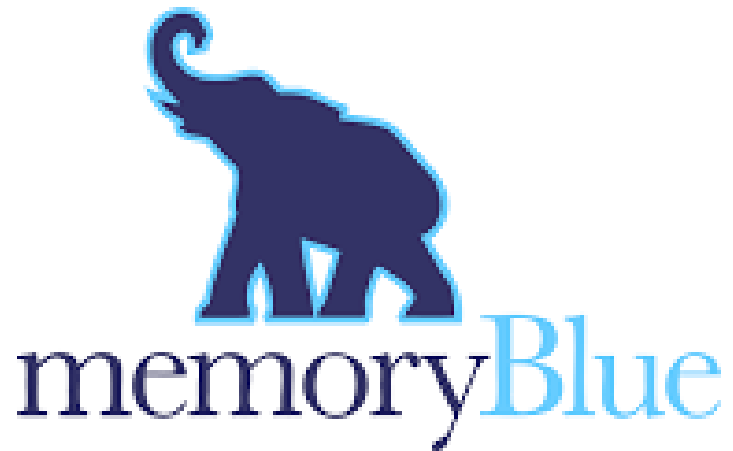


2020 Alumni of the Year Award

Finalist Information – Richard Reece



Richard Reece

Platform Account Executive
Informatica
memoryBlue Exit Year: 2012



2019 Opening Highlights:

Richard's success included the following key metrics –

- ▶ Named the Informatica 2019 Commercial Rep of the Year.
- ▶ Earned President's Club, placing in Top 10 of quota achievement out of over 1,000 reps company-wide (309%).
- ▶ Closed \$2M+ annual contract deal, setting a record for commercial accounts in North America.



Richard Reece

Finalist Application -- Q & A



#1: Explain why you deserve to be memoryBlue's 2020 Alumni of the Year. Expand on information from your initial application (where possible).

- ▶ I believe I deserve to be memoryBlue's 2020 Alumni of the Year due to the following accomplishments:
- ▶ 2019 Commercial Rep of the Year
- ▶ President's Club - Top 10 quota achievement in company employing nearly 1,000 reps worldwide.
- ▶ Closed \$2M+ annual contract deal, setting a record for commercial accounts in North America.
- ▶ Closed several \$200k+ deals at companies under \$1B in revenue, highly strategic to their long-term goals.
- ▶ Achieved 175% of annual quota by the end of Q1, finished the year at 309%.
- ▶ Additionally key metrics and achievements include:
- ▶ 2019 Quota: \$2 million; Attainment: \$6,186,000 (309%); Rep of the Quarter: Q1 and Q4; Rep of the Year – 2019; Guest speaker on Inside Sales team's meetings to share good habits and sales philosophy; Panel member on company-wide Sandler refresher trainings attended by 300+ reps worldwide.

Richard Reece

Finalist Application -- Q & A



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

- ▶ Keeping a focus on the endgame for a sales cycle – the potential for a closed deal. This is my version of “Always Be Closing,” but instead of constantly asking for the business right now (which can be tedious in a longer cycle), I am thinking about whether a given approach gets us closer to a won deal.
- ▶ Day-to-day minutiae can overwhelm our ability to focus on the longer-term goals, and I work hard to keep that in mind. If me/my team are pursuing an opportunity, I am always confirming with them that we are 100% confident the deal can be won or looking for ways to re-qualify or even disengage.
- ▶ I apply this to how I work with my extended team, as well: I take great pride in understanding how my team is motivated, usually driven by comp plans, and making sure any requests I’m making of them lines up with their goals.

Richard Reece

Finalist Application -- Q & A



#3: What key things did you do to develop professionally in 2019?

- ▶ Looking back to 2018 for a moment, it was a great year for me professionally. I had my highest attainment yet and made Presidents' Club then too. So, I was comfortable trying some new things to potentially grow in 2019.
- ▶ My focus shifted to developing a more efficient approach to my sales cycles. With the encouragement of a new manager, we reexamined conventional wisdom around field sales in the software industry – with a goal of maximizing value every day.
- ▶ Ideas like limiting travel only to when necessary, refocusing my strategy to develop and utilize my Sandler skills, and distilling my pipeline down to only high-quality opportunities led to a much higher close rate.

Richard Reece

Finalist Application -- Q & A



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

- ▶ I often speak highly of the training I received at memoryBlue, for both sales and my career in general. To me, the ultimate compliment professionally is to refer a business opportunity and/or, in memoryBlue's case, a strong candidate for hire.
- ▶ In 2019 I did both in referring memoryBlue customer PeerWell, and a current SDR (VA office), Matt Hubbard.

Richard Reece

Finalist Application -- Q & A



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

- ▶ To throw out their previous personal experiences with sales. The professional sales cycle differs so much from what most people experience when buying things in their personal lives that there really is not much relevant comparison between the two approaches (retail vs. B2B sales).
- ▶ If you are committed to giving sales a fair shot as a career, then you'll want to start your career at a company that provides solid training in business sales.

Richard Reece

Finalist Application -- Q & A



#6: Give an example of how you exhibited mentorship or leadership in 2019.

- ▶ As I have become more tenured at Informatica, I try to “pay it forward” by learning annual and/or career goals for my team members and helping them achieve success. The idea is for me to foster a successful team dynamic by deploying them in ways that interest them. A few examples:
- ▶ Working with new members of our field sales team: help them focus on best practice approaches for all aspects of the sales cycle: thought process/philosophy/approach, specific call/meeting goals, role-playing new lines of questioning, creating custom proposals, etc.
- ▶ Working with my Inside Sales counterpart: my rep from 2019 was promoted into a “Prime” role as a Sr. Inside Sales rep.
- ▶ Working with my technical counterparts (SC): they were promoted to a Sr. role going in to 2020.

Richard Reece

Finalist Application -- Q & A



#7: Share a specific example of how you exhibited HUSTLE in 2019.

- ▶ I closed a record-setting deal in Q1, but I would like to highlight a Q4 sales cycle (deal closed in December) that was the cherry on top of a great year.
- ▶ This was with a long-time customer that had resisted any conversation about potentially doing more business with us, so I was skeptical of their commitment to the current project. At the time I could have rested on my accomplishments of the previous 11 months, but instead pursued this opportunity with full attention.
- ▶ I arranged several on-site meetings, coordinating with our partners like Microsoft, arranged for lunches, bringing in specialists from all over the country for demos, and more. Despite our reservations, I relied on my training and instincts, and we were able to close a substantial deal that propelled my year from very good to great (and ultimately sealed my recognition of Rep of the Year).

Richard Reece

Finalist Reference: Nick Mike-Mayer
Relationship: VP of Enterprise Sales at
Informatica (2nd Level Manager)



To the memoryBlue team, I hired Rich Reece at Informatica, in October of 2016. I brought him over from Oracle's Reston, VA inside sales team, and this was to be Rich's first field sales role in software sales.

As a Commercial sales rep in the Mid-Atlantic region, Rich was responsible for covering a general territory of companies totaling less than \$1B in annual revenue. Although Rich had little experience in face to face technology sales, he leveraged his strong background in inside sales to quickly set several in-person client meetings through cold calling and email prospecting. This was no small feat, as the vast majority of the companies in his territory are not Informatica clients and have not heard of Informatica.

His attention to detail and his background of Sandler sales training allowed him to transition into the new role without much ramping time. Another important factor that helps Rich make a quick impact is his intellectual curiosity. He is very interested in the technology he is selling, and he wants to better understand how it works and how it can help his clients. So when he speaks with his clients, they can see that he genuinely cares about the outcome they are searching for and that he wants the best for them.

That type of drive around bettering himself and connecting with clients can rarely be taught, and when you see it in one of your team members you strive to help facilitate what they need to keep improving. Rich continues to improve year over year and is clearly on the rise in our organization.

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Richard Reece

Finalist Reference: Nick Mike-Mayer
Relationship: VP of Enterprise Sales at
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Due to the speed in which Rich was able to generate pipeline, he started to find sales success quickly. But success in finding smaller opportunities wasn't enough for him, he wanted to find larger, more strategic opportunities. His ability to integrate the right resources in his deals, deliver joint execution plans with his clients, and align Informatica Executives with his client's Executives, helped ensure that his large deals closed quickly and for large dollar amounts.

Those results started to pile up, and by the end of his second full year he had exceeded his sales quota two years in a row. In 2019, all his hard work came to fruition, as he was able to close several large deals and absolutely crush his annual sales quota.

His year was highlighted by one important transaction at a large project management company, where he sold a \$1M+ annual software subscription that was well over \$2M in total contract value. He finished 2019 at 309% of his annual quota, and finished in the top 10 of 1,000 sales reps globally.

I am sure you are quite proud of the accomplishments that Rich has achieved since he moved on from memoryBlue, as I am very proud of his accomplishments since he joined my team. And therefore, I hope you give serious consideration to Rich for your 2020 Alumni of the Year award. I can assure you that he is the exact kind of person that you would want representing your company, as he has taken the foundation that you have provided him and has climbed to inspiring heights!