

Mixmax Messaging Map - SAMPLE

Primary Challenges Revenue Teams Face Today

- 1. Lack of Personalization & Relevance**
 - a. SDRs struggle to stand out in a crowded market, as generic messaging doesn't resonate with prospects. Personalizing outreach is time-consuming but necessary to capture attention.
- 2. Disconnected Processes Across Teams**
 - a. AEs and CSMs often face fragmented communication and handoffs, causing delays in the sales cycle and poor customer experiences. Misalignment between sales and customer success can hurt deal velocity and post-sale engagement.
- 3. Missed Engagement Signals**
 - a. Revenue teams miss out on important signals from prospects or existing customers, leading to missed upsell or cross-sell opportunities. Lack of visibility into customer behavior impacts the team's ability to act at the right time.
- 4. Time-Consuming Admin Tasks**
 - a. All roles—SDRs, AEs, CSMs, and AMs—are bogged down by repetitive tasks like follow-ups, CRM updates, and meeting scheduling, reducing time spent on high-value activities like engaging prospects or nurturing relationships.

External Factors Making it Difficult to Succeed

- 1. Information Overload for Buyers**
 - a. Buyers are bombarded with emails and outreach across channels, making it harder for revenue teams to break through the noise and build meaningful connections.
- 2. Longer, More Complex Sales Cycles**
 - a. With more stakeholders involved in buying decisions and a shift to remote/hybrid work, sales cycles are longer, requiring teams to manage multiple touchpoints across departments.
- 3. Technology Overload & Fragmentation**
 - a. Too many disconnected tools across the sales stack slow down processes. Revenue teams struggle to get a unified view of their prospects and customers, leading to inefficiencies.

The market challenge

Revenue teams (SDRs, AEs, CSMs, AMs) face increasing difficulty in engaging buyers effectively. Prospects are overwhelmed with generalized outreach, and siloed processes slow down sales cycles. Every touchpoint must be personalized, timely, and meaningful to stand out, drive consistent pipeline growth, and close deals faster.

The core problem we solve (Jobs To Be Done)

Revenue teams (SDRs, AEs, CSMs, and AMs) struggle to effectively engage buyers and customers at the right time, often missing key opportunities due to fragmented processes, lack of personalized outreach, and difficulty in managing multiple touchpoints. This leads to inefficiencies across the entire sales process, from prospecting to customer retention.

Specific Job(s) Revenue Teams Are Hiring Mixmax to Do:

1. Intelligent Signals:

- a. Help revenue teams act on real-time engagement data to prioritize high-value prospects and customers.
- b. Teams rely on Mixmax to surface intelligent signals with actionable next steps so they can prioritize prospects with real buying intent, making their outreach more effective.

2. Intelligent Connections:

- a. Enable teams to create personalized, meaningful connections with prospects and customers.
- b. Mixmax automates outreach and personalizes multichannel communication based on intelligent connections, ensuring that each interaction is timely, relevant, and impactful. This results in higher engagement, stronger relationships, and more opportunities.

3. Intelligent Meetings:

- a. Streamline the meeting process for faster, more efficient interactions.
- b. With intelligent meeting scheduling, Mixmax removes the friction of back-and-forth coordination. Reps can easily book and manage meetings with prospects and customers, ensuring they spend more time on meaningful conversations that move deals forward.

4. Intelligent Workflows:

- a. Automate routine tasks to save time and drive efficiency.
- b. Mixmax provides intelligent workflows that automate repetitive tasks like follow-ups, next steps, CRM updates, and more. This allows revenue teams to focus on selling, nurturing relationships, and driving customer success, rather than getting bogged down by administrative tasks.

How Mixmax Helps Users Achieve Their Goals (and the Outcome They Aim For)

1. More Pipeline for the Entire Team:

- a. SDRs use intelligent signals to prioritize outreach based on prospect behavior, generating more qualified leads.
- b. AEs leverage intelligent connections and personalized outreach to drive deeper engagement, leading to more opportunities in the pipeline.
- c. CSMs and AMs use intelligent workflows to automate customer follow-ups and cross-sell/upsell tasks, ensuring continued customer engagement and new opportunities for expansion.

2. Stronger Relationships Across the Buyer's Journey:

- a. SDRs create intelligent connections through personalized, timely outreach, ensuring prospects feel valued from the first interaction.
- b. AEs use intelligent connections to craft relevant, personalized messages based on real-time insights, building trust and accelerating deals.
- c. CSMs and AMs foster long-term relationships by using intelligent workflows to ensure no touchpoint is missed, driving retention and growth.

3. Faster Deals and Revenue Growth Across Teams:

- a. SDRs increase productivity by using intelligent workflows to automate follow-ups and schedule meetings, ensuring no opportunity is missed.
- b. AEs close deals faster by using intelligent signals to engage with prospects at the right time, and intelligent connections to move deals forward.
- c. CSMs and AMs reduce churn and drive upsell opportunities by automating workflows and using insights to strengthen customer relationships, leading to faster revenue growth.

Outcome Aim

1. Generate more pipeline by focusing on the right prospects at the right time.
2. Increase engagement with personalized, relevant outreach.
3. Accelerate sales cycles with streamlined meetings and workflows.
4. Drive faster revenue growth through stronger relationships and more efficient processes.

Our Promise

Mixmax helps revenue teams connect with buyers at the right time, in the right way building deeper connections, creating more opportunities, and driving faster revenue growth. Through intelligent signals, personalized outreach, smart scheduling, and automated workflows, we empower teams to focus on what matters most—building meaningful relationships that make sales more enjoyable and impactful.

Key Messaging Pillar

Meet your buyers with precision, wherever they are. Build stronger connections, create more opportunities, and drive more revenue—faster.

- 1. What is the one central idea that Mixmax stands for?**
 - a. Mixmax empowers revenue teams to connect with buyers with precision at the right time and in the right way through intelligent signals, personalized outreach, smart scheduling, and automated workflows. The core idea is about ensuring every interaction is timely, relevant, and impactful, enabling all roles across the revenue team to build deeper connections, create more opportunities, and accelerate revenue growth.
- 2. How does this messaging pillar tie into the larger vision of helping sales teams succeed?**
 - a. This messaging reflects Mixmax's vision of helping GTM teams by providing the tools they need to be more efficient and effective in their outreach. By focusing on precision, timing, and connection, Mixmax allows revenue teams to engage with the right prospects, build deeper relationships, and close deals faster—ensuring their success in an increasingly competitive market.
- 3. How does Mixmax's approach differ from other tools in the market?**
 - a. Mixmax stands apart by delivering a comprehensive platform that integrates real-time insights (intelligent signals), personalized outreach (intelligent connections), seamless scheduling (intelligent meetings), and automated workflows (intelligent workflows)—all in one easy-to-use solution. Unlike other tools that may address isolated parts of the process or require complex integrations, Mixmax provides a unified experience for the entire revenue team, ensuring every touchpoint is meaningful, reducing inefficiencies, and maximizing results across sales, customer success, and account management.

Value Proposition

Mixmax empowers revenue teams to connect with buyers and customers at the right time, in the right way, through intelligent signals, personalized outreach, and automated workflows. Our platform streamlines manual tasks and surfaces actionable insights so reps and managers can focus on what matters most—building meaningful connections and driving revenue.

- 1. What value does Mixmax bring to revenue teams?**

- a. Mixmax brings the ability to prioritize and act on real-time buyer engagement signals. It gives revenue teams the tools to create personalized, timely connections, ensuring that no opportunity is missed. By automating repetitive tasks like follow-ups and CRM updates, Mixmax helps sales teams stay focused on building relationships and moving deals forward—ultimately driving pipeline and revenue growth.

2. How does Mixmax empower ICs and Managers to be more productive and efficient?

- a. For ICs (SDRs, AEs, CSMs, AMs): Mixmax enables them to prioritize their outreach based on intelligent signals and streamline their day-to-day workflows. ICs spend less time on admin tasks and more time on high-value activities like personalizing conversations, engaging buyers, and closing deals.
- b. For Managers: Mixmax provides managers with real-time insights into team performance and engagement metrics, helping them coach and optimize team effectiveness. With intelligent workflows automating routine tasks, managers can focus on scaling operations, improving performance, and ensuring the team is consistently delivering results.

3. What is Mixmax’s unique advantage in delivering this value?

- a. Mixmax’s unique advantage lies in its combination of real-time engagement insights, personalized outreach tools, and automated workflows in one intuitive platform. Unlike other tools that focus on specific areas of sales engagement, Mixmax integrates these components to create a seamless, end-to-end solution. This allows teams to work smarter, not harder, by focusing on the right prospects at the right time with minimal friction—leading to faster sales cycles and more revenue.

General Pain Point 1 - Lack of Insight into Buyer Behavior & Buying Signals (Intelligent Signals)

- **Key Frustration**
 - Revenue teams struggle to see how prospects engage with their outreach, making it difficult to prioritize the most engaged leads.
- **Impact on GTM Process**
 - Without real-time insights, reps waste time chasing unqualified prospects and miss out on acting when engagement is highest.
- **Engagement Challenge**
 - Reps are unable to tailor outreach based on buyer intent, leading to missed opportunities for more meaningful connections.
- **Solution via Mixmax**
 - Mixmax provides intelligent signals that offer real-time visibility into buyer engagement, allowing revenue teams to focus on the right prospects at the right time.

General Pain Point 2 - Bad/Generalized Engagement (Intelligent Connections)

- **Key Frustration**
 - Revenue teams use one-size-fits-all outreach, leading to disengaged prospects and low

response rates.

- **Impact on GTM Process**
 - Generic messages don't resonate with prospects, slowing down pipeline progression and reducing the chances of booking meetings.
- **Engagement Challenge**
 - It's difficult for revenue teams to build trust and rapport when their outreach lacks personalization.
- **Solution via Mixmax**
 - Mixmax enables intelligent connections by automating personalized, multichannel outreach that increases engagement and drives deeper relationships.

General Pain Point 3 - Missed Opportunities Due to Poor Follow-Up (Intelligent Workflows & Meetings)

- **Key Frustration**
 - Inconsistent follow-ups cause prospects to slip through the cracks, leaving revenue teams unable to maintain momentum in their sales cycles.
- **Impact on GTM Process**
 - Missed follow-ups result in lost opportunities, stalled deals, and prospects going cold.
- **Engagement Challenge**
 - Teams struggle to stay on top of every prospect and ensure consistent engagement throughout the sales process.
- **Solution via Mixmax**
 - Mixmax's intelligent workflows automate follow-ups, ensuring every prospect gets timely, consistent communication. Intelligent meetings also streamline scheduling, making it easier to keep prospects engaged.

General Pain Point 4 - Overly Complicated Sales Tools (Intelligent Workflows & Meetings)

- **Key Frustration**
 - Revenue teams waste time navigating overly complex tools that slow down their workflows and create frustration.
- **Impact on Sales Process**
 - Friction from complicated tools delays outreach, disrupts communication, and prevents teams from moving quickly through their pipeline.
- **Engagement Challenge**
 - Reps find it hard to efficiently engage prospects when they're bogged down by swivel chairing, cumbersome tools and manual processes.
- **Solution via Mixmax**
 - Mixmax provides intelligent workflows and intelligent meetings in an easy-to-use platform, simplifying complex tasks and helping revenue teams focus on what matters

most—connecting with prospects and closing deals.

- Mixmax is an intuitive, easy-to-use platform that eliminates the need for reps to constantly switch between tools. Whether working from the web app, their inbox, or directly within their CRM, reps can stay in one place. Mixmax empowers revenue teams with intelligent workflows and smart scheduling, streamlining complex tasks so they can focus on what matters most—connecting with prospects and closing deals.

Job To Be Done 1 - Identify and Act on Key Buying Signals (Intelligent Signals)

- **Core Task Mixmax Automate:**

- Mixmax automates real-time tracking of prospect engagement (e.g., email opens, link clicks, document views, poll votes), giving reps instant visibility into buyer intent.

- **Specific Outcome Reps Are Looking to Achieve**

- Reps want to prioritize their outreach based on engagement signals, ensuring they focus their time on high-potential prospects most likely to convert.

- **Desired Business Result**

- By acting on these signals, revenue teams create more timely, personalized touchpoints, leading to higher conversion rates, increased pipeline quality, and faster GTM cycles.

Job To Be Done 2 - Build Personalized Connections with Customers (Intelligent Connections)

- **Core Task Mixmax Automates**

- Mixmax automates and personalizes multichannel outreach (e.g., email sequences, social touchpoints & follow-ups) based on engagement data and buyer behavior, ensuring every interaction feels relevant and personalized.

- **Specific Outcome Reps Are Looking to Achieve**

- Reps aim to build authentic, meaningful connections with prospects, improving response rates and engagement through customized outreach.

- **Desired Business Result**

- Personalizing outreach leads to stronger relationships, improved prospect engagement, and a higher likelihood of advancing deals through the pipeline. This results in increased meeting bookings and more opportunities created.

Job To Be Done 3 - Simplify Meeting Scheduling and Follow-Ups (Intelligent Meetings)

- **Core Task Mixmax Automate**

- Mixmax automates the process of scheduling meetings, sending reminders, and managing follow-ups, eliminating the back-and-forth and ensuring seamless coordination.

- **Specific Outcome Reps Are Looking to Achieve**

- Reps want to reduce delays in scheduling and keep prospects engaged by maintaining momentum with timely follow-ups and organized meetings.

- **Desired Business Result**

- By simplifying scheduling and follow-ups, Mixmax enables faster deal progression, fewer missed opportunities, and ensures that meetings are efficiently booked and managed. The result is shorter sales cycles and higher meeting completion rates.

Job To Be Done 4 - Automate Repetitive Tasks to Save Time (Intelligent Workflows)

- **Core Task Mixmax Automates**
 - Mixmax automates repetitive tasks like follow-ups, CRM updates, and handoffs between teams, allowing reps to spend more time on high-value activities like engaging prospects and closing deals.
- **Specific Outcome Reps Are Looking to Achieve**
 - Reps aim to save time by reducing manual effort, allowing them to focus on strategic, high-impact activities that directly contribute to revenue growth.
- **Desired Business Result**
 - Automating repetitive tasks increases overall productivity, enables more strategic outreach, and leads to faster deal closure, better customer experiences, and higher revenue generation.

Benefit 1 (For the Person) - Better Insights for Targeted Engagement (Intelligent Signals)

- **User Experience Benefit**
 - Reps gain real-time visibility into prospect behavior, such as email opens, link clicks, and content views.
- **How It Helps Them Achieve Goals**
 - With these insights, reps can prioritize the most engaged leads and act at the right moment, making their outreach more effective and timely.
- **Specific Outcome**
 - Reps achieve higher engagement rates, improved pipeline quality, and faster deal progression as they focus on prospects showing clear buying intent.

Benefit 2 (For the Person) - More Personalized Conversations (Intelligent Connections)

- **User Experience Benefit**
 - Reps are empowered to send personalized, automated outreach based on individual prospect behavior, ensuring each message resonates with the recipient.
- **How It Helps Them Achieve Goals**
 - Personalized conversations allow reps to connect with prospects on a deeper level, increasing response rates and building trust more quickly.
- **Specific Outcome**
 - Reps see improved engagement, stronger relationships, and higher conversion rates as tailored messages create more meaningful interactions.

Benefit 3 (For the Person) - Time Savings Through Automation (Intelligent Workflows & Meetings)

- **User Experience Benefit**
 - Reps save time by automating routine tasks like follow-ups, CRM updates, and scheduling meetings, allowing them to focus on higher-value activities.
- **How It Helps Them Achieve Goals**
 - By reducing time spent on admin work, reps can dedicate more energy to nurturing relationships and closing deals.

- **Specific Outcome**
 - Increased productivity leads to shorter sales cycles, more meetings booked, and faster revenue growth as reps focus on what drives the business forward.

Benefit 4 (For the Person) - More Enjoyable Sales Process (Intelligent Workflows & Meetings)

- **User Experience Benefit**
 - With simplified workflows and intuitive tools, the sales process becomes less stressful and more enjoyable, freeing up reps to focus on building meaningful connections.
- **How It Helps Them Achieve Goals**
 - A smoother process allows reps to focus on their core strengths—selling and relationship building—without being bogged down by inefficient tools or manual tasks.
- **Specific Outcome**
 - Higher job satisfaction, better overall performance, and a more streamlined sales experience lead to more deals closed and long-term revenue growth.

Gain 1 (For the Company) - More Time for Selling, Less Time on Admin (Intelligent Workflows)

- **How This Helps the Company Gain X and Improve Overall Y**
 - By automating repetitive tasks like follow-ups, CRM updates, and scheduling, Mixmax enables revenue teams to focus on high-impact activities. This improves overall GTM productivity and reduces operational inefficiencies.
- **How This Helps Revenue Teams Have More Connections, More Opportunities, More Revenue**
 - Reps spend more time engaging with prospects and customers, leading to more meaningful conversations and a higher volume of opportunities. Ultimately, this drives faster deal closures and increased revenue.
- **How This Helps the Organization Achieve Goals (Revenue Growth, More Customers, More Market Share)**
 - As teams focus on selling rather than administrative tasks, they're able to build stronger relationships and convert more prospects, contributing to revenue growth and customer acquisition.
- **Impact on Long-Term Profitability and Market Position**
 - With a streamlined GTM process, the organization can scale more effectively, improving long-term profitability and strengthening its market position by consistently outperforming competitors.

Gain 2 (For the Company) - Stronger, More Predictable Pipeline (Intelligent Signals & Connections)

- **How This Helps the Company Gain X and Improve Overall Y:**
 - With intelligent signals providing real-time insights into prospect behavior and intelligent connections driving personalized outreach, revenue teams build a more consistent, reliable pipeline filled with high-quality leads. This improves forecasting and resource allocation for the business.
- **How This Helps Revenue Teams Have More Connections, More Opportunities, More Revenue**

- By acting on real-time insights and personalizing outreach, reps can create deeper connections and increase the volume of high-potential opportunities in the pipeline, leading to more closed deals and increased revenue.
- **How This Helps the Organization Achieve Goals (Revenue Growth, More Customers, More Market Share)**
 - A stronger, more reliable pipeline improves the company's ability to predict revenue growth, increasing sales velocity and helping the organization acquire more customers and gain market share.
- **Impact on Long-Term Profitability and Market Position**
 - A predictable pipeline means the company can consistently hit revenue targets, supporting long-term profitability and cementing its market leadership by scaling revenue efficiently.

Gain 3 (For the Company) - Faster Revenue Growth (Intelligent Signals, Connections, Meetings, Workflows)

- **How This Helps the Company Gain X and Improve Overall Y**
 - Acting on intelligent signals, building personalized connections, automating meeting scheduling, and using intelligent workflows helps teams close deals faster. This accelerates revenue growth while improving team efficiency across the GTM process.
- **How This Helps Revenue Teams Have More Connections, More Opportunities, More Revenue**
 - By focusing on the right prospects and automating processes, reps can engage more effectively, create more opportunities, and close deals faster, leading to higher revenue growth across the board.
- **How This Helps the Organization Achieve Goals (Revenue Growth, More Customers, More Market Share)**
 - With more deals closed faster, Mixmax drives measurable revenue growth, allowing the company to onboard more customers and expand its reach in the market
- **Impact on Long-Term Profitability and Market Position**
 - Faster revenue growth leads to sustained profitability and enhances the company's ability to capture a larger market share, positioning it for long-term success in the industry.

Gain 4 (For the Company) - Enhanced Customer Retention and Expansion (Intelligent Signals & Connections)

- **How This Helps the Company Gain X and Improve Overall Y**
 - By using intelligent signals to identify key engagement moments with existing customers, CSMs and AMs can proactively address issues and identify upsell/cross-sell opportunities, leading to stronger customer relationships and reducing churn.
- **How This Helps Revenue Teams Have More Connections, More Opportunities, More Revenue:**
 - Teams can focus on nurturing existing customer relationships, which drives higher retention rates, generates more expansion opportunities, and ultimately boosts revenue from existing accounts.
- **How This Helps the Organization Achieve Goals (Revenue Growth, More Customers, More Market Share)**

- High retention rates and account expansion contribute directly to recurring revenue growth, while delivering more value to customers improves the company's reputation, attracting new customers and expanding market share
- **Impact on Long-Term Profitability and Market Position:**
 - By focusing on customer success and expansion, Mixmax enables organizations to generate sustained revenue growth, contributing to long-term profitability and a stronger market position.

Mixmax simple descriptions:

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Mixmax is the most intelligent sales engagement platform that enables the entire revenue team to build more pipeline, create stronger relationships, and close deals faster by leveraging intelligent signals, connections, meetings, and workflows. This ensures revenue teams can focus on what matters most: engaging with the right people, at the right time, in the right way.