SELECTING & CONNECTING WITH THE RIGHT DIGITAL PROSPECTS
Agenda

• Account List Management
• Finding Leads
• Qualifying Leads
• Valid Business Reason
• Don't Give Up
Finis Origine Pendet

The End Depends on the Beginning
Why is selecting the right Digital prospects so important?
When I say **Account List Management Strategy**, what does that mean to you?
What is a Target Account?

Qualified prospect that has key account potential

Focus on no more than 10 target accounts
Where do you find these potential Target Accounts?
Start by identifying high potential Digital categories:

- Automotive
- Healthcare
- Education
- Home Improvement
- Financial Services
- Legal
- Travel
- Retail
- Furniture
- Entertainment
Where to Find Leads...

1. Current Clients
2. Former Clients
3. Competitors
4. Business and Sales Intelligence Tools
5. Google Resources (maps, reviews, alerts, search)
6. LinkedIn (Groups, Job Titles, Industries)
7. Networking events or meetup.com
8. Social Media
9. Chamber Directory or BBB
10. On Demand Service Providers (Angie's List)
11. Business Directories
12. Referrals
Speaking of referrals...

What % of buyers trust referrals from people they know? 92%

What % of customers say they’d give referrals? 91%

What % of salespeople ask for referrals? 11%
Qualify Your Leads

Some prospects are better than others
It’s important to not try and go after every potential prospect – but instead focus on those that are most worthy of your time and attention that can truly impact your bottom line.
Target Business Profile
Target Business Profile

- Dollar Potential
- Access
- Fit
Dollar Potential

Could this prospect eventually spend at the Key account level?
Dollar Potential

High Volume

High Margin

Does this business have the high volume or high enough margins needed to afford my product and services?
Do you know the decision-making process at this company?

Have you identified the decision-maker?

Have you identified the key decision-influencers?
Decision Influencers

User
End user of your product

Technical
Technical specialists assigned to evaluate your product or service

Coach
Internal person who can provide you with additional insights and influence the actual decision makers
What makes a prospect a good fit for your company?
Fit

- Product or service
- Local Focus
Fit

- Product or service
- Local Focus
- Change in their business
- Openness to solutions
Fit

- Product or service
- Local Focus
- Change in their business
- Openness to solutions

- Growth or trouble mode
- Seasonality
Fit

- Product or service
- Local Focus
- Change in their business
- Openness to solutions

- Growth or trouble mode
- Seasonality
- Factors unique to your business
WHERE TO RESEARCH

Online Reviews (Yelp, Google)

Social Media (LinkedIn, Facebook, Twitter, Instagram)

Company Website

Ghostery

Glassdoor

Google Tools (News, Search, Maps, Reviews)

Job Boards (Indeed, Monster, CareerBuilder)

Better Business Bureau

SellerCrowd

Zero Share Reports

Twitter Ad Transparency Center

Facebook Ad Library (includes all FB properties)
SellerCrowd.com

- SellerCrowd is a community of digital media salespeople across the country. They ask and share answers on RFPs, contacts, advertisers, etc.
- Free model gives access to the community Q&A
- Subscription based gives you deeper intel
  - Org Chart database includes:
    - 10,097 advertisers
    - 6,147 agencies
    - Agency contact information
    - 70 media types like programmatic, mobile, etc.
Facebook Ad Library

- Look up any advertiser that has a business page on a Facebook property
- See any active or inactive ads and the Facebook properties they are running on (Facebook, Instagram, Messenger, Facebook Audience Network, and WhatsApp)
- Understand if they are using and paying for ads on Social Media networks
Facebook Ad Library Report includes data on social issues, elections or politics.
Ghostery

• Allows you to see if they have any tracking on their website including:
  • Advertising
  • Analytics
  • Essential

Good health doesn’t just happen.
As a New York born and bred health insurer, no one knows this better than we do. This is how we keep the care in healthcare.

Nearly 1.5 million
Target Business Profile Filter

Good Target Accounts can come from your existing clients or new prospects. Consider which of your current clients have the greatest potential for significant growth and which new prospects deserve the most time and attention.

Criteria to consider:
- Dollar Potential
- Access to Decision Maker and Decision Influencers
- Fit (Product or service, local focus, change in business or category, openness to new solutions, growth or trouble mode, seasonality, factors unique to your business.)

Score each one using 1-5, with 1 being the top score based upon the challenges and opportunities with this Target. Some factors can be improved, while most cannot, and some will carry more weight than others based on the situation.

Current Clients to Target:

<table>
<thead>
<tr>
<th>Account Name</th>
<th>Dollar Potential</th>
<th>Access</th>
<th>Fit</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

New Prospects to Target:

<table>
<thead>
<tr>
<th>Account Name</th>
<th>Dollar Potential</th>
<th>Access</th>
<th>Fit</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

© www.ThCenterForSalesStrategy.com, Target Business Profile Filter EB.
Valid Business Reasons
Approach each customer with the idea of helping him or her solve a problem or achieve a goal, not of selling a product or service.

– Brian Tracy –
Insights >> VBR

• Indicate how trends affect business.
• State why the prospect should want to meet with you.
• Balance your approach to be efficient, but effective.
VBR Framework

**Empathy**
- Speak their language
- Illustrate you understand their business
- Sound like a business owner yourself

**Expertise**
- Use Insights
- Relating back to their consumer
- Identify potential Key Marketing Challenges

**Problem Solving Capabilities**
- Case studies
- Success stories
- High concept ideas
- Referrals
- References

**Trusted & Valued**

MEANINGFUL ENGAGEMENT

THE CENTER FOR SALES STRATEGY
EMPATHY:
I can understand and relate to your problem.

EXPERTISE:
I’ve solved problems similar to the ones you are having.

PROBLEM-SOLVING:
I can develop a solution to your problem.
Creating a VBR

Prospect: Q BBQ

Situation:
• Recently had lunch at the restaurant
• Excellent food and service
• Spoke with assistant manager who told you evenings and weekends are busy, but weekday lunches are rather slow

Experience: You have had successful campaigns with local Five Guys and Tyler’s
Sample Email with VBR

Mr. Morris -

I had lunch at your Q BBQ Schererville location last Monday. I have to say that your barbeque is fantastic. I had a two meat plate with your brisket and pulled pork. Definitely, the best bbq in the area. But, I was surprised to see how slow it was considering how good the food is, so I spoke with your assistant manager, Kari. She mentioned that evenings and weekends are very busy, but weekday lunches are rather slow.

My name is Dallas and I work at XXX 101 radio. Over the last few years, I've worked with several quick service restaurants in Northwest Indiana who were experiencing similar challenges with weekday lunch sales and traffics. We have very successful campaigns with Five Guys and Tyler's.

I know that we can help Q BBQ experience the same kind of increase in sales and traffic. I'd love to schedule a meeting to share with you how we were able to help those restaurants and also learn more about your business, goals, and challenges.

I am available these upcoming times:
- Monday at 3pm - Tuesday at 9am - Thursday at 2pm

Please let me know what time works best for your schedule.

Stephanie Stoll
Don’t Give Up

Meet our fictional seller and Target prospect that will demonstrate this process:

SELLER
Maryanne McDonald
Gotham Media

TARGET PROSPECT
Craig Johnson
Director of Birthing Center,
Mercy Hospital
Maryanne calls Craig Johnson and leaves a VBR on his voicemail.
Hello Craig-

I wanted to send a follow up email based on the voicemail I left you earlier today. Congratulations on the launch of your new birthing center!

I am reaching out to you because I’ve been following some recent trends about how consumers are managing their own healthcare. Hospitals are taking notice by treating patients more like consumers. We work with other healthcare companies and have some ideas on how you can leverage what you are already doing. I think there is an opportunity to engage with expectant moms early in their pregnancy.

Can we meet next Tuesday at 3pm or Wednesday at 9am so I can share some ideas with you?
Maryanne emails a success story of how her company has helped a client in the healthcare industry achieve their desired business results.
Approach #4- Day 5

Maryanne sends Craig a request to connect on LinkedIn along with a personal message.

“Hi Craig, I often share news and articles about marketing trends you might find valuable. Looking forward to connecting.”
After numerous attempts without breaking through to Craig, Maryanne sends a video humanizing her original VBR.
Maryanne sends Craig her Personal Marketing Resume which highlights what it’s like to do business with her and brings her professional brand to life.
Approach #7- Day 10

Maryanne makes another attempt to reach Craig by email....

Hi Craig,

I've tried to reach out to you over the last couple of weeks, but we haven't been able to connect. I'd hate to give up on you without ever hearing back from you. So, please do me a favor and reply with either a 1, 2, or 3 to this email.

1. Yes! I am still interested but have been too busy to reply. Call me next week and we can talk.

2. No! I'm sure you're a good guy, but I'm not interested, please leave me alone.

3. I've fallen and I can't get up! Please call for help.

Please let me know which one it is, as I'm starting to worry!

Thanks,

Maryanne

Maryanne McDonald
Account Executive
Gotham Media
Don’t Give Up

Pro Tip

There is power in making your attempts in a fairly short period of time. Don’t leave a voice mail every hour, but don’t make one attempt a week either.

Time is Important!

The stronger your VBR- the fewer attempts you’ll need!
Don’t Give Up!

To break through and connect with a prospect, be persistent. There is no magic approach or number of attempts that will work for all prospects. Consider the category of business, the Target Persona, and other factors unique to that prospect.

- **Day 1: Email #1 Introductory Email**
  Start with an email using your valid business reason, leaning heavily on the insight you used to create the VM.

- **Day 2: Follow-up Phone Call**
  Call the prospect and reference the email sent.

- **Day 3: Email #2 with Success Story**
  Send a summary of success you’ve had with a similar category or industry.

- **Day 4: Connect on LinkedIn**
  Supplement your efforts on social media throughout the process.

- **Day 5: Follow-up Phone Call**
  Reiterate your insight, VM, and the importance of connecting soon.

- **Day 6: Email #3 Success Story Referral**
  Highlight the key value of the success story sent and add a reference if possible.

- **Day 7: Final Phone Call**
  State that this is your last attempt and that you will send an email today with some times for a 15-minute phone call next week.

**Time is Important**
There is power in making your attempts in a fairly short period of time. Don’t leave a voice mail every hour, but don’t make one attempt a week either. The stronger your VM, the fewer attempts you’ll need.

© www.TheCenterForSalesStrategy.com
Don’t Give Up 808.
Thank you for joining us today

Next week we will discuss:

Executing Digital 1st Time Client Meetings