



january spring

It's amazing what partnership, expertise and creative thinking can produce — especially when you combine it with savvy marketing, effective technology and result-focused deliverables.

JANUARY SPRING TRANSFORMS

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Today's Presenters:



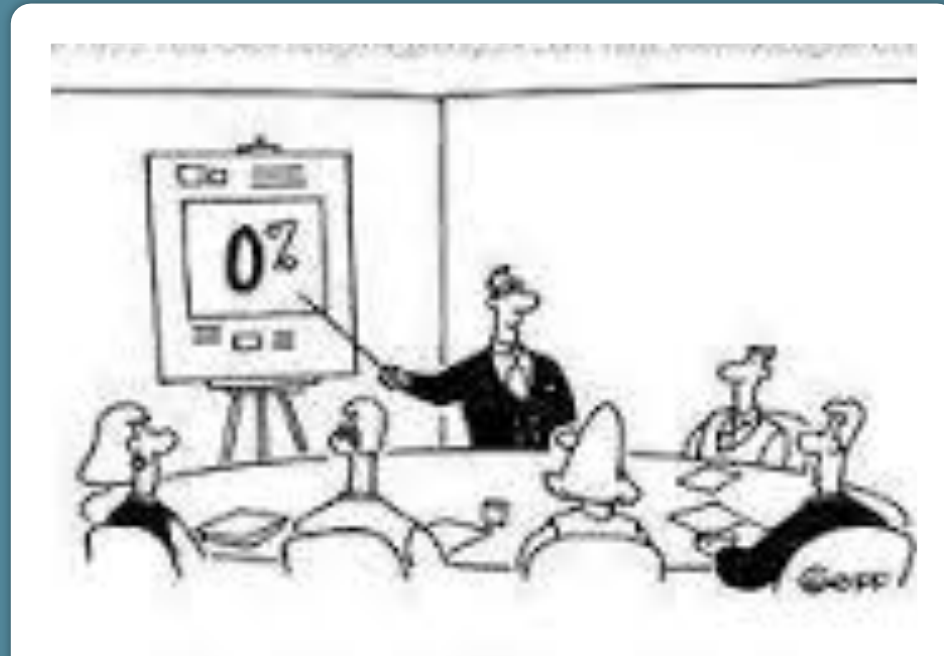
Charity Huff



Kristen Nicholas

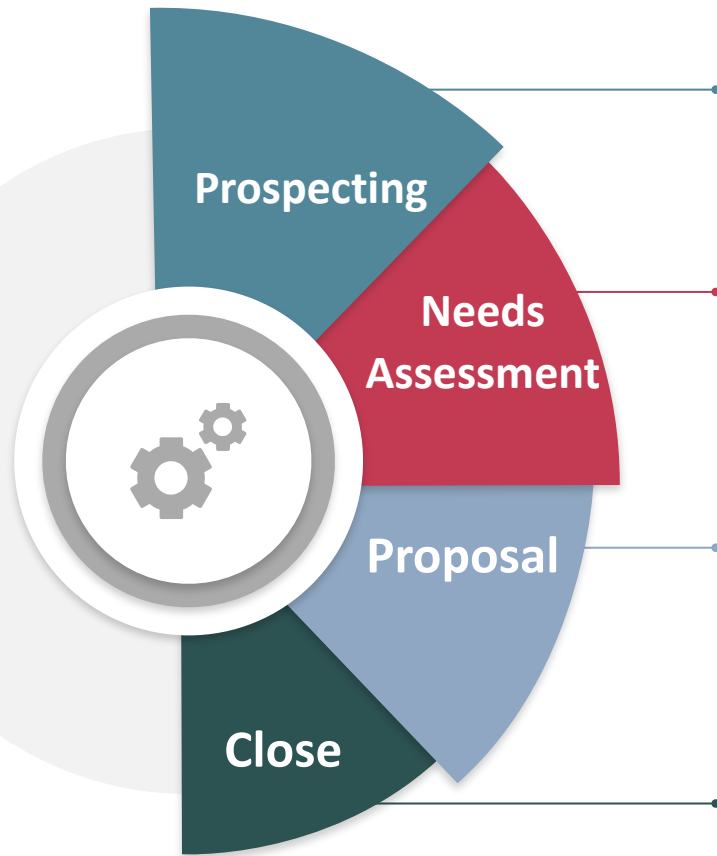
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“Our study concludes that this is the percentage of our customers who will buy from us without any effort whatsoever on our part.”

Sales Enablement Plays a Key Role in Today's Consultative Selling Process



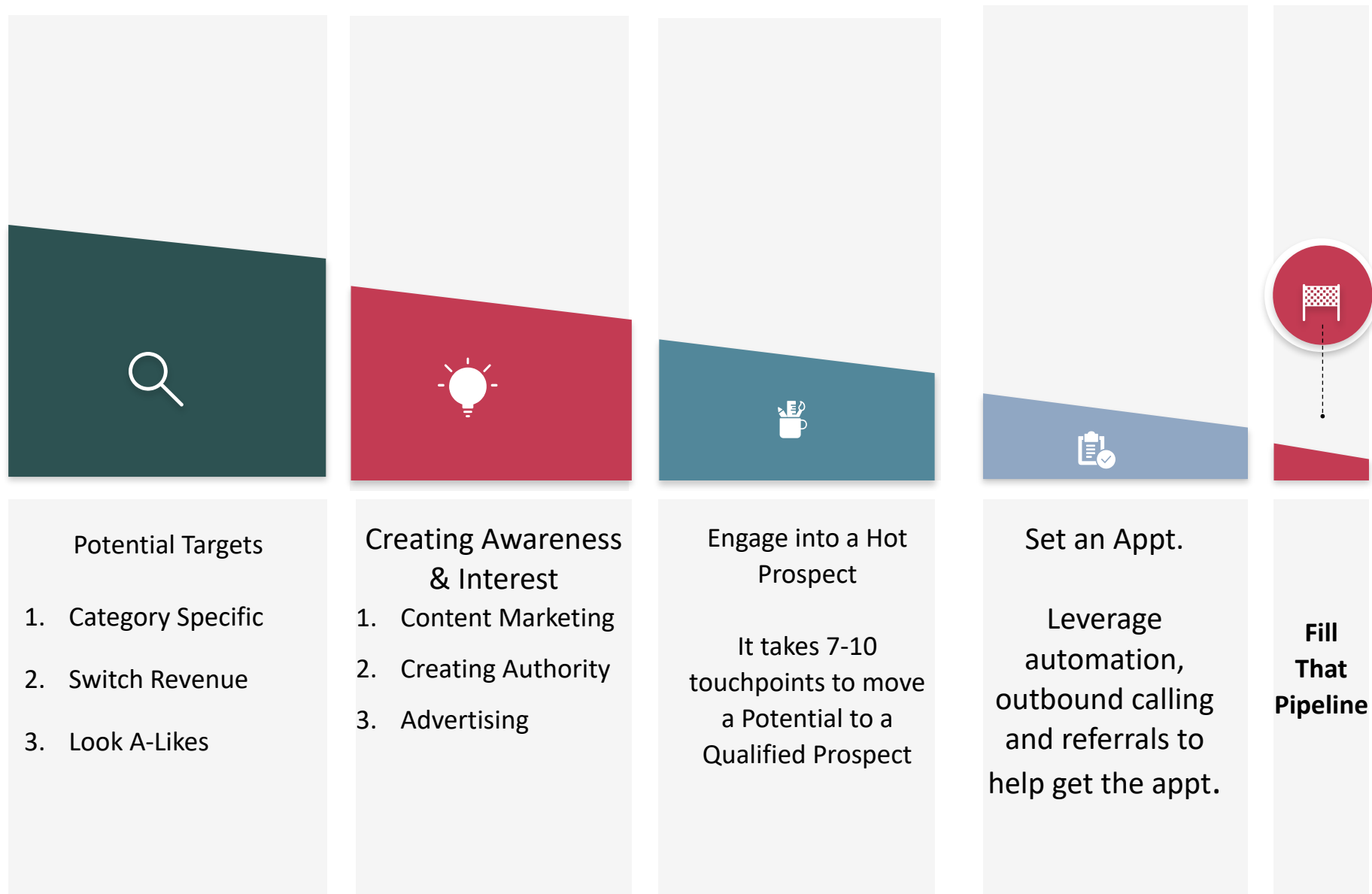
Prospecting means more than cold calling: Automation enables sales teams to create in-bound, outbound and referral lead generation based on thoughtful market segmentation

Getting the meeting is hard enough, making the most of a busy client's time is even harder. The role of the sales manager is critical. And the role of automation allows sales consultants to prep efficiently with a focus on outcome not process.

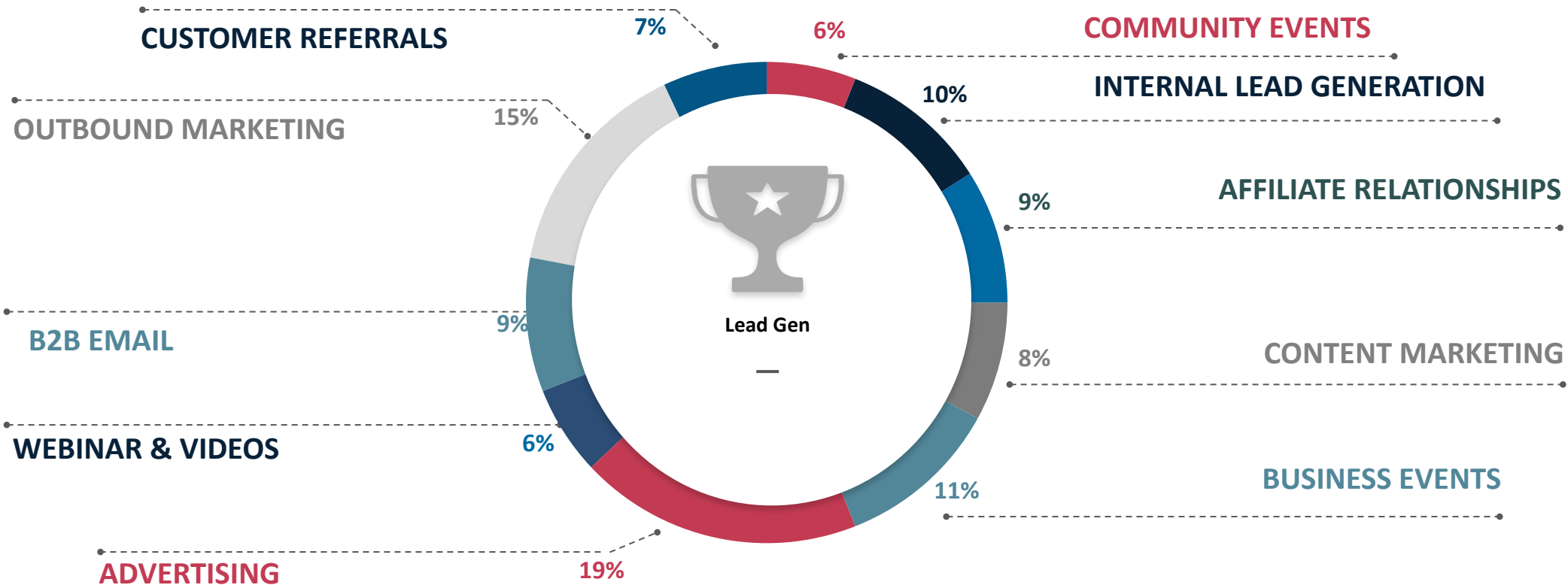
Market research does double duty in a sales enablement organization. The **proposal becomes more about the right recommendations** and less about the mechanics.

The close only happens when every other step in the **sales process is executed.**

Time is the Most Precious Currency in Sales



Know Where Leads Are Sourced



Use Your Own Marketing Services to Reach Targets

Awareness Marketing:

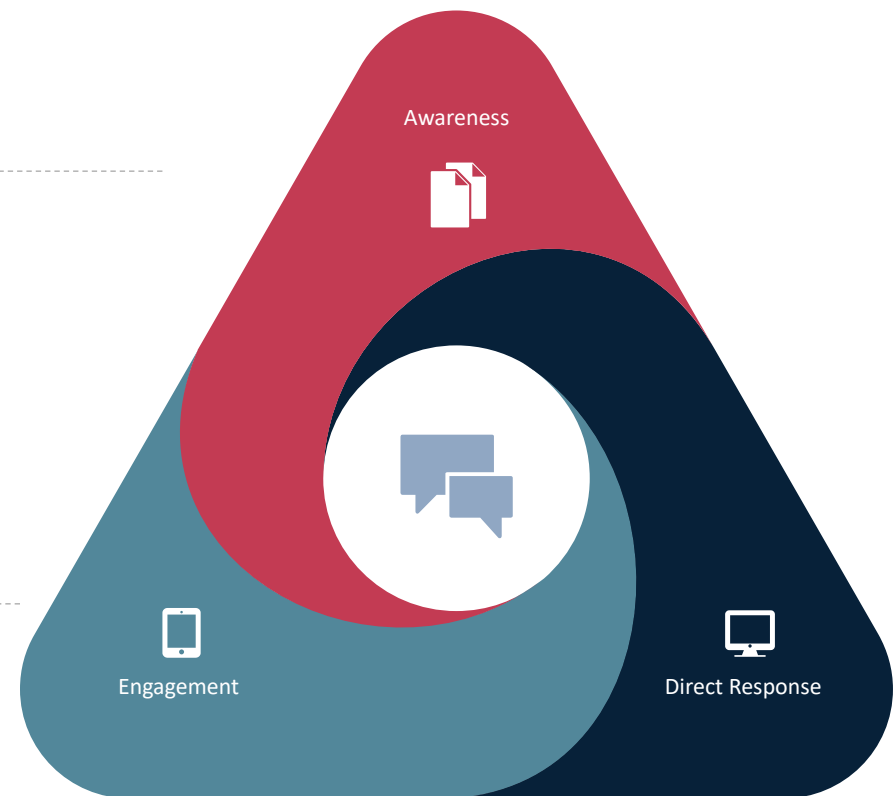
Digital & Print Display, Email Sponsorship, Facebook

Direct Response:

Search Engine Marketing, SEO tied to Content Marketing (video, blogs, infographics), Facebook

Engagement:

Social Media, Video, Reviews



Zero Moment of Truth Occurs for Advertising Clients Too

INTEREST

Advertisers must be aware of the services your team provides. Without awareness, they don't have a need to show interest in response to your outreach.

PURCHASE

How your sales professional manages the sales process reflects on more than just them as an individual.

RESEARCH

When a potential client seeks out information about your services online, what do they find?

EXPERIENCE

We are in the service business. Post-sale experience is as important as the sales experience for your advertising clients.

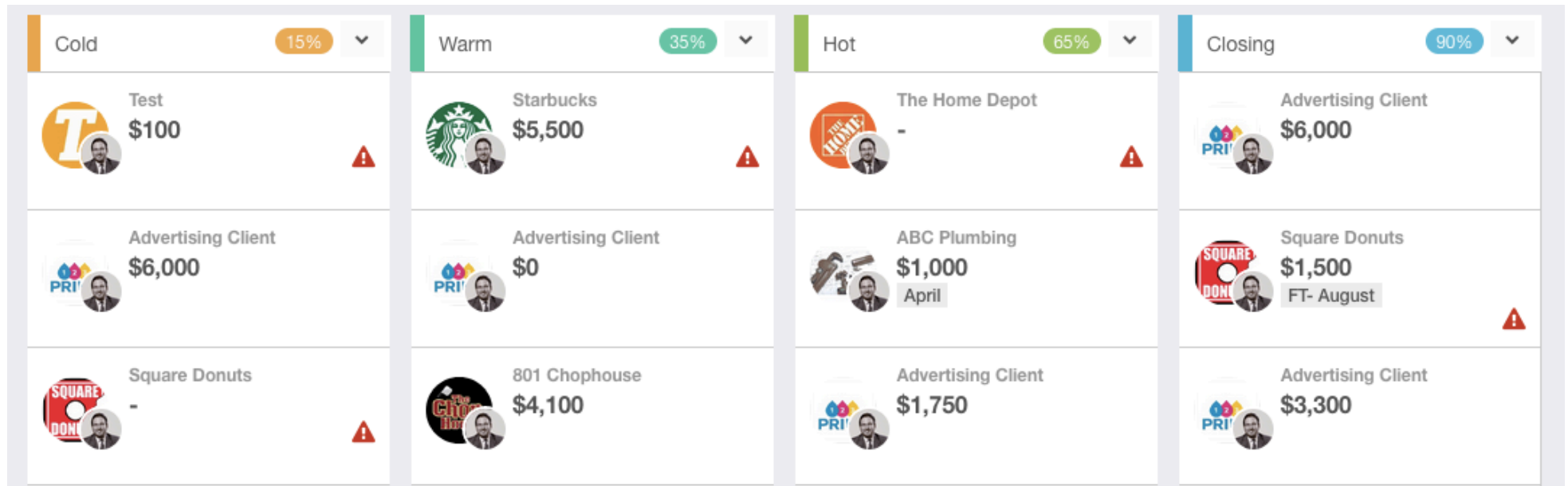


The Role a CRM Can Play in Your Success

The screenshot displays a CRM interface for a contact named 'Becca Superstar' at '801 Chophouse'. The interface includes a top navigation bar with tabs for Overview, Details, Ads, Files, and Analyze. On the left, there are sections for 'SUB-COMPANIES' (Advertising Client, The Capitol District) and 'AGENCIES' (555 Agency, Sterling Cooper). The main area shows a list of activities: 'Call' by John Salesman on Jan 29, 2020; '\$4,100 Opportunity' by Joe Salesman; 'Follow up' by Becca Superstar on Apr 23, 2020; 'Follow Up to Ad Run' by Joe Salesman on Apr 29, 2020; and 'Contact for 2nd Quarter Business' on May 19, 2020. On the right, there is a profile card for Becca Superstar with tags: Business-Dress, Dining, Fancy, restaurants, Steakhouse, and upscale. At the bottom, there is a row of action buttons: Follow-up, Note, Event, E-Mail, and Call.

Contact Management: Are you recording your sales touches for each contact? Automated recording of calls and emails leads to more informed prospecting.

The Role a CRM Can Play in Your Success



Pipeline Management: Where do your leads stand in your pipeline? Visual pipeline management makes it easier for sales reps and managers to manage

The Role a CRM Can Play in Your Success

Has Tag

- Summer Advertiser
- Sporting Goods
- Summer publication
- Steakhouse
- sports team
- Spring Bridal

Targeted Messaging: Is your messaging relevant? Tagging your leads and creating lists allows you (and your marketers) to send the right messages to the right groups at the right times.

The Role a CRM Can Play in Your Success

Contract #1615

Home > Contracts & Proposals

Options

Email

PDF

SOLD

\$4,799.00
NET AMOUNT

Sold to

801 Chophouse
Ian Rockwell
1403 Farnam St
Omaha, NE 68102

mitch@chophouse.com

Date Sold
Jul 16, 2020

Bill to

801 Chophouse
801 Chophouse
11601 LAGO VIS W
DALLAS, TX 75234

example@test.com

Production Email
mitch@chophouse.com

Payment Schedule ⓘ


Yes

Billing Preference ⓘ

Manual

Terms

2017 Terms

 Joe Salesman
Jul 16, 2020 12:52 PM

Credit Amount
-

Credit To
-

Marketing Manager
-

Selling Item
-

SM Invoice #
-

DocuSign®

Automated Proposals and Contracts: How simple is your proposal-to-contract process? An easy, automated sales process translates to better organization on your end—and a better sales experience on their end.

The Role a CRM Can Play in Your Success

Monthly Product Sales by User

Home > Reporting

About Report Search Reports...

Contract Sold Date: Nothing selected Insertion Date: Year Jan 01 to Dec 31, 2020

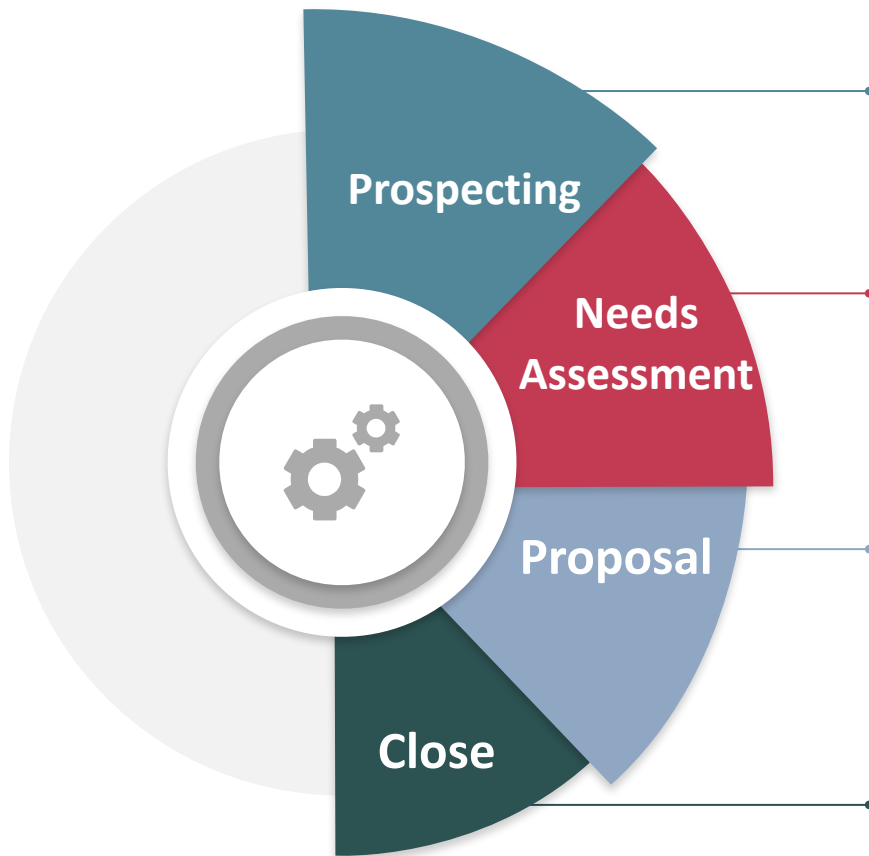
Header Column: Run Date Time Period: Month Left Side Primary: Sold By User Group By: Product Total By: Invoice Net

Run Report Table Customize 1 Save

	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	Jun 2020	Jul 2020	Aug 2020	Sep 2020	Oct 2020	Nov 2020	Dec 20
Monthly Magazine												
Salesman, Joe				24,158.75	27,082.75	28,093.75	55,643.75	54,036.25	63,033.75	58,441.50	57,970.50	88,767.
Wolf, Nathan									3,200.00	4,004.10		
Salesman, John				945.00	1,795.00	1,470.00	2,770.00	1,895.00	2,395.00	1,200.00	8,342.10	16,684.
McCann, Zack									2,250.00	2,250.00	7,749.00	2,300.
Total Monthly Magazine				25,103.75	28,877.75	29,563.75	58,413.75	55,931.25	70,878.75	65,895.60	74,061.60	107,751.
CPM Website (Start Date)												

In-Depth Sales Reporting: Are you using your sales data to improve your processes? Automated, configurable reporting saves time, improves processes, and allows you to seize emerging sales opportunities.

Outbound Does Not = Cold Calling



It is necessary to understand who you are reaching out to and why that individual would care to engage with you.









Why You, Why You Now (WYWYN)

LinkedIn, direct email, and referrals all work. Persistence is your friend.

Expect it will take at least **12** follow up emails or other outreach to get the Decision Makers attention

Don't sell on that appt. setting interaction – you are just aiming for the meeting

Track Your Outbound Follow Ups!

	Call John Salesman	Jan 29, 2020	
	\$4,100 Opportunity Joe Salesman		
	Follow up Becca Superstar	Apr 23, 2020	
	Follow Up to Ad Run Joe Salesman	Apr 29, 2020	

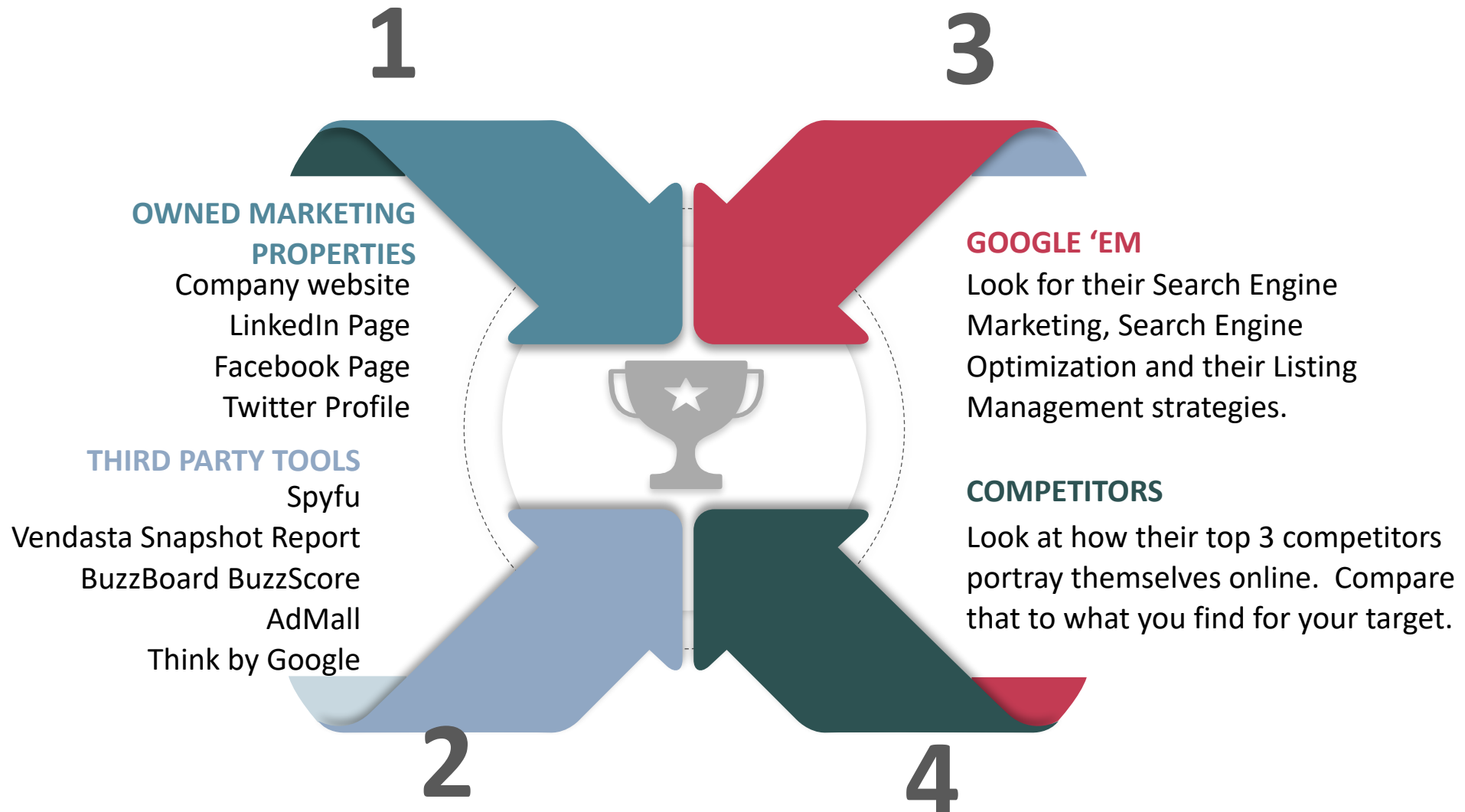
About those **12** follow up emails and/or outreach effort: Make sure you track them!

Your CRM is your friend.

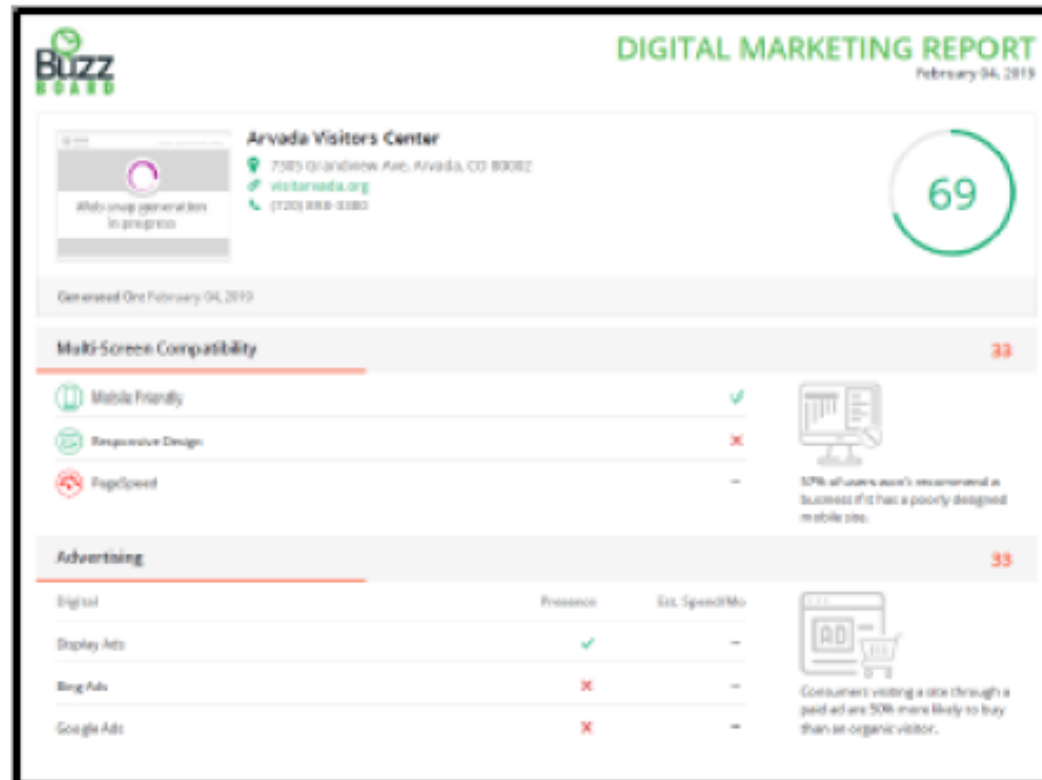
Record your direct phone calls and emails, and choose a CRM that also makes you aware of any other marketing touches that are sent to your leads!

Do Your Homework

Goal is an personalized, researched introduction email that establish your reps as authorities in Media, Marketing & Advertising

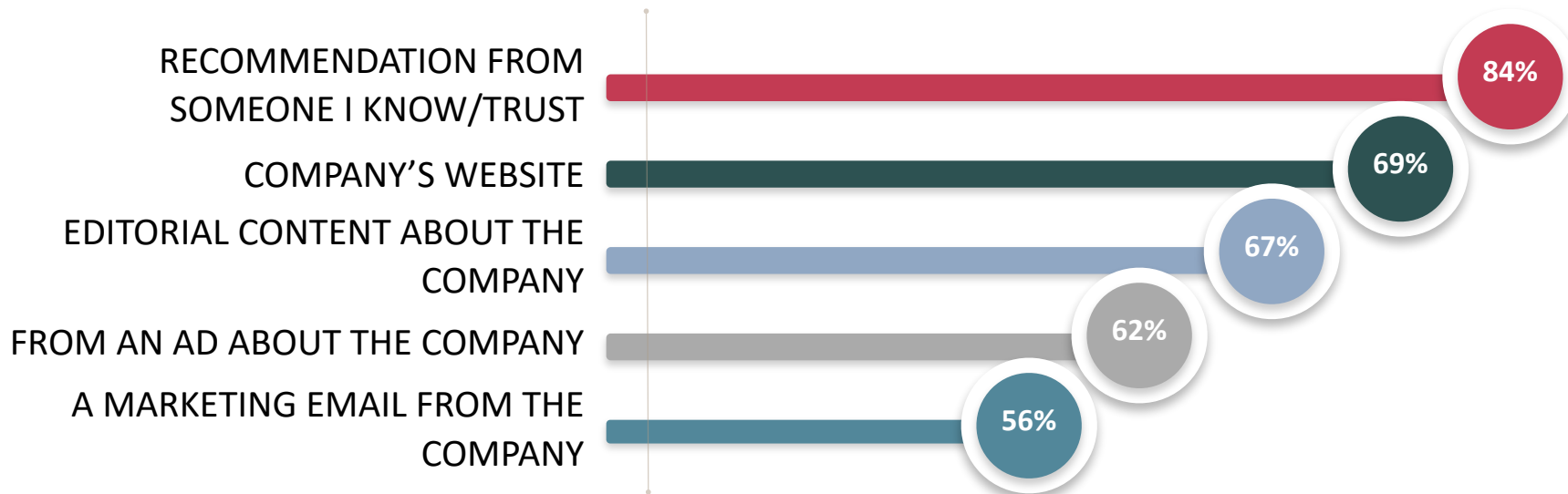


Use Tools and Automation to Help



Data as entered in BuzzBoard				
	Arvada Visitors Center	7305 Grandview Ave, Arvada, CO 80002	(720) 898-3380	
Directory	Name	Address	Phone	NAP
Google Maps	Arvada Visitors Center	7305 Grandview Ave, Arvada, CO 80002	(720) 898-3380	✓ Match
Bing Local	Missing Listing			✗ Not Found
Citysearch	Arvada Visitors Center	7305 Grandview Ave, Arvada, CO 80002	(720) 898-3380	✓ Match
YP.com	Arvada Visitors Center	7305 Grandview Ave, Arvada, CO 80002	(720) 898-3380	✓ Match

Most Trusted Way to Learn About a Company & Their Services



Referrals...regardless of what we are buying...are the most effective leads



The Referral Email



Hi Brittney,

Thank you for your kind words during our meeting to review your campaign. It is always a pleasure to work with you on your advertising.

If you have a business colleague or vendor that you feel would also benefit from my efforts, I'd appreciate you recommending me.

**Don't Send Your
Reps into a Client
Call without Prep**



Invest in Your Front-line Sales Managers – So they don't use these

“The reality is ... ”

“Who's the decision maker?”

“I'll be candid with you”

“I promise ... ”

“Why did you decide to take this meeting?”

“Can you tell me a little bit about your business”

Adding research/notes to your CRM can be a big help here!

Find their passion by using expansion questions.

Tell me
about...

Walk me
through...

Explain to
me...

Describe
for me...

Share with
me...

Do

- Schedule enough time
- Plan your questions in advance
- Practice, practice, practice
- Maintain eye contact
- Take notes and upload into your CRM
- Review notes quickly before leaving, if possible

Do not

- Attempt to sell during the first meeting
- Speak poorly about the competition
- Use jargon
- Interrupt
- Try to learn everything in one meeting

57% of email recipients consider a message to be spam if it isn't relevant to their needs, even when they know the vendor well.

- wsj.com

Subject lines drive *open rates*.

Follow the Email Rule of THREE:

THREE words in the subject line.

THREE sentences per email.



1. Use voice mails to drive email response.
2. The prospect is probably not going to call you back.
3. Be careful to not try and sell features and ad products while trying to earn the appt.
4. It needs to all about relevant case studies and the prospect.

Touchpoint #1:

Leave voice mail and then immediately send the email.

Voice Mail:

Hi Bill. this is Kim giving you a call from your local newspaper. We've are helping many businesses like yours reach your customers and potential customers through our advertising program. I would love to share with you how we can help your business in the same way. You do not need to call me back. I just sent you an email that includes my calendar availability. If you would be so kind as to reply to the email I sent I would appreciate it. Thanks, I look forward to connecting with you. Cheers, Kim

Email subject line: I promise to be brief

Hi Bill. I'd like to share with you how we are helping many businesses like yours reach customers through our advertising program. I see from your current marketing that you are making a point to share how safe it is for people to shop with you. That's a smart message to share.

I reach out to set up 10 minutes together via phone or zoom call, so I could share a couple of success stories with you. I'll be respectful of your time; our first call will be no more than 10 minutes. Here is a link to my calendar to pick a time that works for you. [calend.ly link] . Thanks, Kim.

Touch #2 –

Short Video: Leave voice mail and then immediately send the email.

Voice Mail:

Hey Bill. I just sent you a link to a short video that explains why I am calling. That email is in your inbox with the subject line: Quick Video Intro, Your Local News. This is Kim from your local paper calling. You'll see an overview of our advertising program for local businesses in the video, Bill. Thanks for your time, Kim.

Email subject line: Quick Video Intro, Your Local News and Adverting Source

Hi Bill. Here is a short video that explains why I'm reaching out. [insert video link]

We have great marketing resources to help you reach your customers and find potential new customers. Everyone is turning to digital during this time of COVID. We can help you stay in front of them across the web, in mobile and on social.

I respectfully request 10 minutes to show you our advertising program. Here is a link to my calendar to pick a time that works for you. [calend.ly link] . Thanks for your time, Kim

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Say it with video

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For Mac, Windows, and iOS

Do Your Reps Know Their Numbers?

Know Your Call to Close Ratio

Your goal: *\$50,000*

\$3,000 Average contract value

17 deals needed to meet goal

30 meetings needed

80 calls need (5x pipeline)

Prospecting Cadence

Every 3 business days.

12 total touches over 4 weeks.

Experts tell us that most prospects say no 4 times to a meeting before they say yes.

So, you cadence should be set up for 12 total touches per prospect.

Monday	Tuesday	Wednesday	Thursday	Friday
Dual Touch #1 -11am			Dual Touch #2 -4pm	
	Dual Touch #3 -11am			Dual Touch #4 - 11am
		Dual Touch #5 -11am		Dual Touch #6 -4pm

Stay in Touch!



Charity Huff

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Kristen Nicholas

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