



October, 2019

Manage Your Leads – Close More Sales

copy on website noted below

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www.e-conversation.com

Special Thanks



www.northchicago.score.org

www.bankschaumburg.com

www.bankatvillage.com

Today's Topics

- Customer Journey
- Managing Leads
- Closing Sales



October, 2019

Thank you for attending. You may be contacted for follow up by either a SCORE or Wintrust representative.

What is SCORE?

SCORE is America's small business resource

- One-on-one mentoring in person & online.
- Consulting resources available for more intensive circumstances
- Workshops, seminars & events in your community.
- Business tools & templates at www.score.org.



FOR THE LIFE OF YOUR BUSINESS
NORTH COOK AND LAKE
COUNTY



Free & confidential mentoring

- **Local:**
 - Nearly 40 mentoring sites in North Cook and Lake Counties
 - More than 50 mentors
 - Request at mentor at: <https://northchicago.score.org/>
 - Local seminars featured on website
 - Other resources at SCORE Fox Valley and SCORE Chicago
- **National:**
 - Over 10 million served since 1964
 - 370,000 assisted last year

Think about the last sale that you closed

- How did the prospect first find you?
- How many sales calls did you make? How many people did you talk to?
- How much did a sales call cost?
- What did it take to close the sale?

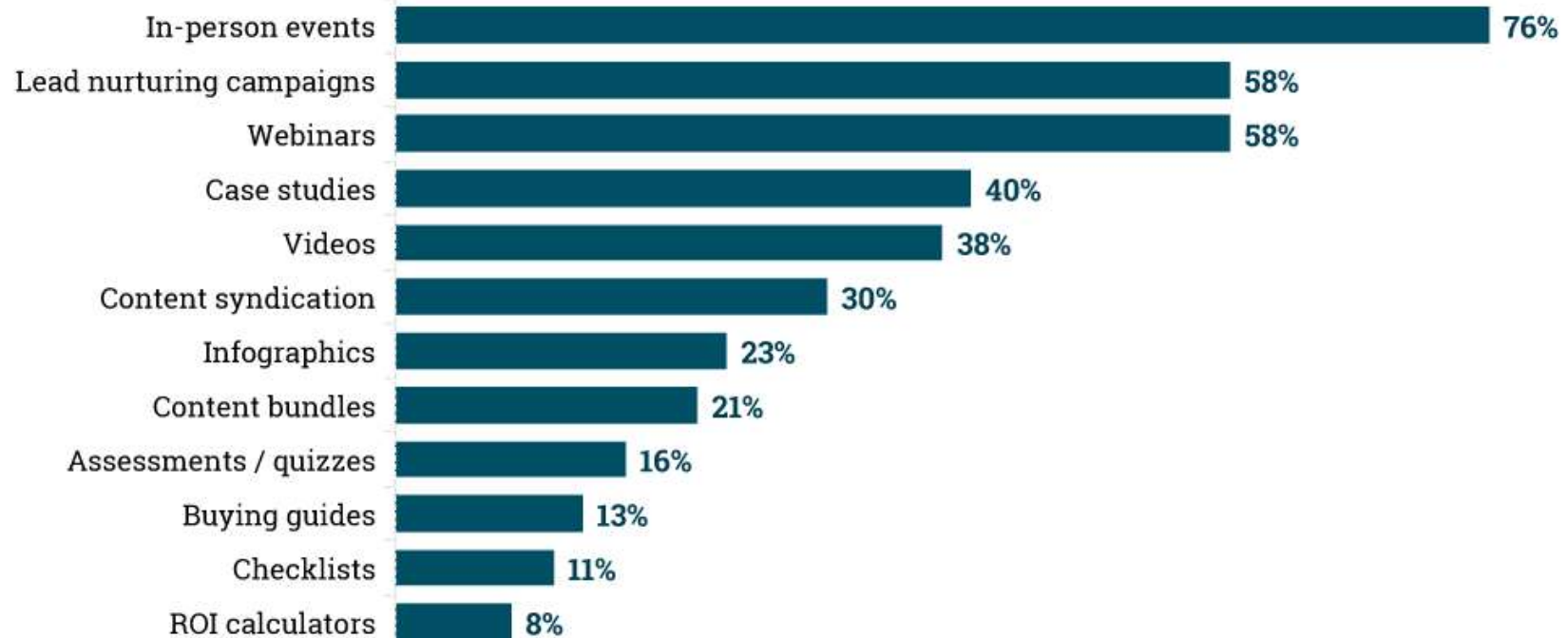


Understanding the Customer Journey

- **Awareness** - Finding out about your solution
- **Education** - How can you solve the problem
- **Consideration** – Overcoming objections
- **Decision to Purchase** – Closing the Sale
- **Deliver and Service** – Create a repeat purchase

Getting Good Leads

Most Successful Top-of-the-Funnel B2B Demand Generation Tactics



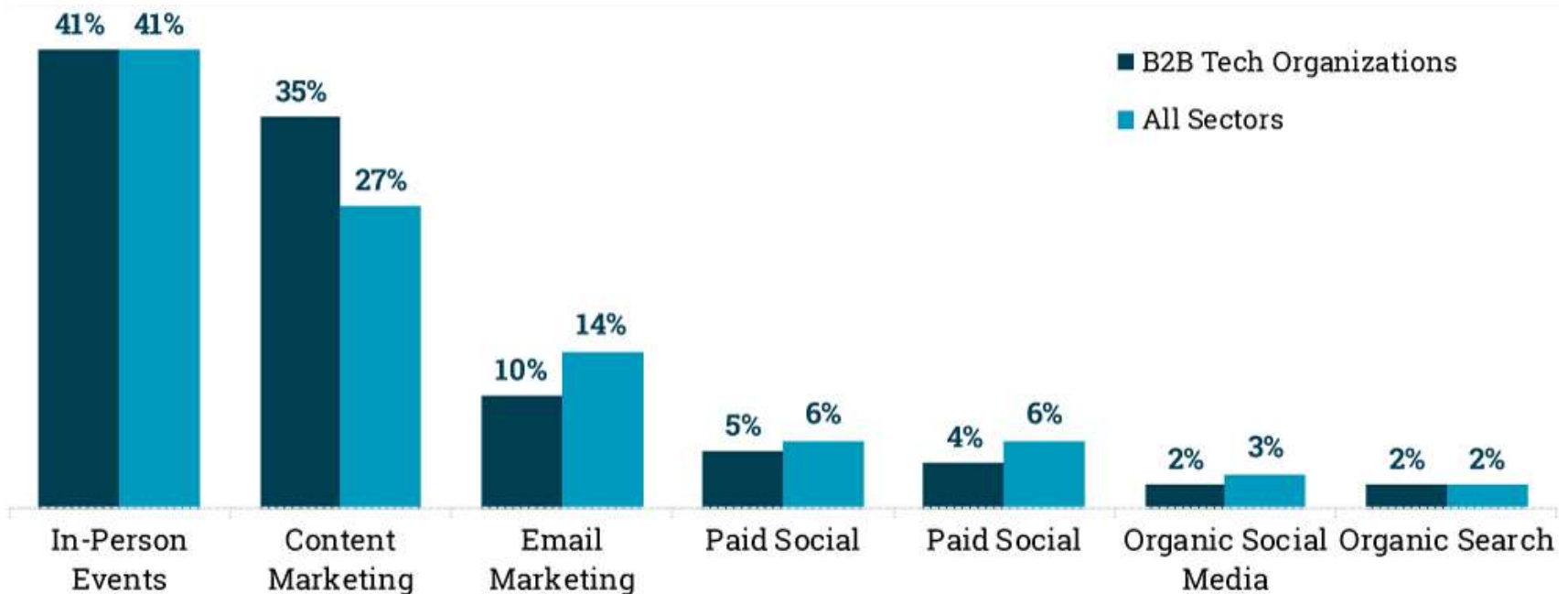
Published on MarketingCharts.com in February 2019 | Data Source: Demand Gen Report

Q: "Which engagement tactics were most successful for you in 2018 in terms of generating qualified leads for the top of the funnel?"

Based on a survey of more than 150 B2B marketing practitioners (most based in the US). About half are from companies with at least \$50 million in revenues.

What Has Worked For You?

Most Effective B2B Marketing Channels (%age choosing as single most effective channel)

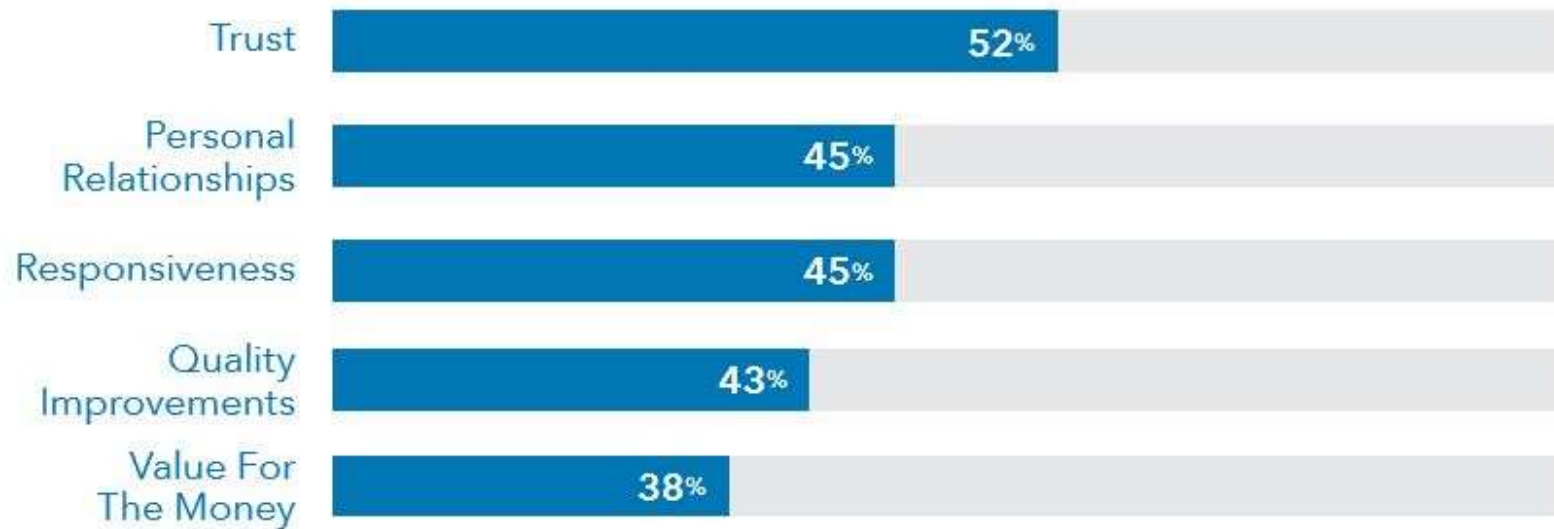


Published on MarketingCharts.com in July 2019 | Data Source: Bizzabo

Based on a 2019 survey with responses from 1,000 mid- to senior-level B2B marketers.

Why do people buy?

REASONS BUYERS GIVE FOR VENDOR RELATIONSHIPS GETTING STRONGER



Your Lead Process Starts with
Personal Relationship & Trust

Develop Content To Create a Lead

- What are the **questions** your prospect/customers are asking?
- What kind of **answers** do you present?
- Can that answer be easily **found**?
 - In the **internet tool** preferred by the searcher
- How could you use the **answer** in follow up
- Once the answer is found, how do you use it to move the prospect down the purchase process

The company with the ***best answer experience*** is the one
the buyer will work with

Turn the answer in to a solution
for the problem

Use it to move to the next step.



What is a Question that your customers and prospects ask?







- What is an obvious question?
- What is a question that you would like some one to ask that they don't?

Now spend 1 minute and write 2 questions

- *Go home and write the answers!*
- *Are they on your website?*
- *What might be a natural follow up question?*
- *How can you use them during the customer journey?*

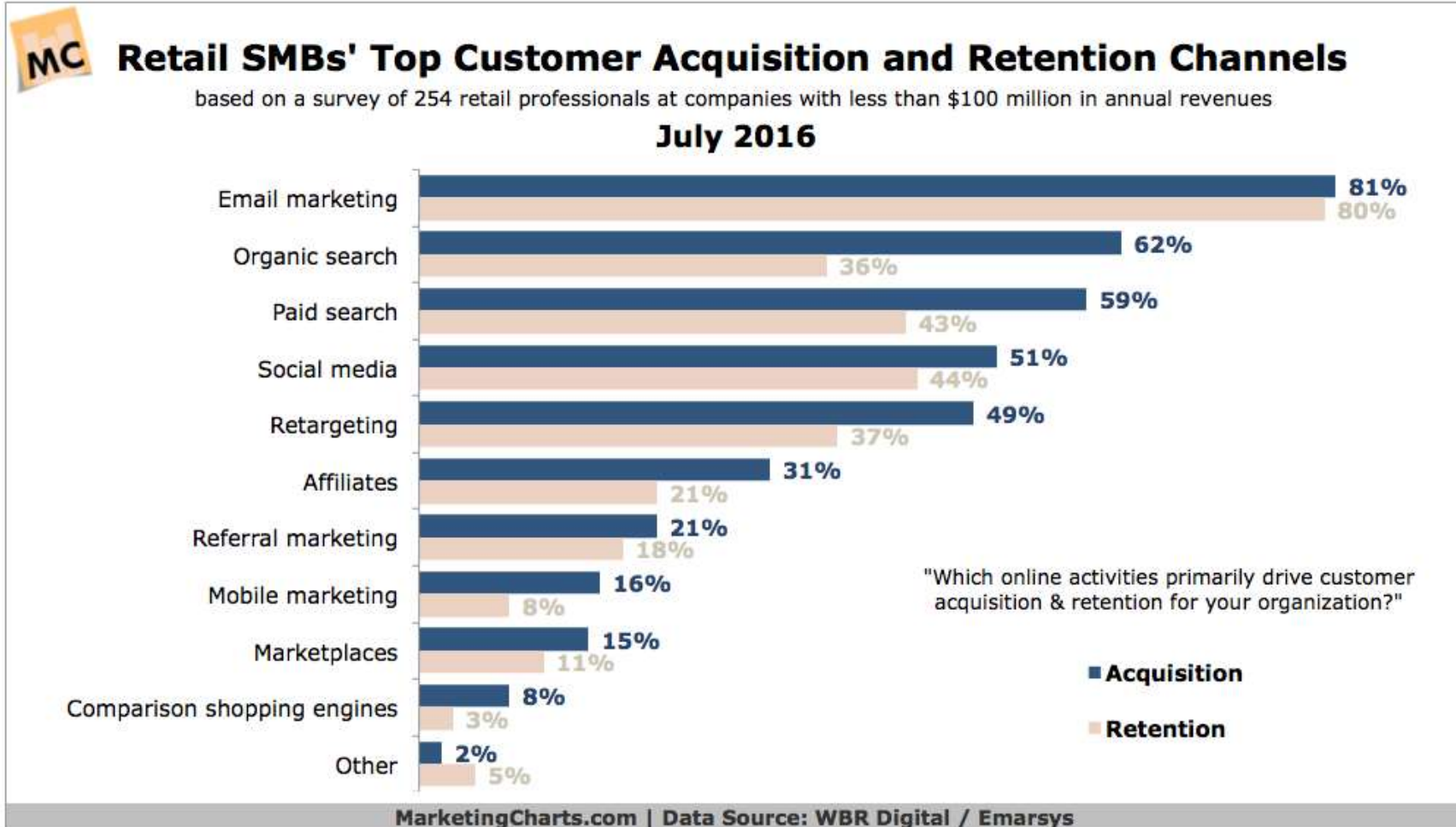
Fit your Content to the Journey

Buyer's Journey

BUYER STAGES	AWARENESS	CONSIDERATION	DECISION
BEHAVIOR/ACTIONS	Expect that a problem or opportunity exists	Have defined the problem or opportunity	Know their plan of action to solving a problem or creating an opportunity
RESEARCH	Looking for information that confirms their expectations through non-promotional, neutral content	Searching for the best plan of action to solving a problem or creating the opportunity	Finding testimonials, benchmarks and data that help to support their decision
CONTENT OFFERS	 eBooks eGuide White papers Expert advice Educational blog content Industry research Analyst reports	 Comparison sheets Webinars Video chat or podcast Expert guides Product pages	 Vendor comparison sheets Product brochures Case studies Free trial Demo Assessment Consultation
QUERY WORDS	Troubleshoot Issue Resolve Risks Increase Upgrade Improve Optimize Enhance Transform	Supplier Vendor Software Technology Tool Service Provider Solution Device	Pros and cons Benchmarks Review Test Comparison VS. Versus Try Compare Assess Evaluate
EXAMPLE KEYWORDS	 Improve lead generation Optimize website design	 Inbound marketing service Website design service	 Review of HubSpot Pros and cons of HubSpot



Targeting to new or existing customers





What is the process to get the order?

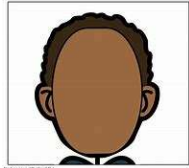
- Who are you talking to?
- Do they have the need to buy now?
- Can they issue the purchase order or write the check?

Understand the Environment Who Actually Controls the Money?





user



technical
expert



purchasing
agent



decision
maker

- Who do you start with?
- Who needs to be at the meeting?
- Which one will be your advocate?
- How does your content align with the needs of each?
- Is there budget /cost justification?
- How are decisions made?
- Who signs off on the order?
- Who is responsible for execution?

Closing the Sale

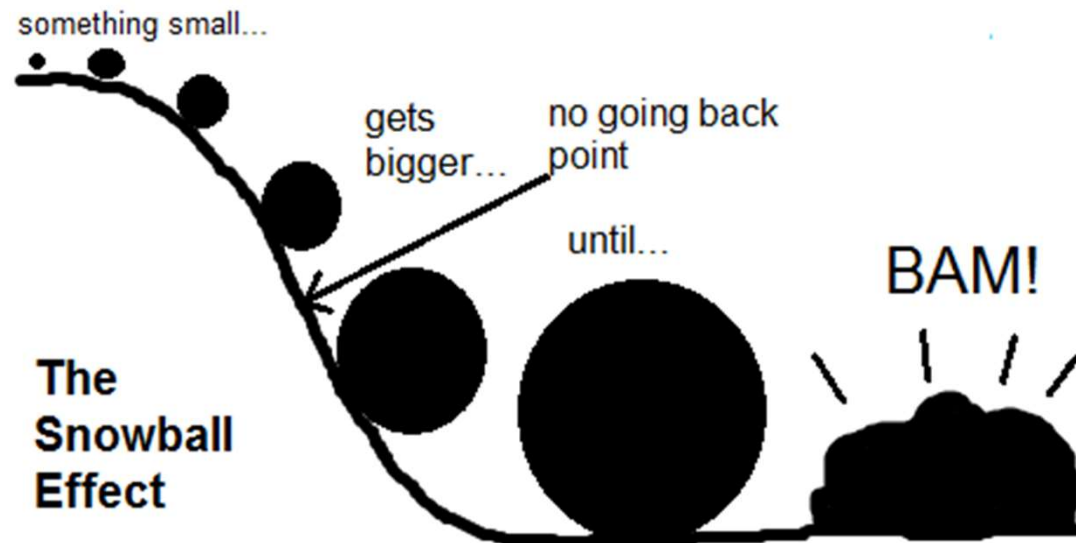
- Get a commitment
- Focus on the Decision Maker
- Fine tune your financial proposition
- Ambush – Deal with concerns and get a recommitment (think about trying to talk them out of the purchase)
- Get the order
- Execute and Repeat

How do you spend your time?

- Evaluate where the prospect is in the purchase process. What do they need to go to the next step?
- How does the prospect make decisions?
- What questions remain unanswered?
- What internet content do you have to move their buying process along?
- What makes this opportunity different?
- Will a personal call help or hurt?



It will take time: Help make the Snowball Effect work



Tips for Success

- Understand the Customer Journey
- Engage – Build Trust
- Make a list of the **questions** your prospects / customers are asking
- Create Content that offers value
- Construct a model for your customer's decision making
- Respond immediately when queried
- Ask about money and decision making

If You Would Like a Copy



Check out the link
at the bottom of my
web page
e-conversation.com

What they are saying about e-Conversation Solutions!

Helping... success evening. The audience time when so many WOC members worked in fact many good speakers and programs. It was a list.

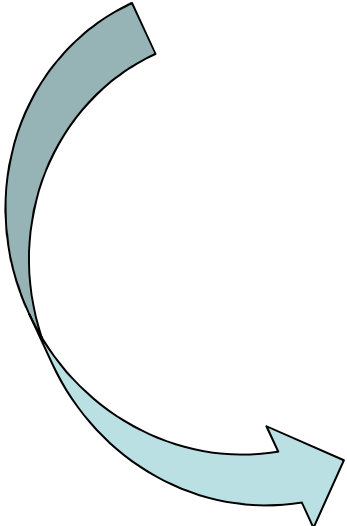
Pat K. Stambori
VP of Sales

WOC More moderated a great panel discussion called "Sales Strategies for Small Business". Mark brought a tremendous amount of passion and energy to the discussion. His expertise in the area of Sales and Marketing really kept the room engaged. For me, one of the messages that really resonated was the idea of how the traditional sales cycle has changed in the digital age.

Paul Butler
Sales Director

Mark Goodman is the perfect choice to moderate confidence, sense of humor, ability to keep the is ability to put panels and participants at ease in fact, as the meeting broke up. I overheard many a session was the best of the!

Allen Stambori
CEO - Management



October, 2019

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HOW CAN WE HELP?

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