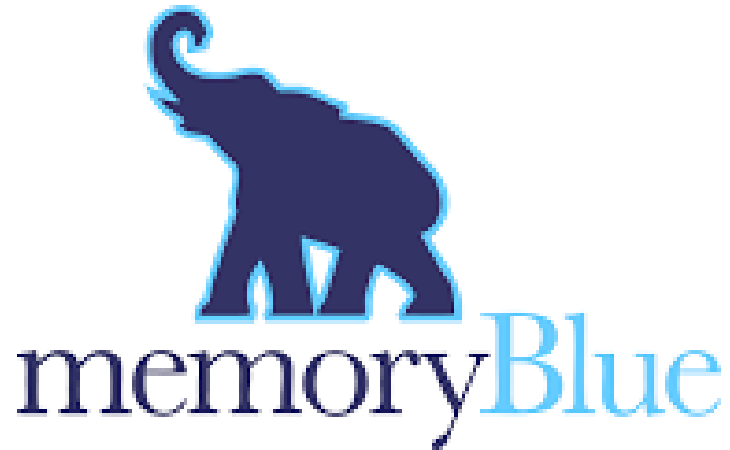


2020 Alumni of the Year Award

Finalist Information – Zach Gossin



Zach Gossin

VP of Sales
Ecrion Software
memoryBlue Exit Year: 2009



2019 Opening Highlights:

Zach's success included the following key metrics –

- ▶ Prospected, maintained and closed the largest deal in Ecrion history with a large multi-national banking organization. This deal was a bookings value over 20% greater than the previous #1.
- ▶ Exceeded that record quickly, by closing NEW largest deal in Ecrion history, as part of a three-phased approach to removing a large competitor from a Fortune 10 organization.
- ▶ Earned promotion to VP of Sales.



Zach Gossin

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).

- ▶ In 2019 I was elevated from Director of Sales to VP of Sales tasked with revitalizing and growing Ecrion's "net new" business group. In addition to my accomplishments listed below, I worked closely with my internal business partners in Marketing/Pre-Sales/Implementation and Development to ensure that, from our initial messaging through the sales process and into onboarding, our customer experience is an effective and beneficial one for our clients.
- ▶ Prospected, maintained and closed the largest deal in Ecrion history with a large multi-national banking organization. This deal was a bookings value over 20% greater than the previous #1.
- ▶ Prospected, maintained and closed a NEW largest deal in Ecrion history as part of a three-phased approach to removing a large competitor from a Fortune 10 organization. The bookings value exceeded my earlier 2019 close by 10%. Almost as importantly, the successful sales process generated over 6 million in additional opportunities with our customer, with a goal of executing upon a large portion of that pipeline in 2020.
- ▶ Contributed to 18% YoY growth while migrating from a perpetual sales model to an MRR focused model.
- ▶ Recruited, onboarded & trained new AE's into the Ecrion Sales Team.

Zach Gossin

Finalist Application -- Q & A



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

- ▶ Having the privilege to work with the quality of individuals that I do (both at Ecrion and on the customer side), I am assuredly never the smartest person in any room. The only thing that I can control is how hard I'll work.
- ▶ One of the key ways to ensure that you aren't just working hard by running in place is to seek out help/advice from those that you trust and incorporate that feedback into your process. My Grandfather always told me to treat feedback like it was a "precious gift". Meaning that, if someone cares enough to give you honest, sincere and actionable feedback, you should make sure to thank them and really meditate upon how you can leverage and incorporate their feedback into your processes to continue your personal growth.
- ▶ I like to think that I am good at the process (or at least committed to working to be good) of receiving feedback both from my managers and employees, as well as creating an environment where they feel comfortable delivering it to me.

Zach Gossin

Finalist Application -- Q & A



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

- ▶ I was fortunate enough to be elevated from Director to VP of Sales in 2019. With the elevation in title and tasks, while maintaining some individual contributor responsibilities, I sought mentorship from several sales leaders that I have worked with in the past. I worked closely with them to get fantastic feedback on how to attack success in my new role.
- ▶ With the new role and the need to work with partners from all parts of the organization more closely, I decided to dedicate some time throughout the year to taking online courses in Marketing (Content/Digital and Brand) so that I could understand the perspective and challenges faced by my peers in the organization.
- ▶ Lastly, I continue to invest in daily reading as a means to grow. In addition to sales books/articles, I try to stay on top of the latest trends and developments in the key verticals that we serve so that I can add value conversationally for my prospects and customers.

Zach Gossin

Finalist Application -- Q & A



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

- ▶ memoryBlue has had the single greatest influence on my sales career. From the sales training(s) to chats with Marc and Chris about sales not being a “9-5” gig, but one where you have to HUSTLE at all times to hone your craft, memoryBlue is always on the tip of my tongue.
- ▶ In 2019 I was able to engage memoryBlue in a campaign with Ecrion. That campaign ultimately helped Ecrion to distill down our messaging on an important area of our business moving forwards.
- ▶ Additionally, I recommended memoryBlue to a number of young, up-and-coming sales professionals, one of which made the decision to go and crush his interview and join the memoryBlue family!

Zach Gossin

Finalist Application -- Q & A



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

- ▶ Find multiple quality mentors that challenge you regularly and really commit to taking their feedback to heart.
- ▶ Also, where possible, give back by mentoring others. Feedback and constructive criticism is a real gift, when it is given in earnest from those that we respect and trust. Identify individuals that bring different perspectives from your own and that are open to continue to invest in you is a special relationship. Sometimes their feedback may be difficult to hear, but make sure that you take it to heart and know that it comes with an aim at improving YOU!
- ▶ I know the question said one, but tied to my piece of advice, I'd also say that you should make sure that you never go to bed without having learned something new—every day. If, when reflecting on your day, you cannot identify something that you learned, pick up a book and read until you do. You should constantly be looking for ways to stack minor improvements in yourself, because doing the little things consistently well is how we ensure that we accomplish the large things with excellence.
- ▶ Also seek to give back wherever and whenever possible. "Give without remembering, receive and never forget!"

Zach Gossin

Finalist Application -- Q & A



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

- ▶ I've adopted a personal philosophy of “mentor, foster and advocate”. Working to find people that are open to mentorship, work to understand and foster their interests and then advocate for them to have an opportunity.
- ▶ 2019 was a transformational year for Ecrion. With that in mind, we experienced a bit of turnover in a few different departments at the beginning of the year. This led to new employees and areas where the hold overs were asked to step up and tack on some additional responsibilities.
- ▶ Internally:
 - ▶ Recruited/ Hired and Onboarded new employees in multiple sales capacities.
 - ▶ Worked with my internal partners within Marketing and Product Development to unify company voice with product vision and deployment.
- ▶ Externally:
 - ▶ Working closely with a former colleague to help him identify what his ideal career path looks like. Helped create a path for him to transition into marketing and connected him with folks in my network that would be willing and able to help point him in the right direction.
 - ▶ Scheduled calls every other week to review progress, ask and answer questions, and tweak the plan according to the new situations that may have arisen.

Zach Gossin

Finalist Application -- Q & A



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

- ▶ 2019 was a professionally challenging and intense year for my career. In addition to being elevated to the VP of Sales role and having ownership over an aggressive Bookings target, I was also an individual contributor working on large Enterprise accounts.
- ▶ One example of where I exhibited HUSTLE in 2019 centers around a large account that I ultimately brought onboard. I Prospected/Maintained & Closed, what was at the time (only to be surpassed by another of my accounts), the largest deal in Ecrion's history. The customer is a large multi-national banking organization. Working with their team out of Hong Kong (and in some cases the UK), I helped along with SE's/Implementation and other resources to facilitate an 8-month evaluation of the Ecrion platform.
- ▶ Given the time difference and access to their resources, all of our engagements with their team had to occur between the hours of 11pm-4am EST. We met at least one night a week and as many as four times a week for the duration of the sales process.
- ▶ I undertook all of this without disruption to normal business hours. Anyone that bought stock in coffee during that sales cycle may have done quite well for themselves... This deal, at the time, was the largest in company history with a bookings value over 20% greater than the old #1.

Zach Gossin

Finalist Reference: Jeffrey Sinofsky

Relationship: Chief Operating Officer at Ecrion



Zach has proven that he is seasoned Enterprise Sales Representative with Ecrion Software. He has repeatedly broken the "largest single sale" record multiple times and is on the verge of doing it again.

He is extremely professional, thorough and respects not only the process, but his peers. He has proven time and time again that he cares about the customer. They are not simply a number to him, but he strives to ensure that what he sells them provides value.

I also want to point out that he is great to work with. He is personable, knowledgeable, and offers to help his co-workers when the opportunity presents itself.