

# 90-Day Map to Save Your Sales Pipeline



A **Strategic Outbound Approach** to  
retain customers, recover lost leads &  
discover new opportunities





# Overcome Unexpected Obstacles

The global healthcare crisis showed us just how suddenly life and business can change, and how quickly we must adapt the way we serve our clients, prospects, and employees. Across most industries, B2B companies have experienced massive blows to their sales pipelines and are helping clients deal with never-before-seen obstacles.

Benchmark data by [HubSpot](#) shows:

- **Buyers are seeking out and interacting with businesses more but deal creation volume is down.**
- **Since March, the weekly number of deals closed fell globally by 21% compared to previous Q1 averages.**
- **Marketing and sales outreach, open rates, and database growth have increased, but responses are declining.**

In this new landscape, your current priorities are to retain current customers, discover new lead sources, and pivot the way you sell. Through MarketLauncher's proven methodologies, you can build a predictable map to recover your business over the next 90 days and beyond.

## What is Strategic Outbound?

*Seasoned specialists with subject matter expertise use data to build a foundation of qualified opportunities, nurture them with personalized outreach, and track engagement across industries and audiences.*





# Know Your Customers and Keep Them Engaged

Understanding the strengths and weaknesses in your sales process today can make all the difference in how you thrive tomorrow. Conducting client quality assessments and win/loss interviews using an outside firm gives you honest insights on your strengths and weaknesses and how you can best adapt to your customers' emerging needs.

MarketLauncher's executive interviewers have conducted thousands of interviews for nearly two decades with executive-level contacts from a broad range of industries.



## Client Quality Assessment

By conducting interviews with your clients, we aggregate important data like NPS scores, industry trends, new opportunities, areas of concern, and more. Survey questions are built to meet your specific data requirements.



## Win / Loss Analysis

Gather data directly from your buyers and lost prospects to understand your sales team's performance, your position in the marketplace, and how your offering compares to competitors.

*For one client, the ML team conducted 148 interviews with healthcare providers in their referral network to reengage them and collect information. As a result, we added 500+ new referrers to the program which led to 1,200+ new product fulfillments within two years.*

**Download the 'Know Your  
Customer' Brochure**

# Jump Start Your Journey

## with the Diamond Approach



After facing significant roadblocks on the way to meet your sales goals, you need a fast way to build momentum behind your pipeline and get back on track. ML's Jump Start program utilizes the Diamond Approach to execute a short-term project that uncovers new market potential and gears up your team with an audience of verified buyers.

### Strategy

Identify the gaps in your current lead database and build out a list of companies and decision makers. Create a Sales Playbook your sales team can leverage.

### Reporting

Use productivity trackers, real-time dashboards, deal pipelines, and report templates to identify trends, monitor activity, and prioritize outreach.

### Process

Use Strategic Outbound calling and emailing to verify prospects and collect valuable first-hand data. Set up HubSpot to automate sales tasks and record key data.

### Messaging

Adapt your brand voice to different buying audiences and equip your team with sales scripts and emails so they're speaking the same language.

Read the Full Client Story

*ML helped one company get a Jump Start on their growth initiative in just six weeks. After doubling the expected reach rate, we discovered the market was prime for their offering.*





# Many Ways to Gain Traction

Help your sales team gain traction without outsourcing the entire lead development function. Get the Jump Start you're looking for with these flexible options.

## Build Your Audience (Mid-Funnel)

ML will define the scope of your total addressable market, build a list of target companies, and verify contacts with multi-touch outreach. Then, we'll turn the list over to your team.

## Test a New Market (Full Funnel)

Before you commit, test the appetite in a new market with a short-term lead development program. We'll verify contacts and book meetings with the right opportunities.

## Gain an Ongoing Extension of Your Team

Keep the momentum going with a fully managed lead development program that integrates with your sales team for a consistent flow of sales-ready leads.



**Now, your sales resources can focus more time and energy on pursuing an active pipeline of opportunities.**

***Download the  
Jump Start Brochure***

## The MarketLauncher Difference

- Seasoned specialists with subject-matter expertise have 20+ years of experience driving sales for B2B organizations.
- A predictable, strategic, and data-driven approach to Outbound.
- The technology to create a strong infrastructure through which you can scale your outreach.
- A team that can embed into your organization and pivot quickly to meet the needs of the market.

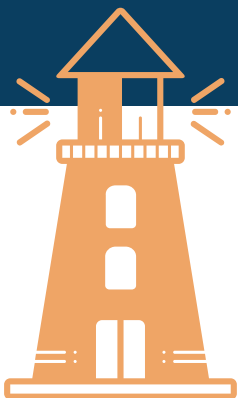
# How We Helped Our Clients Weather the Storm

The COVID-19 outbreak struck our clients with unprecedented challenges across every industry. The ML team had to pivot our strategy and outreach to meet the rapidly changing needs of our clients and their target markets.



**We kept our foot on the gas and adapted our approach in the following ways:**

- Within the first week, we strategized with each client to understand how their audience was impacted, how competitors were reacting, and how their messaging needed to change.
- As clients rapidly lost business, we focused our energy on building their audience while protecting their brand. We called as a market research firm and shared helpful content and best practices rather than a sales pitch.
- With unexpected needs uncovered in every industry, we identified new markets and offerings that could help prospects navigate the uncertainty.
- Recognizing that many prospects were not ready to make buying decisions, we booked meetings further out and continued nurturing them with an empathetic approach.



***For one client who wanted to engage their audience through strategic outbound and lead development, we reached 23% of their MQLs and 70% of accounts reacted to messaging -- that's 173% of forecast!***



# MarketLauncher Engagement Models



Our seasoned specialists can plug and play into your sales and marketing team with the technology and experience to execute quickly. **We offer the following engagement models tailored to fit your needs:**

## Jump Start

A short-term program to get your sales team up and running with a new market, message, or offering

## Sales Tracker

Set up your CRM for maximum lead development and give your team a playbook for your team to leverage.

## Know Your Customer

Understand your strengths and weaknesses with Client Quality Assessments and Win/Loss Analyses.

## Market Research

The ML team conducts interview campaigns designed to capture critical market intelligence for strategic decision making.

## Sales Concierge

Whether you need embedded resources or operational support, choose à la carte services to fill the gaps in your sales strategy.

## Fully Managed Lead Development

Execute a Strategic Outbound strategy on an ongoing basis, fully integrated into your sales and marketing organization.

*As we continue building pipelines across industries, we've compiled the data to track how buyer engagement has changed by comparing pre-crisis metrics to those in April and May.*

**Download the Report:  
COVID-19's Impact on Sales  
Development**







## SEASONED EXPERTS YOU CAN TRUST TO GET YOU IN FRONT OF THE RIGHT OPPORTUNITIES

Through our wide range of clients, we've gained a 360-view of the coronavirus impact across many industries and are uniquely positioned to help your sales team rebuild a predictable sales model and position yourself in a new landscape.

### Get in Touch

[marketlauncher.com](https://marketlauncher.com)

