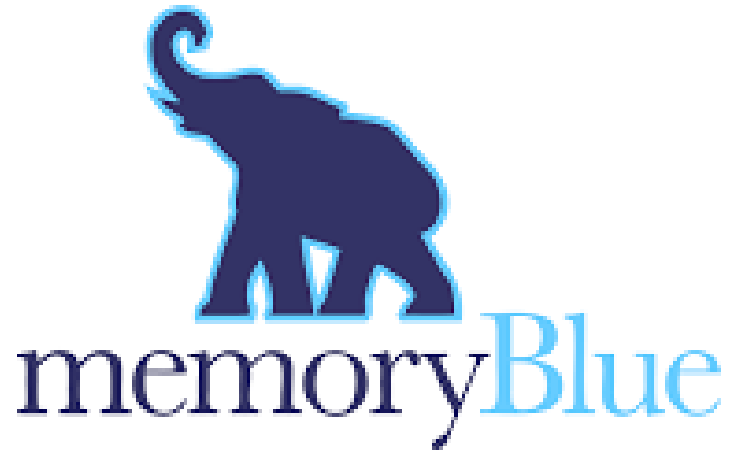


# 2020 Alumni of the Year Award

Finalist Information – Robbie Connors



# Robbie Connors

Enterprise Account Executive II  
ScienceLogic  
memoryBlue Exit Year: 2016



## 2019 Opening Highlights:

Robbie's success included the following key metrics –

- ▶ Finished #1 (out of 18) on the North American Enterprise Sales team in three major categories: Revenue, Percentage of Quota, and New Logos.
- ▶ Led entire company with 150% quota attainment.
- ▶ Made President's Club and earned promotion to Senior AE role, marking his 4th promotion in four years.



# Robbie Connors

## 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 my accomplishments of finishing first out of 18 on the North American Enterprise Sales team (in my first year in the role) in all three categories (revenue, percentage of quota, and new logos), being one of few sales reps to make President's Club, and getting promoted to a Sr. AE role after only being in the role for 12 months (marking my 4th promotion in 4 years).
- ▶ Outside of my personal accomplishments, I believe I am worthy of this prestigious award due to the effort I put into helping other current and former memoryBlue employees. Over the past year, I have helped land a former memoryBlue employee a job at ScienceLogic, helped source new business for memoryBlue, referred candidates to memoryBlue, attended multiple First Fridays to network with current and former employees, as well as gone to the memoryBlue offices to speak with and mentor current employees.

# Robbie Connors

Finalist Application -- Q & A



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

- ▶ Professional persistence. One of my key takeaways from working at memoryBlue is that it often takes 7+ touch points to get a response from a prospect and that the most successful reps don't give up easily.
- ▶ A specific example of this is the new logo deal I won with Exostar. It took over a dozen calls/emails to get the key meeting with their Sr. Director and VP. The next 7 months entailed 40+ calls/emails and a host of meetings (including 8 on-site visits). It required a very healthy dose of professional persistence, but the end result was a \$200k+ ACV new customer (my largest ever at the time) which helped me earn the President's Club trip and another promotion.

# Robbie Connors

Finalist Application -- Q & A



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

Some of the things I did to develop professionally in 2019 include:

- ▶ Subscribe to sales podcasts like “Advanced Selling” and “The Brutal Truth.”
- ▶ Follow a number of sales blogs like SalesHacker, and read books by Jill Konrath.
- ▶ In addition, I have refined my craft at “social selling” and incorporated using LinkedIn more in my outreach campaigns. I found great returns in doing this and will continue to make it a point of emphasis this year.

# Robbie Connors

## Finalist Application -- Q & A



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

- ▶ I serve as an ambassador for memoryBlue in a number of ways. I helped memoryBlue SDR Richard Gray get a job at ScienceLogic, where he became my BDR. I started mentoring him upon his arrival.
- ▶ I made a new business referral to CORT Business Services, which ended up turning into a memoryBlue client.
- ▶ As mentioned in my first answer, I have also taken time to network with memoryBlue employees by attending First Friday Alumni gatherings and through making an office visit at both the Tyson's and new Denver office. When I stopped by the Denver office, I spent some time with Abby Peters and Morgan Hargett, and offered advice and words of wisdom.
- ▶ Additionally, I pass on memoryBlue teachings to my proteges and the Inside Sales team as a whole. Examples include leading training sessions around Sandler and Costigan.

# Robbie Connors

Finalist Application -- Q & A



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

- ▶ **HUSTLE.** Sales is hard work and to be the best, you need to put in the effort. Making 100 calls a day as an SDR not only promotes a strong work ethic, but gives you the necessary reps to refine your craft and build those sales muscles. You can and will learn how to improve your skills, but you can't teach hustle. It's a shared trait among all top salespeople I know.

# Robbie Connors

Finalist Application -- Q & A



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

- ▶ As mentioned previously, I helped a memoryBlue employee, Richard Gray, land a job as a Sr. BDR at ScienceLogic. After he came onboard, he was assigned to support my territory and I was selected as his mentor.
- ▶ Through spending time with him every week, I helped Richard get up to speed quickly. It didn't take long for Richard to use my guidance and his own skill and hustle to get to the top of the leaderboard.
- ▶ Last year, I also mentored another BDR, Carter Holland. I taught Carter memoryBlue classic strategies like the "Nod from the King" and "Circle of Leverage" techniques. Carter was very coachable and a fast learner. He ended up finishing the year 2nd on the team and earned a promotion to Corporate Account Executive.



# Robbie Connors

## Finalist Application -- Q & A



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

- ▶ While the Exostar deal (mentioned earlier) is a good example of HUSTLE and professional persistence, I'll highlight another deal here. I started an engagement with the Department of IT for the State of Maryland in the middle of Q1 2019. I identified early on that, due to budget constraints, they would require a higher than average discount level to make it work. The only way I was able to obtain approval for that discount level was if they could complete the deal by the end of Q1.
- ▶ I knew this was going to be a challenge, given how short of runway we had to get through the sales cycle. I had to get through about half a dozen meetings and their procurement process in less than six weeks.
- ▶ To make a long story short, I was able to get the deal in around 9pm on the last day of the quarter (this was the shortest sales cycle for a new Enterprise logo in company history). This deal allowed ScienceLogic to hit their quarterly goal, so it was a big WIN for both myself and the company that would not have been possible with a good deal of HUSTLE.

# Robbie Connors

**Finalist Reference:** Deron Ryan

**Relationship:** VP of Enterprise Sales at ScienceLogic (Direct Manager)



Robbie has had a meteoric rise in his sales career at ScienceLogic in a little over three years. In his time here, he has been promoted through the ranks of inside sales rep, corporate account executive, associate account executive and account executive.

In each role, Robbie has exceeded his quota and qualified for our annual club trip. He has established standards for prospecting new accounts that our current inside sales team utilizes.

He is the only account executive at ScienceLogic to close new business in every quarter of every year he's been with the company.

We are very proud of his accomplishments and excited to see what the future holds for Robbie as he continues to grow.