BASECAMP

February '22 Sherpa Deck
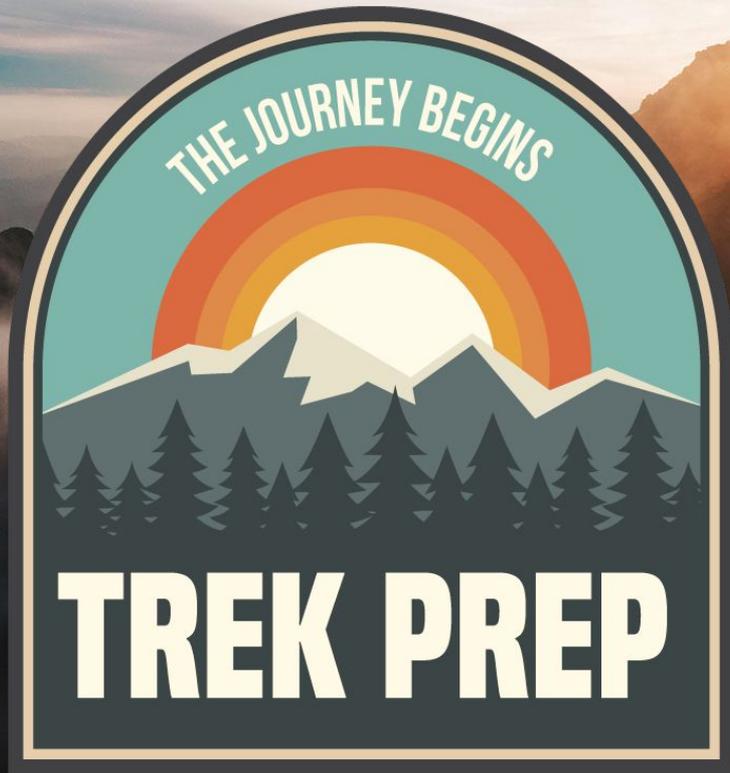
 zoom

BASECAMP
ZOOM NEW HIRE

TUESDAY

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INTERNAL

THE JOURNEY BEGINS

TREK PREP

# YOUR BASECAMP TEAM INTROS!

Introductions
- Everyone take turns introducing yourself! Include Name, Position, Team, Location
- Pick a Team Sherpa (The Sherpa will speak for the group)

Sherpa Instructions:
- Quick visual attendance and report discrepancies to your camp counselors via chat
- Choose a team theme, name and virtual background
- Take a group gallery photo together!
- Fill out the following slide with team name, gallery picture and sherpa name
- Make a chat channel for your group

Bonus points for creativity/themes :)

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TREK PREP

Team Members

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TREK PREP
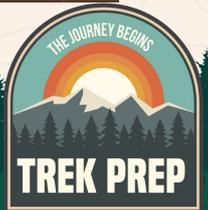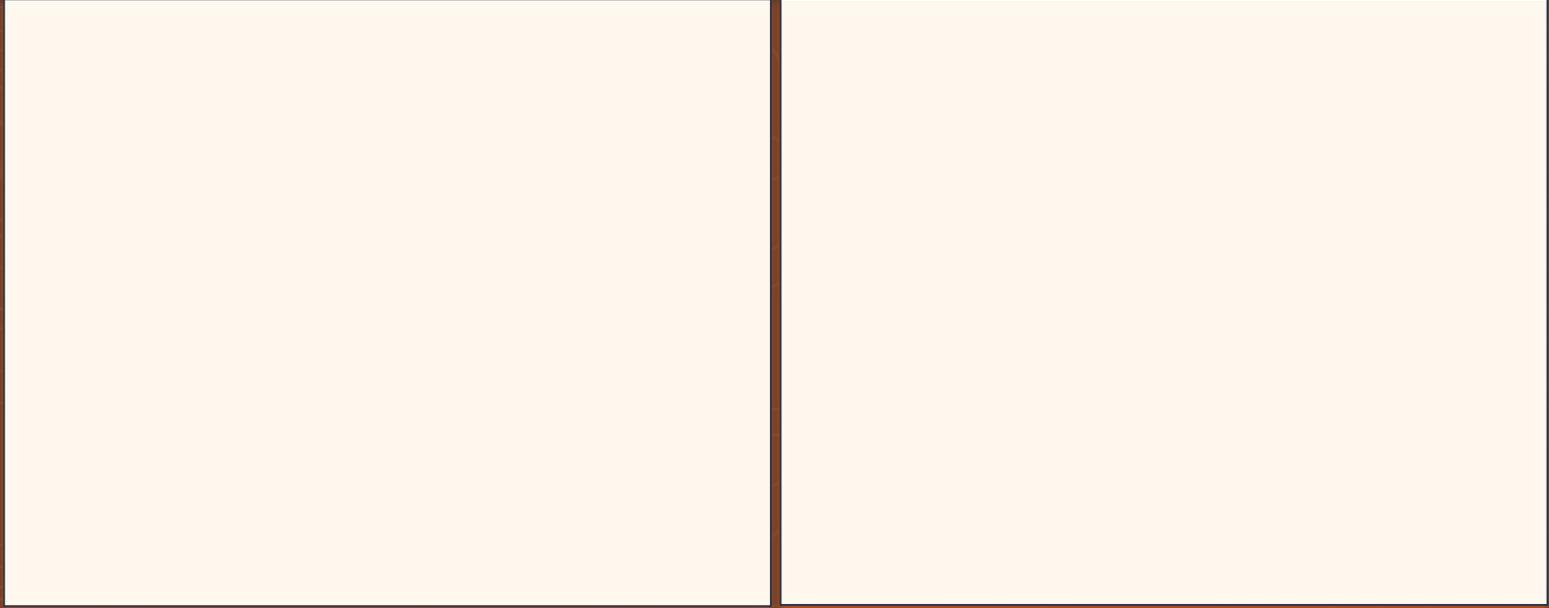
[Insert Team Name Here]

[Insert Sherpa Name Here]

Add Group Photo Here

RIGHT CLICK TO REPLACE

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TREK PREP
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JEOPARDY!

200   200   200   200

400   400

TUESDAY - MEETINGS & CHAT
GAME LINK:

https://zoomies.thetrainingarcade.com/games/jeopardy/zoom-meetings-chat

600   *(Please do not click until instructed to!)*   600

- ONLY the sherpa clicks the links and registers
- Feel free to utilize any notes you have already taken but

800   **do not use the Zoom Support Site to search the**   800

        answers
- All members of the group must participate

1000   1000

zoom

THE JOURNEY BEGINS

TREK PREP

zoom
JEOPARDY!

200 200 200 200
400 400
600 600
800 800
1000 1000

WEDNESDAY - WEBINAR, ZOOM EVENTS & DEVELOPER PLATFORM

GAME LINK:
https://zoomies.thetrainingarcade.com/games/jeopardy/zoom-webinar-events-developer-platform

(Please do not click until instructed to!)

- ONLY the sherpa clicks the links and registers
- Feel free to utilize any notes you have already taken but **do not use the Zoom Support Site to search the answers**
- All members of the group must participate

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THE JOURNEY BEGINS
TREK PREP

THURSDAY

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THE JOURNEY BEGINS

TREK PREP

zoom
JEOPARDY!

THURSDAY - ZOOM ROOMS

GAME LINK:
https://zoomies.thetrainingarcade.com/games/jeopardy/zoom-rooms
(Please do not click until instructed to!)

- ONLY the sherpa clicks the links and registers
- Feel free to utilize any notes you have already taken but **do not use the Zoom Support Site to search the answers**
- All members of the group must participate

200   200   200   200
400   400
600   600
800   800
1000   1000

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TREK PREP
THE JOURNEY BEGINS

TUESDAY

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ZOOM BUYER DEEP DIVE

Group Activity - 30 Minutes Prep

This activity is meant to set you up for success in your first conversation with your customer. As a group, work together to fill in the information about the customer using any and all resources available. Follow the instructions below to get started!

- Review the Lead Information
- Fill in the blanks* on the Buyer Guide for:
    - Role Breakdown
    - Success Factors
    - Discovery Questions
    answers do not need to correspond with the next line item
- Prioritize the top answer from each column and add to the "Persona Highlights" slide
- Sherpa will present the Persona Highlights slide when we return to the group. **You will have 3 minutes total to deliver.**

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LEAD INFORMATION EXAMPLE

Ivan Thomas

Title: IT Manager
Company: Apex Technologies
Lead Source: Request Demo
Employees: 255
Founded: 2001
Headquarters: Atlanta, GA
Industry: Technology

Lead Information:

Need to look at Zoom meetings for team usage. Current solution is unreliable and increasingly tough to manage when trying to assist employees internally. Interested in large group solutions as well for product updates.

Victoria Pierce

Title: VP of Sales
Company: Apex Technologies
Lead Source: Request Demo
Employees: 255
Founded: 2001
Headquarters: Atlanta, GA
Industry: Technology

Lead Information:

Needing a way to communicate within our various sales teams for team meetings, trainings and do so easily. Also need to be able to talk to customers externally and we are hitting the 40 minute limit on the free version.

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TEAM 2 - LEAD INFORMATION

Harry O'Malley

Title: Head of Operations
Company: Apex Technologies
Lead Source: Request Demo
Employees: 255
Founded: 2001
Headquarters: Atlanta, GA
Industry: Technology

Lead Information:

Want to see how Zoom can help improve our internal team communication on a daily basis. Also need something reliable for QBRs and Spreadsheet/file sharing.

Lance Dilly

Title: L&D Senior Manager
Company: Apex Technologies
Lead Source: Request Demo
Employees: 255
Founded: 2001
Headquarters: Atlanta, GA
Industry: Technology

Lead Information:

Would like to look into Zoom Webinar for Onboarding Training. Working through a hybrid solution for in office training and remote training.

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Roxy Mason

Title: Head Recruiting Manager
Company: Apex Technologies
Lead Source: Request Demo
Employees: 255
Founded: 2001
Headquarters: Atlanta, GA
Industry: Technology

Lead Information:

Our company is expanding rapidly and we are needing a more reliable solution to interviewing. Our team also needs a way to communicate and schedule with internal leadership for final interviews.

TEAM 6 - LEAD INFORMATION

Holly Pocket

Title: Head of Product
Company: Apex Technologies
Lead Source: Request Demo
Employees: 255
Founded: 2001
Headquarters: Atlanta, GA
Industry: Technology

Lead Information:

Need to look at meetings for team communication. Interested in large group solutions as well for product updates.

Cameron Sullivan

Title: Director of Customer Success
Company: Apex Technologies
Lead Source: Request Demo
Employees: 255
Founded: 2001
Headquarters: Atlanta, GA
Industry: Technology

Lead Information:

Our department is currently expanding and we need a way to better connect with our ongoing clientele. Also looking for internal team communication solutions.

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ROLE BREAKDOWN

Main Responsibilities	Typical Goals & Objectives	Typical Problems
Responsibility #1	Goal #1	Problem #1
Responsibility #2	Goal #2	Problem #2
Responsibility #3	Goal #3	Problem #3
Responsibility #4	Goal #4	Problem #4

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SUCCESS FACTORS

⏲️ Measurements of Success	🎥 How Zoom Helps Win
Measurement #1	Winning #1
Measurement #2	Winning #2
Measurement #3	Winning #3
Measurement #4	Winning #4

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DISCOVERY QUESTIONS

Discovery Question #1

Discovery Question #2

Discovery Question #3

Discovery Question #4

Discovery Question #5

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PERSONA HIGHLIGHTS - SALES

Main Responsibilities	Typical Goals & Objectives	Typical Problems
Responsibility #1	Goal #1	Problem #1

Measurements of Success	How Zoom Helps Win
Measurement #1	Winning #1

Discovery Question #1

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PERSONA HIGHLIGHTS - OPERATIONS

Main Responsibilities	Typical Goals & Objectives	Typical Problems
Responsibility #1	Goal #1	Problem #1

Measurements of Success	How Zoom Helps Win
Measurement #1	Winning #1

Discovery Question #1

PERSONA HIGHLIGHTS - L&D

Main Responsibilities	Typical Goals & Objectives	Typical Problems
Responsibility #1	Goal #1	Problem #1

Measurements of Success	How Zoom Helps Win
Measurement #1	Winning #1

Discovery Question #1

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PERSONA HIGHLIGHTS - HR

Main Responsibilities	Typical Goals & Objectives	Typical Problems
Responsibility #1	Goal #1	Problem #1

Measurements of Success	How Zoom Helps Win
Measurement #1	Winning #1

Discovery Question #1

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PERSONA HIGHLIGHTS - MARKETING

Main Responsibilities	Typical Goals & Objectives	Typical Problems
Responsibility #1	Goal #1	Problem #1

Measurements of Success		How Zoom Helps Win
Measurement #1		Winning #1

Discovery Question #1

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PERSONA HIGHLIGHTS - PRODUCT

Main Responsibilities	Typical Goals & Objectives	Typical Problems
Responsibility #1	Goal #1	Problem #1

Measurements of Success	How Zoom Helps Win
Measurement #1	Winning #1

Discovery Question #1

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PERSONA HIGHLIGHTS - CUSTOMER SUCCESS

Main Responsibilities	**Typical Goals & Objectives**	**Typical Problems**
Responsibility #1	Goal #1	Problem #1

Measurements of Success	**How Zoom Helps Win**
Measurement #1	Winning #1

Discovery Question #1

WEDNESDAY

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MEETINGS - FOCUS TO FEATURE ACTIVITY

Group Activity - 10 Minutes Prep

This activity is meant to set you up for success in your first demos with your customers based on user type. Follow the instructions below to get started!

- As a group, work together to fill in the information about the customer using any and all resources available.
- Fill in the blanks on the next slide for:
  - Typical Focus related to our Pillars
  - Feature to Highlight that corresponds with the Pillar
- **Sherpa -** get ready to present the answers when we return to the group. **You will have 3 minutes total to deliver.**

FOCUS TO FEATURE: C-SUITE

TOP FOCUS AREAS	KEY FEATURES TO HIGHLIGHT
Simple Focus -	Simple Feature -
Scalable Focus -	Scalable Feature -
Secure Focus -	Secure Feature -
Innovative Focus -	Innovative Feature -
Extendable Focus -	Extendable Feature -
3 Common Use Cases -	

Please correspond the focus with the feature on this slide

FOCUS TO FEATURE: IT

TOP FOCUS AREAS	KEY FEATURES TO HIGHLIGHT
Simple Focus -	Simple Feature -
Scalable Focus -	Scalable Feature -
Secure Focus -	Secure Feature -
Innovative Focus -	Innovative Feature -
Extendable Focus -	Extendable Feature -
3 Common Use Cases -	

Please correspond the focus with the feature on this slide

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FOCUS TO FEATURE: END USER

TOP FOCUS AREAS

KEY FEATURES TO HIGHLIGHT

TOP FOCUS AREAS	KEY FEATURES TO HIGHLIGHT
Simple Focus -	Simple Feature -
Scalable Focus -	Scalable Feature -
Secure Focus -	Secure Feature -
Innovative Focus -	Innovative Feature -
Extendable Focus -	Extendable Feature -
3 Common Use Cases -	

Please correspond the focus with the feature on this slide

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HANDLING COMMON OBJECTIONS: MEETINGS & CHAT

Group Discussion & Roleplay - 10 Minutes Prep

This activity is meant to set you up for success in your first meetings with your customers should they have one of the following common initial objections. Follow the instructions below to get started!

- Objections are located on the next slide
- Meet and discuss best answer to the following common objections
- Role play each scenario in pairs in front of the group & give feedback
- Upon return to the main room, **have one pair ready to roleplay** the best answers to the class when called upon. The pair will be asked to use the raise hand feature when your team is called so you can be spotlighted.
  You will have 1 minute to present the roleplay

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MEETINGS & CHAT COMMON OBJECTIONS

ROOMS 1-4

I am with competitor X already, why is Zoom different?

We don't use video much in our company.

ROOMS 5-7

We have the free version, why pay?

I already know what Zoom is...

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HANDLING COMMON OBJECTIONS: ZOOM ROOMS

Group Discussion & Roleplay - 10 Minutes Prep

This activity is meant to set you up for success in your first meetings with your customers should they have one of the following common initial objections. Follow the instructions below to get started!

- Objections are located on the next slide
- Meet and discuss best answer to the following common objections
- Role play each scenario in pairs in front of the group & give feedback
- Upon return to the main room, **have one pair ready to roleplay** the best answers to the class when called upon. The pair will be asked to use the raise hand feature when your team is called so you can be spotlighted.
  You will have 1 minute to present the roleplay

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HANDLING COMMON OBJECTIONS: ZOOM ROOMS

ROOMS 1-2

I have a pro license, why can't I just set up my room with that?

Isn't Hardware Expensive for conference rooms?

ROOMS 3-4

Can't I just use my old conference room equipment?

I have a Legacy H.323/SIP endpoint...what now?

ROOMS 5-7

I have MSFT Suite and Teams is Free for us

My customers have Webex and I need to join their meetings

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HANDLING COMMON OBJECTIONS: ZOOM PHONE

Group Discussion & Roleplay - 10 Minutes

This activity is meant to set you up for success in your first meetings with your customers should they have one of the following common initial objections. Follow the instructions below to get started!

- Objections are located on the next slide
- Meet and discuss best answer to the following common objections
- Role play each scenario in pairs in front of the group & give feedback
- Upon return to the main room, **have one pair ready to roleplay** the best answers to the class when called upon. The pair will be asked to use the raise hand feature when your team is called so you can be spotlighted.
  You will have 1 minute to present the roleplay

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HANDLING COMMON OBJECTIONS: ZOOM PHONE

ROOMS 1-2

Zoom is great for Meetings, but too new to Phone

Zoom has privacy and/or security issues

ROOMS 3-4

Zoom Phone must be missing key PBX features

Zoom doesn't have a contact center solution

ROOMS 5-7

I have MSFT Suite and Teams is "free" for us

Zoom, or "Cloud" in general, is too expensive

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FRIDAY

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PLATFORM PITCH - CONTEST RULES

Group Activity - 120 Minutes Prep

This activity is meant to get you practicing speaking to our platform in a way that makes sense to our customers. This scenario will be done as a first meeting role play with the company selected for your group. The lead persona you are addressing is the same as the one your group used in the persona activity.

Your Roleplay must Include the following:

- At least 3 of the group members should be on the meeting as Zoom employees and all members must participate in some way during the preparation of the roleplay
- A brief introduction
- Uncover a specific need that relates to your customer and company
- You must present a compelling reason to look at Zoom
- The customer must present at least one objection to the group
- There must be next steps presented for a next meeting
  You will have 5 minutes to present the roleplay (Teams will be cut off at 6 minutes)

PLATFORM PITCH - COMPANIES

TEAM #	Lead Source	COMPANY
Team 1	VP of Sales	Dunder Mifflin Paper Company (The Office)
Team 2	Head of Ops	Santa's Workshop
Team 3	L&D Senior Manager	Wonka Chocolate Factory
Team 4	Head Recruiting Manager	M.I.B.
Team 5	Director of Marketing	InGen (Jurassic Park)
Team 6	Head of Product	Stark Industries (Iron Man)
Team 7	Director of Customer Success	Cyberdyne Systems (Terminator)
Team 8	VP of Finance	Wayne Enterprises (Batman)

PLATFORM PITCH - RUBRIC

CRITERIA	WEIGHT	4	3	2	1
Introduction	10%	Exceeds Expectations	Meets Expectations	Meets Some Expectations	Does not meet expectations
Pain/Problem	25%				
Platform and Product Knowledge	30%				
Objection Handling	25%				
Call to Action	10%				

PLATFORM PITCH - RUBRIC

CRITERIA	WEIGHT	4	3	2	1
Introduction	10%	Introduction was very engaging and laid out a clear agenda with an end goal	Introduction was engaging and laid out an agenda but no end goal	Introduction was somewhat engaging but lacked parts of an agenda or end goal	Introduction was not engaging and did not have an agenda or end goal
Pain/Problem	25%	2-3 problems identified and clearly addressed with Zoom value	1-2 Problems identified and somewhat addressed by Zoom value	Problem is identified but not addressed	No problems are identified or addressed
Platform and Product Knowledge	30%	Zoom platform breakdown was impressive, clear and accurate.	Zoom platform information was included and accurate.	Some elements of the Zoom Platform were added and accurate	Platform information was lacking or inaccurate
Objection Handling	25%	Solution to all objections are met with ease and connect to Zoom value	Solution to objections are somewhat answered and connect to a Zoom value add	Solution to objections are met but not connected to Zoom value	Solution is not identified well
Call to Action	10%	Call to action includes clear next steps and goals and agreeance from the customer	Call to action includes some next steps and agreeance from customer	Call to action includes a next step but is unclear on agreeance	No call to action

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