting rate.”

Joey Backs

Account executive at Heap



How to apply integrations and a multichannel approach to your sales pipeline

Existing Tech Stack Tool	Integrating a Sending Management Platform	The End Result
<p>Outreach or other Sales Engagement Platform</p> 	<ul style="list-style-type: none"> • Add gifts as events to Outreach’s activity feed, so your reps never miss an opportunity for engagement. • Embed Sending Management Platform functionality within emails to fit your workflow. • Add dynamic eGift links into your automated sequences to add a personal touch. 	<ul style="list-style-type: none"> • Break through the noise and initiate meaningful conversations. • Increase demo attendance. On the day of the scheduled demo, send an eGift to encourage attendance and build rapport.
<p>Salesforce or other CRM solution</p> 	<ul style="list-style-type: none"> • Get visibility on pipeline influenced by gifting, closed-won opportunities, and more. • Track anything you send as activities in your CRM solution and connect them to your marketing team’s campaigns to improve department alignment. • Execute sends automatically by triggering changes to CRM fields. • Increase user adoption by enabling your teams to send directly from within their CRM solution. 	<ul style="list-style-type: none"> • Your sales team can perfect their follow-up game and keep prospects engaged by seeing status updates like “Responded” and “Package Delivered.” • View ROI details on every campaign. Keep your team aligned and measure success on all your sending campaigns with the CRM’s analytics dashboards.
<p>XANT (now SalesInsider) or other Sales Engagement Platform</p> 	<ul style="list-style-type: none"> • Send gifts as touches directly from your sales playbook solution to individual people. • Send personalized gifts without ever leaving your digital playbook workflow. 	<ul style="list-style-type: none"> • Decrease sales cycle lengths. After the demo takes place, send a clever gift like “It’d be sweet to see you” along with a sweet gift bundle to keep the conversation going and continue to stay top of mind. • Enhance relationships and help close deals faster by sending a personalized gift that speaks directly to the customer.

Send and Deliver **Results**

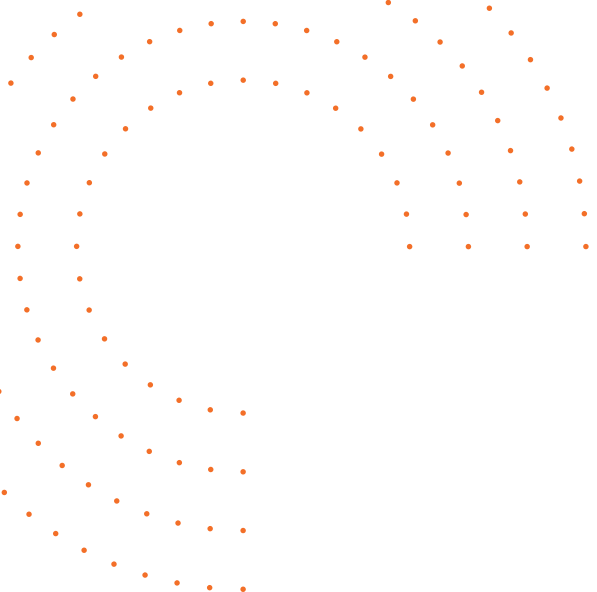
How a Sending Management Platform increases deal velocity and seals the deal

Strategic gifting is a powerful way to sell against the competition. Your buyer's experience with your company from start to finish is your opportunity to stand out and make an impact. That's why it's essential to track the effects of your gifts on deals, so you can re-create winning tactics to drive revenue.

Ninety-one percent of revenue leaders agreed that building a personal or human connection with buyers and customers

has become crucial in closing sales. With the right Sending Management Platform, you can convert sales-ready pipelines into revenue faster while engaging prospects and deepening relationships throughout the sales process.





Create stronger meeting follow-up

Strong meeting follow-up is the key to nurturing new relationships and incentivizing future meetings. With a Sending Management Platform, reps can perfectly time their follow-up with to-the-minute tracking info and delivery confirmation.

Practical Tip: Sending a timely gift to CFOs who have the ultimate sign-off can seal the deal and nudge them to sign the contract.

Help revenue teams consistently surpass quota

To meet and exceed quota, focus on improving metrics like response rates, reaching out to lost leads, and booking more meetings. With a Sending Management Platform, your sales team can increase sales conversions with less effort.

Practical Tip: We know communication is the best way to revive stalled deals, but what happens when you've exhausted your "just following up" message strategy? Give your reps a stalled-deal gifting strategy that creates the pattern-interrupt they need to bring deals back to life.

Send and Deliver

ROI



Never question your budget allocation again

Every area of business growth depends on accurate forecasts. No pressure, right? Everything in your sales playbook is backed with data, and your gifting plan should be no exception. By integrating your Sending Management Platform with your CRM solution, you'll gain deeper insight into your pipeline. Your platform will automatically track anything your team sends, connect items to marketing campaigns, and automatically execute personalized sends when there are updates in Salesforce fields. Even better, you'll easily generate ROI reports within your analytics dashboards.



“The cool thing is, we automated everything in Sendoso and integrated it with our CRM to track each step, from opting in, to starting a send, to delivery. Then, we pulled that information into Eloqua, where we could automate the eGift email instead of manually uploading a list. That’s all worked really well.”

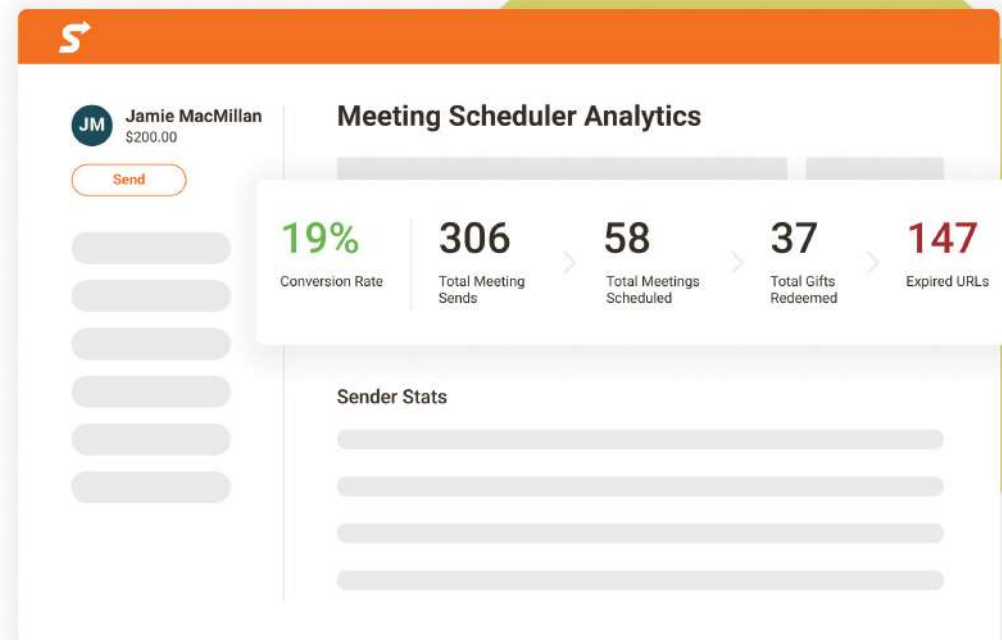
Miru Natarajan

Senior marketing manager of regional operations & programs at Zendesk

ROI: Measure how your gifting strategy affects your pipeline

High-level strategy and analyzing metrics are vital to driving top-line revenue. With a Sending Management Platform, your reps can not only track when items are sent, received, or redeemed (hello, accurate pipeline updates!), but you can measure your most critical key performance indicators to see exactly how your sending strategy is affecting your bottom line.

“With the work I’m doing with Sendoso and our team, I’ve received a lot of good feedback. They really enjoy being able to read the data and get a stronger sense of what we’re doing and how it’s performing.”—**Erin Guerre**, marketing analyst at HighRadius

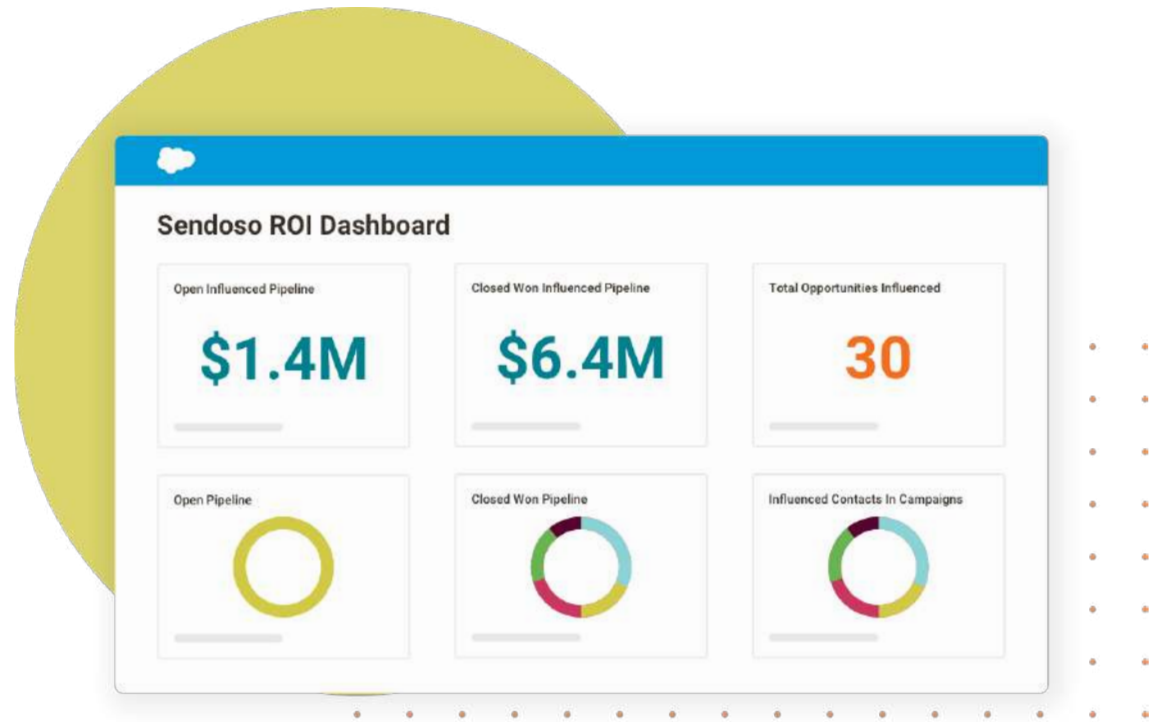


Make budgeting a breeze with easy-to-read analytics

You're a pro at inspiring your team. But with B2B buying behavior becoming more unpredictable, it's becoming more challenging to keep your team aligned with go-to-market teams like marketing and customer success on revenue-generating opportunities.

So how can a Sending Management Platform help you drive more operational efficiency and productivity within sales processes? Simple: By giving you more visibility.

When you can clearly see how gifting increases pipeline at each stage of the deal, you can finally rest assured that you're using your budget effectively.



Know precisely how your scaled gifting strategy is driving revenue

Dig deep into the success of your sending efforts with powerful dashboards that give you insight into influenced pipeline, closed-won opportunities, and so much more from within your CRM solution.

When budgets are constrained, channels are limited, or in-person contact isn't possible, you need to double down on winning strategies. Use our [free ROI calculator](#) to see how our leading Sending Management Platform will drive pipeline and revenue for your team.

Expand accounts with a personalized sending strategy

Sending Management Platforms help you use the surprise-and-delight factor to drive top-line revenue by turning customers into loyal advocates. This strategy increases retention and helps you stay engaged with customers, which is critical in an increasingly remote world where on-site visits aren't possible.

“Our onboarding program is an important foundation for long-term customer success, and Sendoso helps us ensure customers complete it.”

Joey Kaiser

Demand generation manager at BetterCloud



CONCLUSION

Send and Deliver Connection

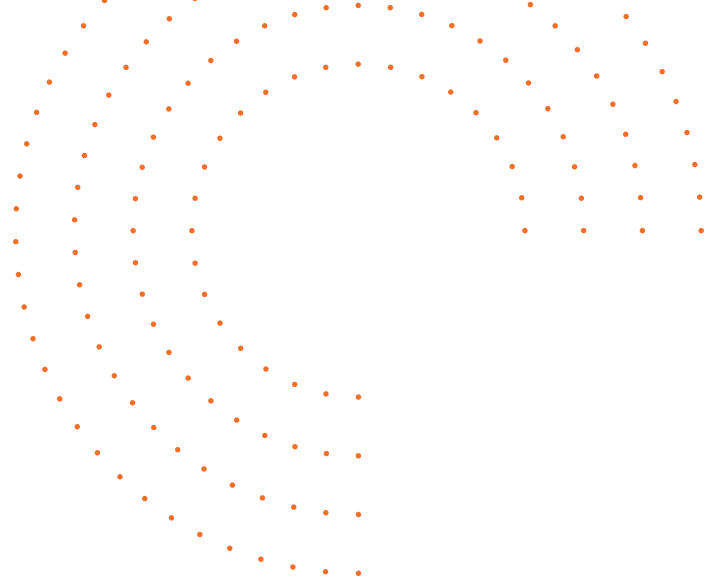
Revenue leaders everywhere are noticing that it's becoming more difficult to accelerate revenue and build quality pipeline predictably. Intelligent, personalized gifting is a proven strategy for differentiating in a noisy, overly taxed market.

The right Sending Management Platform empowers your team to stand out and build the authentic relationships that are so hard to come by in today's B2B environment. Experts like Gartner agree that the future of sales is hyper-automated and buyer-centric, making it more critical than ever to keep buyers engaged at every stage of the journey.

Sending Management Platforms drive top-line revenue by opening doors to new customers, moving deals forward more quickly, and improving close

rates. Make strategic sending a part of your pipeline development strategy, starting by integrating your Sending Management Platform into your existing tech stack.

You need a gifting game plan if you want to get in front of prospects, close more business, and see account expansion and retention. We've got your back. [Click here](#) to learn how Sendoso can generate more top-line revenue for your team today.



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