Avalara

Software Sales Playbook

Software ABM Campaign Overview

Objectives

- Software is one of Avalara's core industries. Avalara has developed loyalty and an impressive market position in this segment, but growth of new revenue has slowed to a stall in recent months.

- The goal of the software ABM campaign is to accelerate mid-market growth and give sales teams tools to meet their goals.

Campaign Theme

- The Smarter Way to Manage Tax Complexity

- The software industry faces some of the most complex tax rules in the country. States are aggressively pursuing taxes on digital goods, yet they all manage it differently.

- With automation, Avalara can simplify tax compliance and help software companies focus on the innovation that drives business growth.

Campaign Assets

- Industry Insights Overview

- Buyer Profiles

- Messaging Framework

- Infographic

- Landing Page

- Outreach Sequence

- Sales Playbook

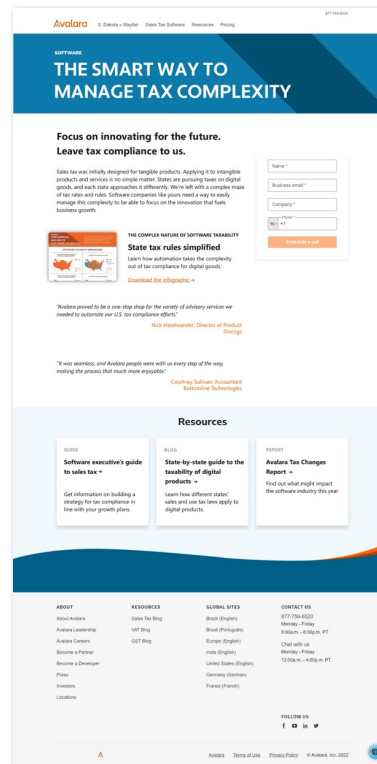Avalara

Campaign Assets

Web ads

Campaign Assets

Social ad

Landing page

Campaign Rationale

- Mid-market, Avalara's strongest performing segment, has recently stalled. To kickstart growth, initial focus will be placed on an ABM-driven opportunity into select industries.

- Avalara will stimulate growth with messaging and campaign strategy that creates a strong demand gen engine and gets sales back on top.

- Stalls often occur when a tried-and-true approach needs to be updated with fresh content and a shift in focus.

- By moving to an industry-focused marketing program, the greater relevance and fresh content it provides will help start new conversations.

- Developing a strong framework for messaging allows for more compelling conversations and content that can be customized as Avalara's focus deepens around target accounts.

- By leveraging Avalara value propositions, we can create fresh content tailored to target industries and build new campaign strategies that generate lead progression, interest, and intent in dormant audiences in both mid-market and enterprise segments.

- Three target industries have been identified and prioritized.

- Manufacturing, retail, and software industries have been identified as the top targets in the mid-market. We will focus on creating content and campaigns to generate qualified leads and increase revenue.

- Bringing this to life through industry-specific content for direct campaigns will provide an easy-to-deliver and actionable story for Avalara sales teams to leverage immediately.

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Overarching Messaging for Software

Brand Promise

We handle tax compliance so you can focus on driving software innovation, fueling digital transformation growth, competing for talent, and creating better customer experiences.

Positioning Statement

States are aggressively pursuing taxes on digital goods. But how do you apply a tax meant for tangible goods to an intangible product or service? Avalara clarifies what is taxable, how it may be taxed, and how to stay compliant. As you grapple with record growth, face new demands for tailored services, and provide better support, Avalara can manage your tax compliance so you can focus on your business strengths.

Target Buyers

Finance Leaders

Finance team leaders in software companies focus on managing tax records, using data and AI tools to guide decision making, and protecting sensitive corporate and customer data. Finance leaders often work to deliver better solutions, insights, and data models while grappling with limited budgets.

IT Strategic Leaders

Given the world's focus on digital transformation, IT directors are more valued than ever. Most IT directors claim they have become trusted advisors to executives. They also say that innovation at scale is a top priority, while they must also adapt to customer changes, onboard new technologies, and define their company's security posture.

Financial and Strategic Executives

Within the c-suite, the CFO, CIO, and CTO have the greatest influence over strategic transformation. They expand and upskill the workforce to achieve their strategies, oversee expansion into PaaS, and serve as gatekeepers for technology investments.

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Buyer Conversation Starters

Finance Leaders

Buyer Objectives

- Efficiently manage complicated tax records, nexus compliance, and audit readiness
- Expand and upskill the workforce while investing in software tools to get more from existing teams
- Conduct risk analysis and forecasting to identify impacts on margins, deals, growth, and deadlines
- Oversee AI data visualization tools to improve data modeling and deliver future-state reports

Questions to Ask

- How do you manage changing regulations from state to state while ensuring compliance?
- How would simplifying tax compliance change your goals and resources?
- How would your business benefit from AI automation that files sales records, completes documentation, and finds local tax rates in real time?
- How well does your current tax compliance solution grow with the business? Does it offer the support you need as you grow?

IT Strategic Leaders

Buyer Objectives

- Prepare for more technology deployments, faster innovation, and manage an increasingly remote workforce
- Incorporate low-code or no-code capabilities and data intelligence
- Build, implement, and drive adoption for a centralized ERP
- Lead growth initiatives while focusing on improving the customer experience

Questions to Ask

- What does growth through innovation look like for your organization? How is your business capitalizing on software innovation?
- How do you support growth while keeping an eye on tax complexity?
- How do you manage tax compliance in the face of competitive pressures?
- How does tax compliance and varying rules and regulations throughout the country affect your digital strategies? Do they influence the products and services you develop?

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Buyer Conversation Starters

Financial and Strategic Executives

Buyer Objectives

- Enable and expand the workforce to deliver on digital transformation strategies
- Remain competitive in the digital economy through software innovation, data management, security, and business process controls
- Prepare the organization for tax compliance and audit readiness with accurate reporting of every transaction across an extensive digital client base
- Future-proof technology investments

Questions to Ask

- How would simplifying tax compliance affect your business and technology goals?
- How could automated tax compliance free up your workforce and allow them to focus on innovating for the future?
- How does tax compliance come into play when you're formulating business and technology strategies?
- How do you achieve your business objectives without complicating tax compliance?

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Avalara's Software Customers

Placeholder – Drop in Logos

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Resources

Resource	Description
Software Landing Page	A collection of assets developed specifically for software companies that's gathered on a single webpage
Software Infographic	An overview of the stats and insights surrounding tax compliance on digital goods
Industry Insights Overview	A deck that will help you with your knowledge of the software industry
Buyer Profiles	Persona content that will help you understand the pains and priorities of buyers in software
Messaging Framework	Key messaging pillars that will help you ensure your conversations are focused on the right topics
Outreach Sequence	An outreach sequence aligned to industry pain points and corresponding Avalara solutions
Discogs Case Study	A software case study that shows how one customer simplified tax compliance after suddenly having sales tax obligations in nearly every state
Bottomline Technologies Case Study	A software case study that demonstrates how one customer traded a manual and time-consuming process for a seamless, automated solution

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