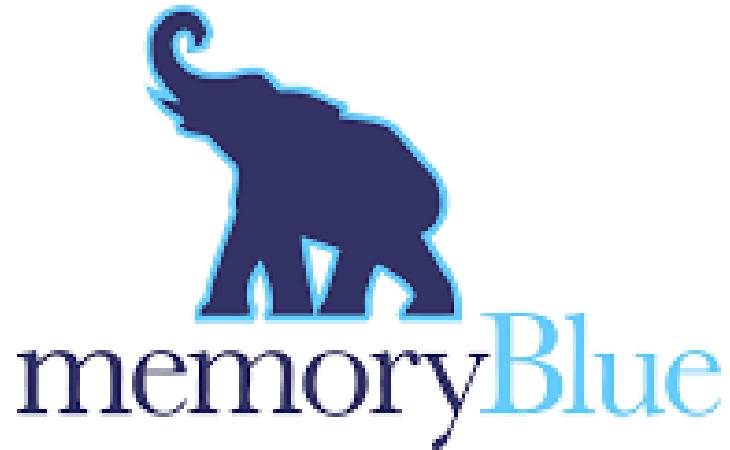


2019 Alumni of the Year Award

Finalist Information – Robbie Connors



Robbie Connors

Account Executive
ScienceLogic
memoryBlue Exit Year: 2016



2018 Opening Highlights:

Robbie's success included the following key metrics –

- ScienceLogic's Salesperson of the Year
- Led company with 150% quota attainment
- BDR with closest working relationship won BDR of the Year for the company
- Closed first deal through Trace3 in the West

His work also included mentoring BDRs and building strong relationships with customers through issues which led to the highest level of customer satisfaction.



Robbie Connors

Finalist Application -- Q & A



#1: Explain why you deserve to be memoryBlue's 2019 Alumni of the Year. Expand on information from your initial application (where possible).

- I deserve to be memoryBlue's Alumni of the Year due to both my sales performance and the individual impact I had on ScienceLogic's growth, as well as how I took lessons learned from memoryBlue and instilled them to others at ScienceLogic; further accelerating the company's sales momentum.
- Through what I learned at memoryBlue, hard work, and a burning desire to succeed, I ended the year as the #1 rep (out of 20+s AEs) in the country with over 150% of quota attainment. Additionally, while I only represented approximately 3% of our global closing reps, I accounted for over 15% of our new customers by bringing in a dozen new logos. This earned me "Salesperson of the Year" for my position and a trip to ScienceLogic's first annual President's Club.
- While I am proud of my personal accomplishments, I am equally proud of how I helped others on our BDR team grow and become key contributors. The BDR I worked most closely with in my territory, Ryan Horner, ended up winning "BDR of the Year." I believe the amount of time I spent mentoring him early on paid huge dividends as he played a big role in helping find quality opportunities for me.

Robbie Connors

Finalist Application -- Q & A



#2: What is one thing you do that differentiates you from other sales professionals?

- ▶ Hand-written notes. I believe the best salespeople go above and beyond to show their customers or prospects that they care about them and value their time. Anything you can do to get through the “noise” of traditional communication channels and differentiate yourself from other salespeople will help you be more successful.
- ▶ Last year I started deploying that tactic of sending a personalized handwritten note every time I closed a new account to thank them for their business and would include a small gift. I found this to be successful, so I decided to start doing it more frequently. Moving forward I want to track the birthday of the primary champion for each of my customers in our CRM and send them a happy birthday note each year with a personalized note and small gift. I believe doing such will not only help increase customer satisfaction (and thus reduce churn) but will ultimately lead to me closing more revenue via upsell/cross-sell as well as through warm referrals.

Robbie Connors

Finalist Application -- Q & A



#3: What key things did you do to develop professionally in 2018?

I'm always looking to find ways to improve my sales strategies and methodologies. Below are several specific examples of things I did in 2018 to develop professionally:

- Provided feedback at ScienceLogic that I believed professional sales training would help me be more effective as someone who was new to a closing role. As a result, Sales Management paid for a well-regarded sales trainer to come in do a 2-day course for myself and a few team members.
- Sought mentorship from some of ScienceLogic's most successful reps/execs. I made an effort to get to know them at work events and then would offer to buy them lunch or drinks in exchange for getting to pick their brain and ask for advice. Some declined my offer for lunch/drinks, but none declined to offer their insight to a young, motivated salesmen that reminded them a bit of themselves when they were in their mid-twenties.
- Started following sales blogs such as "Sales Buzz" and "Sales Hacker". Their content is great, and it helped me learn research-based best practices and keep me up on new trends.
- Read famous sales books such as "SPIN Selling", "Challenger Sale", and "How to Win Friends and Influence People"
- Attended a couple industry related events to further my knowledge, learn best practices, and network with other sales professionals

Robbie Connors

Finalist Application -- Q & A



#4: How are you serving as an ambassador for memoryBlue?

- I believe I serve as an ambassador to memoryBlue in several ways. For starters, I make a point to attend every First Friday Happy Hour that I can so that I can both network with fellow alumni but also to meet some of the current memoryBlue employees and offer my advice when asked. I look to promote memoryBlue's brand and services when it makes sense to do so. For example, my Dad mentioned to me that his company was looking to expand their inside sales team, so I got my Dad to connect me with their Inside Sales Manager and referred him to memoryBlue.
- I also serve as an ambassador at ScienceLogic. Within the last year I helped 3 alumni get an interview with ScienceLogic. Our Inside Sales Manager has a very positive impression of memoryBlue so is frequently asking me if I know any former memoryBlue employees who would be interested in joining the team.
- Lastly, I promote the teachings and best practices I learned at memoryBlue to ScienceLogic's BDR team. Tactics like the "a la carte", upfront contract, and "nod from the king" are things I still use in my everyday sales strategy and have contributed towards my success. I also taught them the fundamentals from the famous Guru Ganesh and John Costigan.

Robbie Connors

Finalist Application -- Q & A



#5: What one piece of advice would you give to someone that is brand new to sales?

- I published a blog post at memoryBlue on this topic. I talked about 5 sales mistakes I made in early days as an SDR and advised others on how to avoid them.
- However, I'll just focus on one – HUSTLE. Hard work and a burning desire to succeed are what got me to where I am today, not skill. It took me 4 months after starting at memoryBlue before I hit quota. Once I tasted success, I never looked back. I went on to hit quota 8 more times and have made my number every quarter at ScienceLogic.
- A good sales manager can teach you how to sell, but you can't teach hustle! In my experience, the top performing sales reps are generally also the hardest working ones. Hustle + Hunger = Success!

Robbie Connors

Finalist Application -- Q & A



#6: Give an example of how you exhibited mentorship or leadership in 2018.

- ▶ As mentioned in my response to Question #1, I mentored one of our BDRs, Ryan Horner. Through spending time teaching Ryan (as well as through his own hustle/skill), he ended up as the top BDR in the company, was the only BDR to earn a spot in Presidents Club and was promoted to my previous role.

Robbie Connors

Finalist Application -- Q & A



#7: Share a specific example of how you exhibited HUSTLE in 2018.

- An example of how I exhibited HUSTLE in 2018 would be the deal with American Express that I closed. It took months of prospecting to get someone to respond and want to meet with ScienceLogic. The deal died multiple times with months of no response from them. All in all, it took 18 months and lot of hard work, but eventually I was able to get deal closed and a new F100 logo for ScienceLogic.
- One other thing to mention regarding HUSTLE – through hard work and the prospecting skills I learned at memoryBlue, I had the largest sales pipeline of any North American rep. This ultimately led to me closing more deals than any rep and having the best year in terms of quota %.

Robbie Connors

Finalist Reference: Paul Dietz

Relationship: Director of Western Sales at ScienceLogic (Work Colleague)



Robbie Connors managed the sales of ScienceLogic's solutions to the Mid-Market Customers across the West (Colorado out to California) for all of 2018. During that time, he exceeded his annual targets (resulting in a promotion to a more senior role supporting our largest enterprise customers in the Mid-Atlantic market). At a more granular level, below are some of his achievements and contributions to the West region for 2018.

- Qualified for ScienceLogic 100% Club
- #1 of team against peers, 150% of Plan
- Consistent sales bookings each quarter through 2018
- Consistent Pipeline creation/additions through 2018 (some of which have closed in early part of 2019 and some tracking for closure in 1st half of 2019)
- Partner Advocacy 2018 – Robbie spent a significant portion of his time promoting ScienceLogic to the recently on-boarded Partners in the West which led to a significant increase in Deal registrations for 2018 and 2019, led to the first deal closed through our Partner, Trace3, in the West
- Customer Advocacy – stayed abreast of and escalated customer issues to our Support organization resulting in the highest level of Customer Satisfaction
- Mentored Business Development Rep (BDR) for the West (BDRs strictly set up meetings for Robbie and others in West region). This BDR was promoted into Robbie's vacated position after his promotion to Mid-Atlantic Enterprise Rep.

(Continued)

Robbie Connors

Finalist Reference: Paul Dietz

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Western Sales at ScienceLogic
(Work Colleague)



- Helped the rest of my West Team (7 reps, all new to ScienceLogic in 2018) navigate the ScienceLogic processes (Salesforce.com, contracts, deal desk, order fulfillment, licensing, etc.).

Summary:

- I have led sales teams (Regional and National) for the last 20 years. All of those teams have sold Information Technology solutions to Enterprises, State and Local and Universities, both Direct and through Channel Partners. Over that time, my hiring practices are built on finding candidates that have the following traits/strengths:
 - high ethical and moral standards, disciplined, aggressive, creative, team player, know when and how to leverage team and are personally accountable to their performance, their customers and their internal support organization.
- I inherited Robbie at the beginning of 2018 and was fortunate to have inherited a sales rep that exhibited all of these traits which are the foundational reason for his success in 2018 and are the foundational principles that will foster continued success across his career.