



Sales Academy 2

Running an Effective Sales Campaign

Nick Bramley
CEO, IMPACTUS Group
&
Host of The Impact Sessions Podcast

Thursday 14th May 2020

Let's Create Some Sales Campaigns

We Know Who To Target & Why?
Now Let's Get Active!



Tip No.1

Set Some Campaign Expectations
& Get Set To Monitor Progress



Tip No.2

S.M.A.R.T. Objectives or Goals



You Cannot Really Measure “Better” or “Some”



Tip No.3

Allocate & Delegate Responsibilities
Who Is Doing What, By When & Why?



Tip No.4

Buyers Are All Different
How Will You Unlock Them ?



List The Job Titles of Your Typical Buying Customers

Info Gatherer, Service User, Scrutineer,
Financier, Strategist, Procurement!



Tip No.5

People Have a Lot of Different Buying Drivers
You Have To Find Them, or at Least Assume Some...



Need, Want, Desire – Where Are They or Might They Be?



Tip No.6

Choose The Right Engagement Vehicle

- Telephone
- Personalised Email
- E-Shot / Mailchimp Etc
- LinkedIn Connection Reach Out
- Personalised Mail
- Direct Mail
- Interesting "Package"
- WhatsApp / Text



Which Has The Biggest Chance of Success?



Telephone Engagement

Top Tips for Confidence & Success

- Don't Wing It - Book Some Call Sessions In
- Deal With Call Outputs @ End of Call Session
- Don't Engage The Gatekeeper – Best Tip EVER
- Have an Intro 15 Seconds & Stick to It
- Make It Credible & Interesting – Credential or Credibility
- Don't Mention Sending Them Anything - Less Is More
- Love the Silence
- Keep Calm – “Is That The Only Reason.....”
- Don't Be Aggressive or Passive, Be Professional



We Have Made A Decent Start

Now Let's Look At How To
Manage That Activity



The Top Requirement Is.....



Data!
How You Collect, Manage & Use It



Delighted to Introduce Jo Wilson



**Jo Is Managing Director of
NBD Rocks in York**

(Jo Is a Telemarketing Specialist & Data Management Expert Too)



Let's Talk Data....

- Why Do Business Get Data So Wrong?
- What Are The Common Things You See?
- What Frustrates You About Data Handling?
- How Should a Business Treat Data?

Data Is The New Business Currency



CRM Options....

- Bespoke Software
- Act / Salesforce / Goldmine
- Hubspot
- Pipedrive
- Anthill
- KulaHub
- Capsule
- Spreadsheet & Outlook
- Thousands of Them....



CRM Functionality....

- Most CRM Systems Do Much More Than You Ever Need or Want.....
- You Need To Assess YOUR Requirements
- Volume of Data
- Licensing Model v No. of Users
- Accessibility
- Reporting Capability
- Integration With Marketing Etc
- Ease of Use – Clunkability!



Jo's Top Data Tips....

- Make sure the data held in your business is all in one place
- Make sure it can integrate other systems into it
- Make sure its clean and up to date
- Make sure there is a process to manage it
- Make sure your team are trained to use it
- Use it and manage it.



Remember – Data is the new business currency....

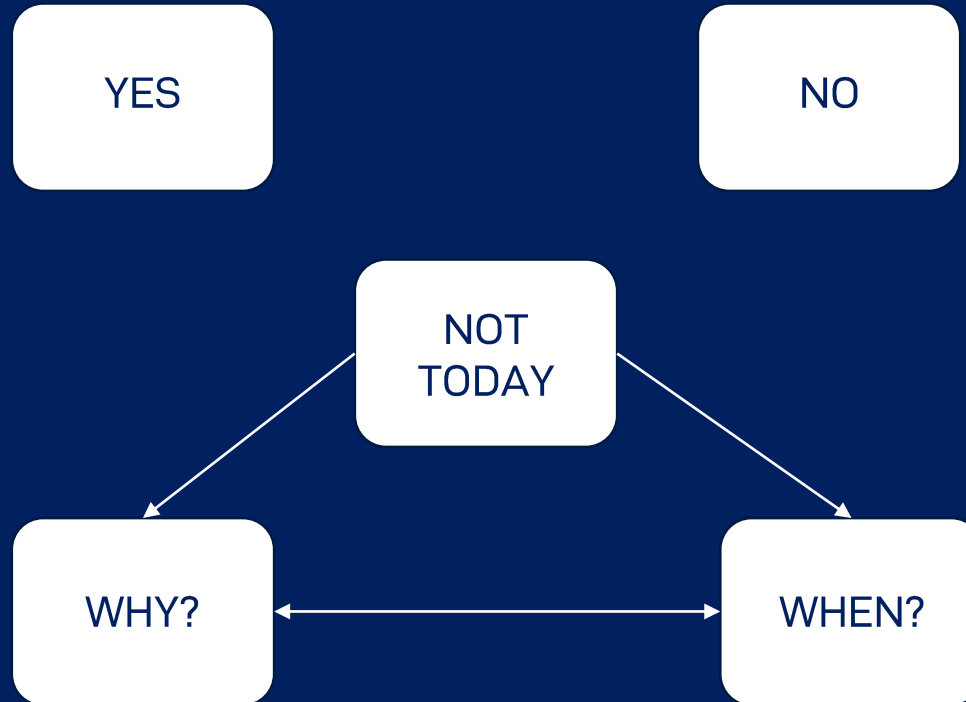


Next Comes Validation

How Do You Know How Your
Leads & Conversations Are
Performing?



There Are Day-to-Day Sales & Also Excellent Sales Processes



Manage The “Not Today” For a Strong Sales Pipeline
But Always Score It....



Capture & Score EVERYTHING.....



**An Early Conversation, An Inbound Enquiry
A Proposal, A Pitch, Networking...**



This Is A Game-Changer of a System



S.C.O.T.S.M.A.N



Asking The Right Questions



Accurate Scoring (Be Honest & Brutal)



Focus On The Winnable

- S – Solution – Can We Do or Supply What They Want or Need?
- C – Competition - Are They Talking to Anyone Else?
- O – Originality - Do We Have Anything Unique to Us?
- T – Timescale – Are They Ready to Buy (2 Months Max)
- S – Size – Any Concerns Over Capacity to Meet Requirement?
- M – Money – Are They Prepared To Pay / Do They Have The Budget?
- A – Authority - Am I Engaging The Decision Maker?
- N – Need – Is It a Definite Need, or Just a Want or Desire?

Let's Prove It Works....



In Summary

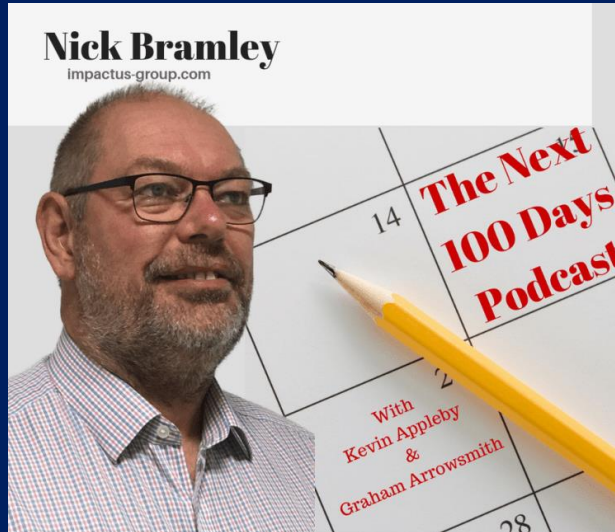
Sales Campaigns Are About Planning, Monitoring, Control & Recording



NOTHING Is Accidental or Haphazard



Recommended Listen or Watch.....

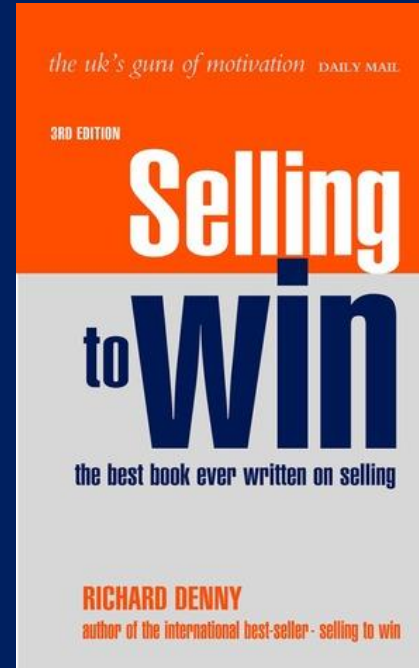
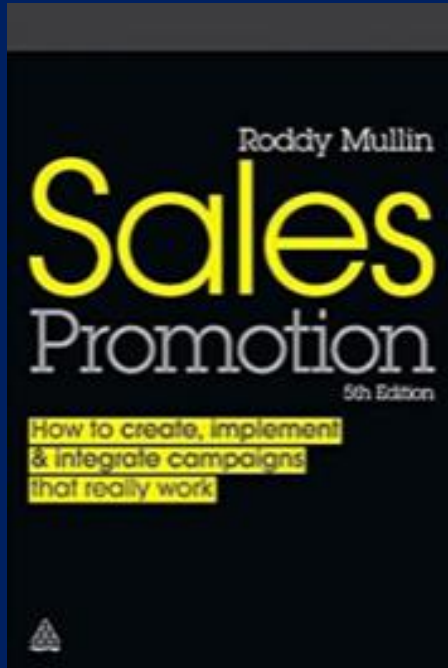


**Check Out This Sales Training Podcast
Here**

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Some Other Recommendations



Your Potential Action Plan

- Set Up A Campaign
- Keep It Small & Simple
- Set Some Expectations & S.M.A.R.T. Goals
- Choose The Right Engagement Vehicle
- Get Your Data in Order – CRM or Similar
- Yes, No, Not Today
- Capture & Score Everything – Consider S.C.O.T.S.M.A.N.
- Do SOMETHING – Doing Nothing Is Not an Option



Any Questions?



What's Next?

The 3,3,2 Formation



ONLINE

SALES ACADEMY

 1 Hour high impact

What's involved?

- Creating an Impactful Sales Action Plan
- Running an Effective Sales Campaign
- Maximising Your Customer Touchpoints
- Creating Inspiring Content
- Pitching Your Business
- Pitching Via Zoom
- Negotiating & Closing
- Key Account Development

[Click Here](#)



Nick Bramley & IMPACTUS Group Connecting & Resources

- If you want to connect via LinkedIn, I would be delighted to accept a connection request;
- [Click Here](#)
- To join the exclusive IMPACTUS Group Online Sales Academy Group on LinkedIn – Members Only;
- [Click Here](#)
- If you want to access a host of supporting content, podcasts, top tips, video etc, check out Nick's website – IMPACTUS GROUP
- [Click Here](#)



Jo Wilson – Data Expert



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Sales Academy 3

Maximising Your Customer Touchpoints

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Service Into Sales

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