10 ways of increasing outreach success Cheat Sheet

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1. Identify target

To identify a potential prospect, refer to the Target Segment Document as a guideline.

Normally we target companies that:
• Are expanding
• Are launching new products/services,
• Are implementing innovative marketing strategies
• Recently hired new professionals.
• Have the budget to invest in the project.

4. Know how to use LinkedIn to build prospect pool

LinkedIn Sales navigator is the main system we use for prospecting. It is a powerful tool that builds on the huge LinkedIn database enabling sales staff to filter and easily contact relevant segment targets profiles, follow their posts and their career moves during time.

7. Be a Thought Leader

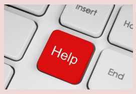
1) Find out what questions your customers are asking and answer them.
2) Social media is a thought leaders best friend
3) Post your content outside your blog,
4) Always revisit the questions your answering,
5) Define your brand with your thought leadery (I know, not a word).
6) Get your Skyscraper on! “find the tallest “skyscraper” in your space and slap 20 stories to the top of it”

10. Concept Prove and Quote

Be prepared to give ballparks to enable a client to move forward quickly with their own requirements.

1. Don’t tell people you can do something unless you can do it
2. Only take on clients that afford you
3. Present a quote that first clearly defines the deliverables and when they will be achieved, provides adequate margins and gives the client examples of successful projects you’ve completed in the past

2. Pain Points

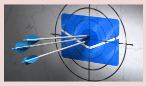


It would be very hard to get an expression of interest from our prospects if we can’t relate our service offering with the challenges the prospect is facing.

We present our prospects the right solution for their pain points and the benefits they will gain from implementing it.

We always research each prospect before contacting them.
We always make sure we have a relevant set of pain points prior to suggesting solutions

5. Write powerful emails



1. Name the client by name
2. Short & easy to read:
a. Paragraph 1: establish credentials very quickly and in a targeted way
b. Paragraph 2: Address the client’s pain points
c. Paragraph 3: The clear assertive Call To Action (CTA).
3. Friendly, upbeat and brimming with enthusiasm
4. Do not list any pointless services, otherwise will come across as a generic email.
5. It is not about us; it is about them.

8. Deliver Inspiring Presentations

Here is the recipe for a compelling presentation that your sales team can use to get your message across to prospective customers:
1. Describe your offering.What exactly are you selling, and why should I buy it? Tell a story, put your customer at the center of it, and lead to your solution not with your solution
2. Explain our USP's and tailor your offer. Focusing on the right things not only drives your sales conversation forward more efficiently but also makes your audience feel like you are truly paying attention to their needs,
3. Show social proof through customer testimonials .
4. Visualize your pricing structures.
5. Include a Call-to-Action.
6. Personalize the look and feel to fit your customer

3. Sell Solutions

Solution selling paves the way for the consultative sales model we adopt at Happy Finish. It consists of these rough steps:

• Isolating prospect issues
• Offering a potential solution or solutions
• Demonstrating conclusive proof and ROI of the solution
• Closing the sale and delivery
• Following up to ensure customer success and future business

6. Smart Cold Calls

Successful cold calling include three elements:

1. Introduce the Creds. Make sure you communicate our credentials to the prospect. Introduce shortly and clearly Happy Finish, our USP’s and the solutions we provide.

2. Pain Points. Clearly explain how our solutions will help the client achieve the business targets.

3. Call to Action. Communicate to the client which are the next steps and agree schedules.

9. Qualify the lead

A qualification framework is essentially a rubric that salespeople can use to determine whether a prospect is likely to become a successful customer.

BANT qualification method seeks to uncover the following four pieces of information:

Budget: Is the prospect capable of buying?
Authority: Does your contact have adequate authority to sign off on a purchase?
Need: Does the prospect have a business pain you can solve?
Timeline: When is the prospect planning to buy?