



MARKETLAUNCHER

2019 BEST PRACTICE GUIDE

FOR DRIVING SALES GROWTH

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HOW TO USE THIS DECK

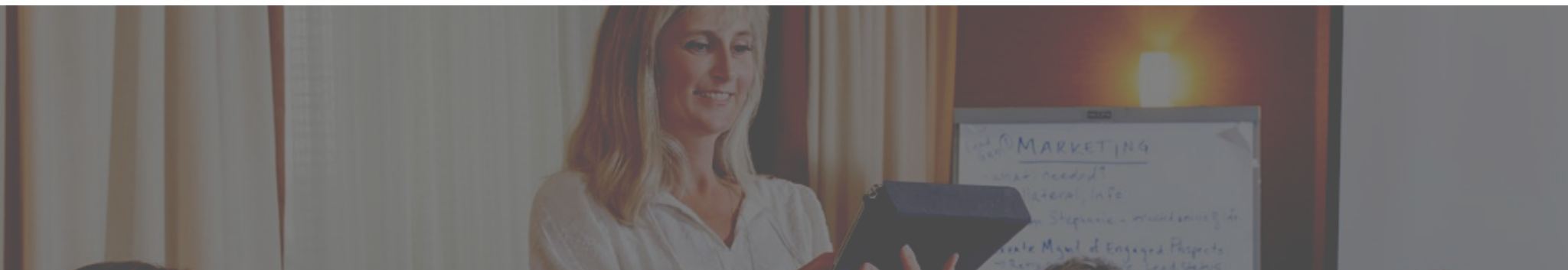
As a sales professional, you are always exploring the best ways to engage prospects, qualify leads, and close more deals. We're sharing the insights we've discovered over the past year in the hopes that you can apply them to your own sales strategy.

CHALLENGES

- You need to **capture market share** as quickly as possible and meet sales goals.
- You need to **understand market potential** in order to determine how many sales resources to hire.
- You need **quantifiable data** to see how many prospects in your pipeline have the potential to close so you can determine if there's room to create a larger sales pipeline.

ASK YOURSELF

- Have you defined the ideal customer profile?
- What percentage of the total addressable market have you identified?
- Is your lead generation activity effective?
- What percentage of first stage meetings progress to next steps?



TIP 1: ENGAGE YOUR FANS

"FANS" are people who have engaged with your business: current and past clients, colleagues, and followers of your brand. They are consistently interested in what you are doing and are most likely to refer you to another company or seek out your services when they need them. In order to keep FANS engaged, you want to stay top-of-mind through the following tactics:

**At MarketLauncher, FANS stands for Former Account, New Success*



THOUGHT LEADERSHIP CONTENT

Provide a regular source of thought leadership content that your FANS can learn from and apply to their business. Add a downloadable resource for an extra kick of value.

POWER UP YOUR CRM

Use your CRM or Google Analytics to keep track of how your FANS are engaging with your content. This gives you visibility into their motivations, interests, and challenges.

KEEP TRACK ON SOCIALS

Follow your FANS on LinkedIn and take note when they move to another company or announce a new partnership. You can become an easy referral.

PROACTIVELY FOLLOW UP

Assign a dedicated business development specialist to conduct regular outreach to FANS who have engaged with your content, switched companies, or seem to have new opportunities to share.

OUR EXPERIENCE



We started to notice that a significant percentage (30%) of our new business was coming from our FAN base.

2016

2018

2017

2019

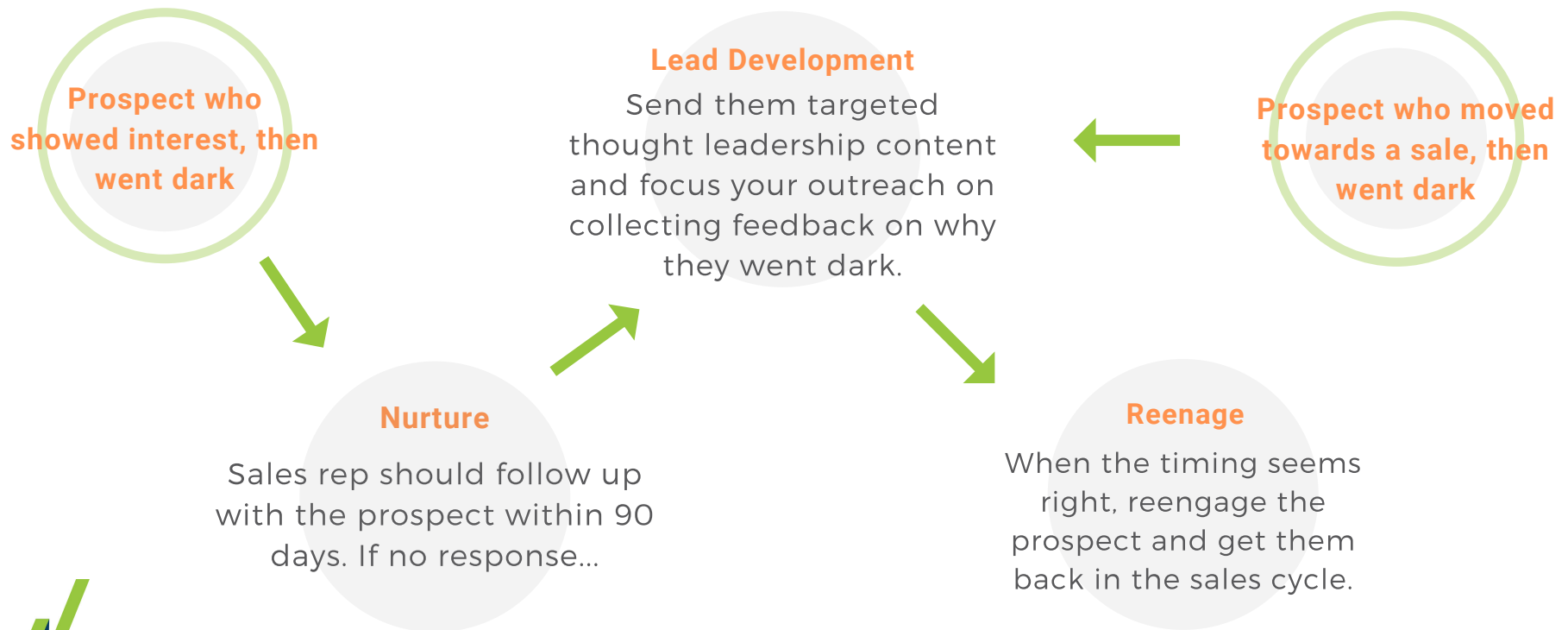
We developed a more proactive outreach campaign aimed directly at our FANs and saw revenue from new business grow by 10% with more than half coming from the FAN base.

We assigned a dedicated business development manager to focus on this market. As a result, we saw revenue from new business grow by 34%, again with more than half coming from our FAN base.

As we grew our knowledge of our FANS and their mindset, we upped the ante on our content strategy with focused thought leadership blogs, a monthly newsletter, and new sales assets.

TIP 2: REIGNITE DARK LEADS

Prospects who don't move forward right away often get lost in the sales pipeline – they sit dormant and fall through the cracks, or they go dark because the timing is not right. A solid reengagement strategy can help you identify where prospects currently are in the sales funnel and how you can keep them moving towards a closed deal.



REENGAGEMENT AT WORK



Every prospect serves a purpose, even if they don't convert to a closed deal. When you focus your lead development efforts on digging into the reasons behind your prospects' hesitation, you can learn a lot about other potential customers, market influences, and industry-wide challenges. Plus, you can determine where they belong in the funnel and what might influence their decision.



THE ANTI-SUBMARINE EFFORT

The leader in referral management for the nation's largest hospital systems asked us to reengage 70 qualified prospects who had fallen off during the sales process. By reigniting new interest when the timing was right, we reached 51 of those prospects and converted 23 to a follow-up meeting. The initiative resulted in 6 new deals and a wealth of knowledge about timing, interest, and influencing factors to inform our future outreach.

READ THE FULL CASE STUDY

TIP 3: MESSAGING STRATEGY

There are a lot of reasons to personalize your sales outreach -- It guarantees more meaningful connections and it's actually required by law. The latest GDPR regulations demand that we be more transparent with our data, which means your message needs to bring real value to your audience -- before they opt out.

1

Start With a Question

When sales emails include a question in the subject line, they perform much better than those that focus on selling points. Ask something that makes your prospect question the way they are currently doing business.

2

Share Practical Knowledge

Audiences respond to actionable steps that they can execute right now. When you provide that, they are more likely to accept you as a trusted partner. Base your sales email on thought leadership rather than selling points.

3

Write About Them, Not You

People respond to words that focus on their needs, not your qualifications -- "you can" verbiage rather than "we can." When writing emails or even when on the phone, use active sentences that help your prospect visualize a more efficient and profitable future.

[CLICK HERE FOR THE FOURTH MESSAGING TIP](#)



ENGAGING EMAILS



SUBJECT LINES THAT HAVE PROVEN RESULTS

Boost your team's experience level

Open Rate - 22%

Click Rate - 21%

Need to get your supply chain under control?

Open Rate - 22%

Click Rate - 13%

Free eBook - Get ahead with [client offering]

Open Rate - 28%

Click Rate - 23%

Supercharge your sales effectiveness

Open Rate - 17%

Click Rate - 27%

EXAMPLE EMAIL

Subject Line: *Is GDPR still impacting your content strategy?*

Hello [Prospect Name],

It's been almost a year since GDPR cracked down on data protection, but is your content strategy still feeling the blow?

We put together a Definitive Guide to Content Marketing Under GDPR with helpful tips that you can start implementing right now.

I'd love to hear how these recommendations work for your team. Please get back to me via phone or email to share your progress. We can also explore how [Company Name] can help you develop content strategies that lead to more closed deals.

Are you available sometime next week to touch base?



HOW WE CAN HELP

Working with a B2B prospecting team with a track record of success helping investors maximize their return by helping drive market penetration.

WHAT WE BRING TO THE TABLE:

- **Experience** – We work with clients who target high-level decision makers in a complex sale that require a consultative approach.
- **Talent** - Our senior level sales executives are the cost equivalent of one high-end sales person; great savings in recruiting, onboarding, training
- **Fast to market** – We hit the ground running with a full team in 3-4 weeks to accelerate and maximize growth potential
- **Data** –We offer market data through a real-time portal, weekly rollup reports, and monthly analyses on market insights.
- **Process** – proven process in lead pipeline development for technology and professional services firms.
- **Efficiency** – We have all the capabilities, know how to leverage the tech stack and have a process, talent, and data analytics in place to ramp up quickly.



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