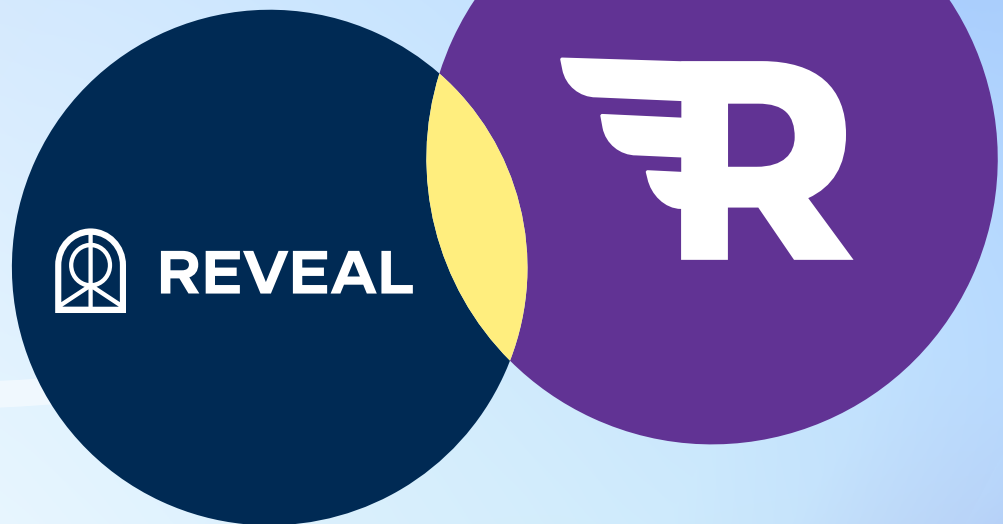




Impressive partner
gifting with **Reveal**
and **Reachdesk**





Reveal is the Nearbound Revenue Platform that brings partner data into your CRM so you can leverage intel, intros, and influence from those your buyers already trust to drive more revenue faster.



Reachdesk empowers B2B companies to deliver moments that matter at scale. We help businesses build deeper connections with prospects, customers, and employees through the #1 global gifting platform.

What is Nearbound?

[Nearbound](#) is the Go-To-Market strategy that taps into your buyers' trust at every stage of the journey for intel, intros, and influence.

Nearbound matters because buyer behavior matters.

We've moved from the "How" to the "Who" economy. No longer are buyers asking, "How do I solve X?" There is too much noise. SEO is gamed, and ads and cold emails are being tuned out.

Now, buyers are asking, "Who can help me solve X?" They are looking for pockets of trust in their network.

Where outbound interrupts and inbound attracts, nearbound surrounds. If you're not leveraging your buyers' trust—especially those already living in your ecosystem—to surround them across the entire lifecycle, you will lose to those who are.

Your organization is likely using a mix of outbound and inbound strategies—that's never going to change.

But these two strategies leave out a vital piece of the puzzle.

In the "Who" economy, you're not going to achieve 100% of revenue if your strategy only includes two thirds of the picture. Outbound and inbound strategies are good, but they aren't enough.

The truth is that you're losing at least 33% of your [revenue opportunities](#).

Having a nearbound-led strategy in tandem with a nearbound Revenue Platform, like [Reveal](#), has helped top companies influence their revenue.



[Payfit](#) had an increase of up to 60% in lead-to-demo conversion rate and an increase of up to 50% in demo-to-customer conversion rate.



[Rydoo](#) had a 3x increase in pipeline.



[Contractbook](#) generated 2x to 3x more demo meetings.



[AssessFirst](#) had an increase of 4x in client integration and increased their lead generation by 100%.

Here's how:

Get the right intel...

on the right deal

Share with your Account Executives which top partners and intel can help them close the deal and why.

in the right place

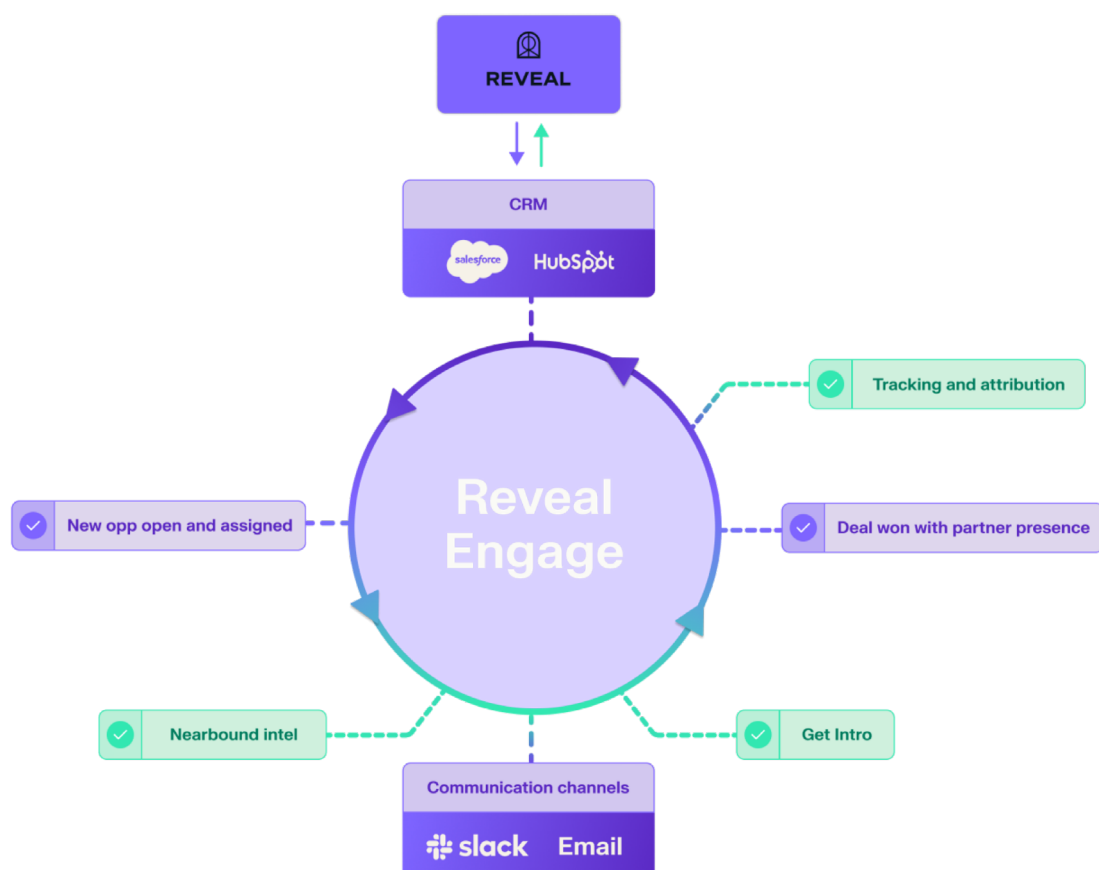
Reveal makes partner intel available and actionable in the channels your AEs are already working on, such as their CRM, inbox, and Slack.

at the right time

Get account briefs to your email or Slack to identify when and how partners can help you bring intel, influence, or intros to speed up the sales cycle.

with the right processes

Partner Managers can define the permissions of how partners can be contacted, and how Account Executives can request an intro from one of your partners, getting the request directed to the right channels with all relevant stakeholders tagged.



Nearbound + gifting = stronger partnerships

Here at Reachdesk, we believe gifting is at its most powerful when it has a personal touch.

Since nearbound is all about leveraging existing connections between partners and gathering insights you won't find on a company's website or LinkedIn page, it enables you to refine your messaging and choose relevant, high-impact gifts.

Whether you want to thank someone for making an introduction or propose a co-prospecting opportunity, combining nearbound and personalized gifting can help establish or enhance valuable partnerships at crucial touchpoints. Here are three ways to do it...



01 Nearbound Customer Success

Companies who work together, prosper together.

If you and your partner share the same accounts, why not collaborate on a co-branded gifting campaign? All it takes is a thoughtful gift accompanied by a note or some bespoke marketing collateral that outlines:



What's great about your respective products



Why your products work so well together

Alternatively, you can identify a number of your clients that your partner would like to target, while your partner can do the same for you.

From here, you can then collaborate on a gifting campaign designed to introduce each other to your respective clients and leverage the trust that's already been established.



02 Nearbound Sales

The decision-makers who cheer on your product to the finish line and help close deals are golden. Thanking a champion with a memorable gift isn't just polite. It also encourages them to continue advocating for your company.

Consider sending something photogenic that the recipient would be likely to share on their company channels or

even publicly on LinkedIn – think a personalized bottle of champagne or premium spirit.

This visibility can have fantastic knock-on effects. When your champion's colleagues see the swanky gift, they might just feel more compelled to step up to the plate and earn their own rewards by advocating for your company.

03 Nearbound Marketing

If you've identified a company with an overlapping audience, it makes sense to co-market together on a project – whether that's on a piece of content, an event, or a long-term campaign.

There's no better way to propose a collaboration than demonstrating your

flair for creative outreach. Break the ice by sending a memorable gift along with a note explaining why working together would be mutually beneficial.

Gift	Messaging
Desk plant	"Let's grow together"
Snack hamper	"Our products go together like chips and dip"
Puzzle/Jenga	"Let's build something fantastic together"

What happens next?

Measure intent through open rates, click-through rates, and gift redemptions.

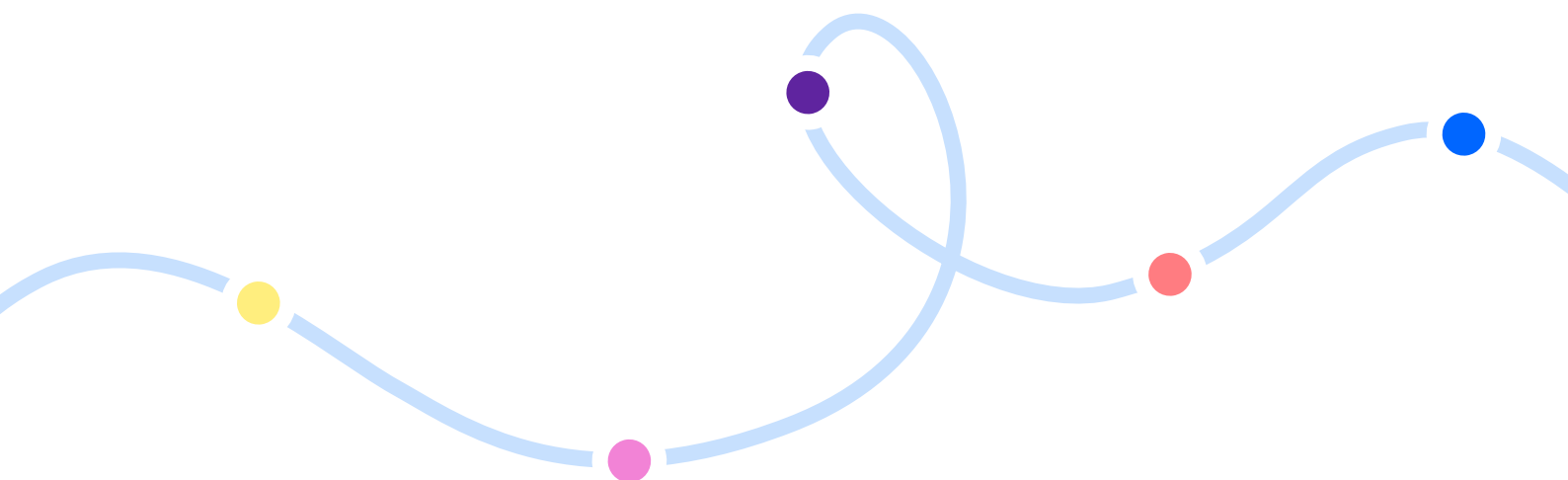
Review your campaign data to understand what's gaining traction and where you can improve.

Use a multi-channel approach to follow up on your campaign – including phone, email, video messages, and LinkedIn.

Share your wins so your teams can scale successful tactics for future campaigns

Discover how Reachdesk can help you deliver outstanding gifting campaigns with guaranteed ROI. Speak to one of our friendly gifting experts by emailing hello@reachdesk.com or [book a demo](#).

Ready to see nearbound in action? [Book a demo](#) to learn how Reveal can help you nurture your partner ecosystem, identify overlapping accounts, and convert more opportunities into revenue.





 Reachdesk

 @ReachdeskHQ

 G2 Reviews

reachdesk.com