scaleUp xQ

Human powered, Tech enabled

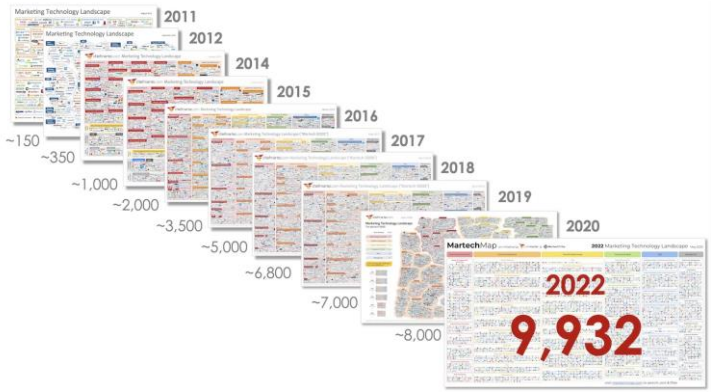
scaleUp

scaleUp

90% of new businesses fail

scaleUp XO

Marketing technology



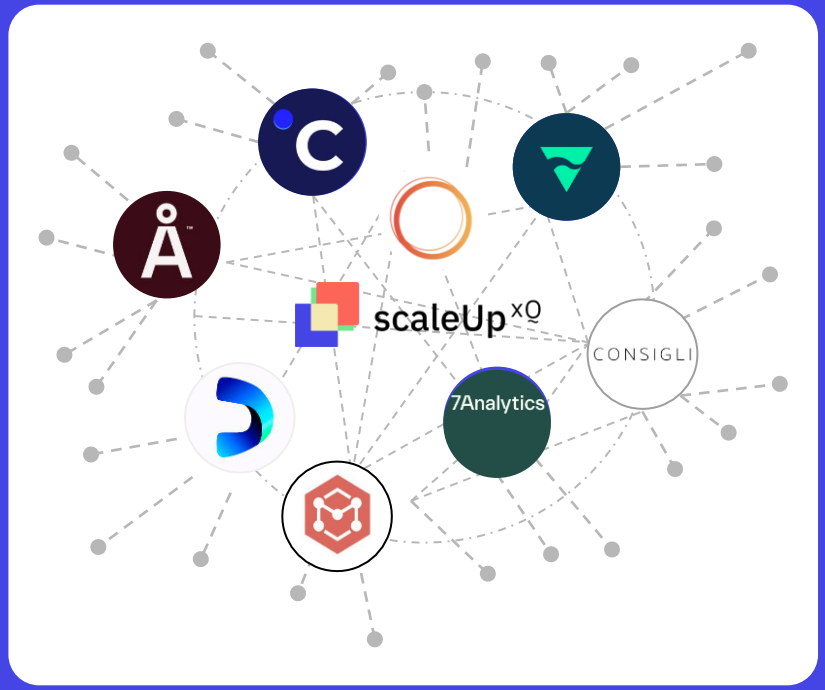
Sales technology

scaleUp

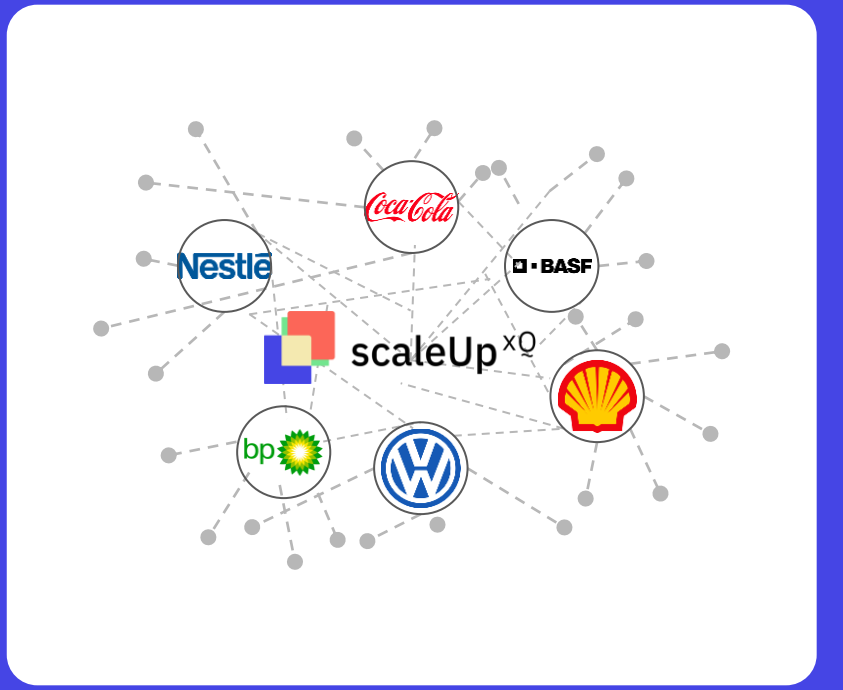
90% of new businesses still fail

scaleUp XQ

+150 Companies



+8000 sales processes/month



scaleUp

Virtual Selling

Blitzscaling

ALLBOUND

Product lead growth

Growth Hacking

Omnichannel

Affiliate Marketing

Wordbound

Growth marketing

Social Selling

Marketing

USG Growth

Automation

Inbound marketing

Viral growth

Spear Sales

Content marketing

scaleUp XO

HubSpot

In 2006:
“It’s expensive to do sales. People don’t want to be bothered, they just want the answers to their pain points - it’s called inbound marketing.“

slack

In 2016:
“We can get away without having a sales team in any traditional way, probably forever.”

HubSpot

In 2014:

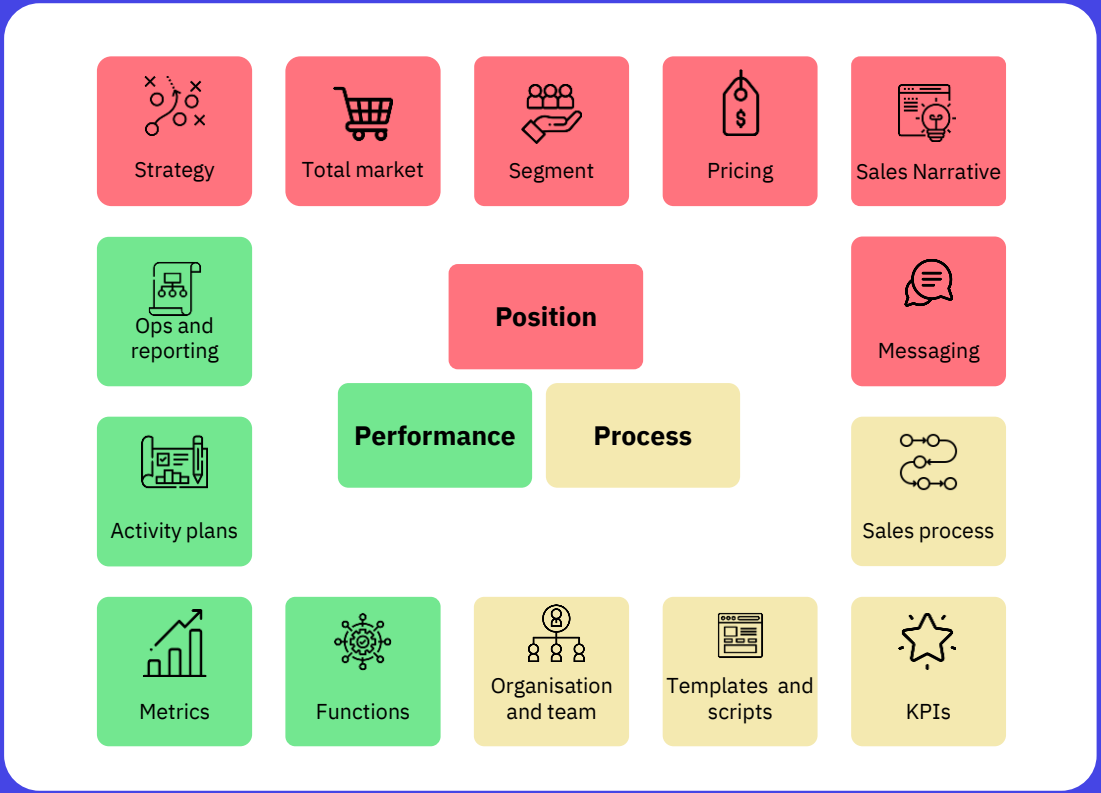
+450 people working with sales

slack

In 2023:

+900 people working with sales

scaleUp XO



Enablement

Data

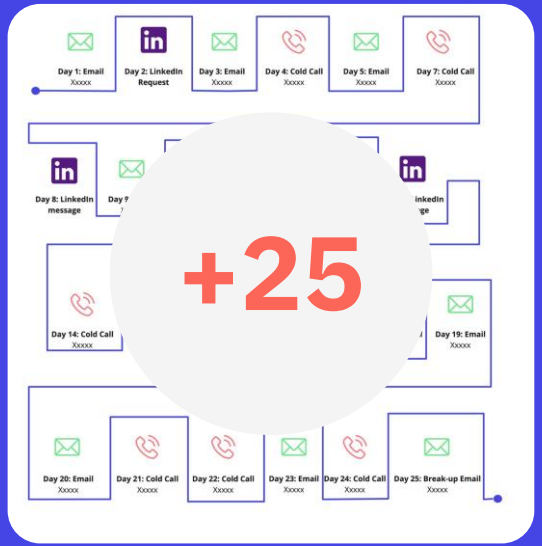
CRM

Playbooks

scaleUp XO

Day 1: Cold Call
Direct/ HQ
Day 2: Follow up
Day 4: Cold Call
Direct/ HQ
Day 5: Cold Call
Direct/ HQ
6.5
Day 11: Cold Call
Direct/ HQ
Day 13: Cold Call
Direct/ HQ
Day 14: Cold Call
Direct/ HQ
Day 15: Breakup

Day 1: Email
Xxxxx
Day 2: Cold call
Xxxxx
Day 5: Email
Xxxxx
Day 6: Email
Xxxxx
Day 7: Cold Call
Xxxxx
+15
Day 13: Email
Xxxxx
Day 14: Cold Call
Xxxxx
Day 15: Email
Xxxxx
Day 16: Email
Xxxxx
Day 17: Cold Call
Xxxxx
Day 18. Cold Call
Xxxxx
Day 19: Breakup
Xxxxx


Day 1: Email
Xxxxx
Day 2: LinkedIn
Request
Day 3: Email
Xxxxx
Day 4: Cold Call
Xxxxx
Day 5: Email
Xxxxx
Day 7: Cold Call
Xxxxx
Day 8: LinkedIn
message
+25
Day 14: Cold Call
Xxxxx
Day 19: Email
Xxxxx
Day 20: Email
Xxxxx
Day 21: Cold Call
Xxxxx
Day 22: Cold Call
Xxxxx
Day 23: Email
Xxxxx
Day 24: Cold Call
Xxxxx
Day 25: Break-up Email
Xxxxx

scaleUp XQ

10 million in revenue =	ACV 100 000	**x** **100 Deals won**
	Win ratio 20%	**500 Deals created**
	Lead to deal ratio 5%	**10 000 Leads created**
	Avg contact rate 6.5	**65 000 Contact activities**
	Phone 80%	**52 000 Phone calls**
	Mail 20 %	**13 000 Mails sent**

scaleUp

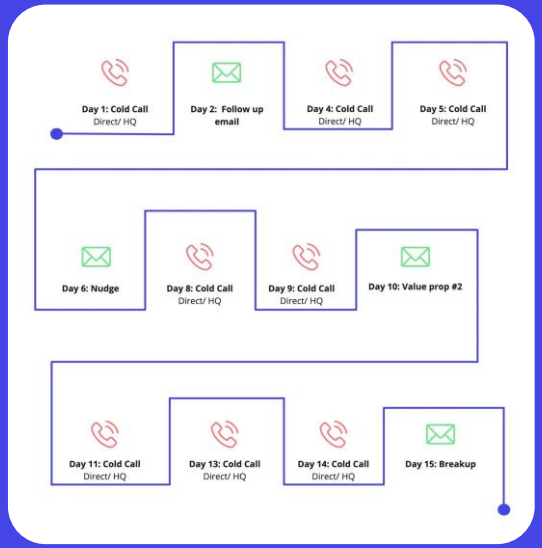
scaleUp XQ

Human powered

Tech enabled

scaleUp XQ

Remember to reach out at least 6.5 times!



Camilla Kildal

camilla@scaleupxq.com
+46 73 629 47 86