Power Hour

What is a power hour?

Each week we'll be carving out an hour to focus on pipeline building! This is to keep us focused on continued pipeline growth, and come together as a revenue team to work through objections, challenges, and celebrate wins. Everyone is welcome to participate!

Note: power hour is focused on cold outbound calls only!

The goal of power hour is quality conversations with prospects, scheduled first sales calls, and completing enough call volume to turn into responses. (Plus prizes and bragging rights for the best performance to these goals!)

Getting Started

Join the #power-hour slack channel

- Post your questions, wins, and chat with the team during the hour
- Announcements for winners, and the details of future power hours

Brush up on your cold calls & qualification skills

- Reference the SQL Scorecard
- Reference the SQL Example Questions
- Review the Cold Prospect Conversations Deck
- Review the Quality Prospect Conversations Guide

Get your call list ready

Queue up a call list before power hour starts so you can hit the ground running. Use ZoomInfo or Apollo.io to generate a list, create a task view for your calls in Outreach (you can create a saved smart view for power hour in Outreach - here's how!)

If you're completely stumped, ask in the #power-hour slack channel and we'll help you out!

Let's Go! During the Power Hour

Don't forget to join the Zoom meeting if you're remote! We want to see everyone making their calls together, and come off mute to celebrate when you get an appointment set.

Set an appointment

1. **Find the right AE to book with**: use the Territory Maps to determine which AE this should be set with (remember that this is based on HQ and total # of company employees!)

2. **Schedule the meeting**:

- For BDRs: complete your typical Chili Piper booking
- For everyone else: use the AE's calendar for availability, then post to the #power-hour slack channel so the BDRs can finish with the correct meeting invite

3. **Complete notes and qualification details**: use the SQL Process Guide for details on this!

- Find the lead in SFDC
- Fill out all the fields under "Required for Sales - Qualified" as well as any notes you have
- Move the lead status to "Sales - Qualified"

Set yourself up to follow up with the prospect

You can use any sequence you deem appropriate for the lead you've just called, or use the Power Hour Outreach sequence so you can send an email after you finish power hour.

- For the rest of the team, feel free to send this follow up email and then hand off to a BDR to continue reaching out

Check your progress

Check out this Power Hour Dashboard to see where you're at - and where you stack up against the team!

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