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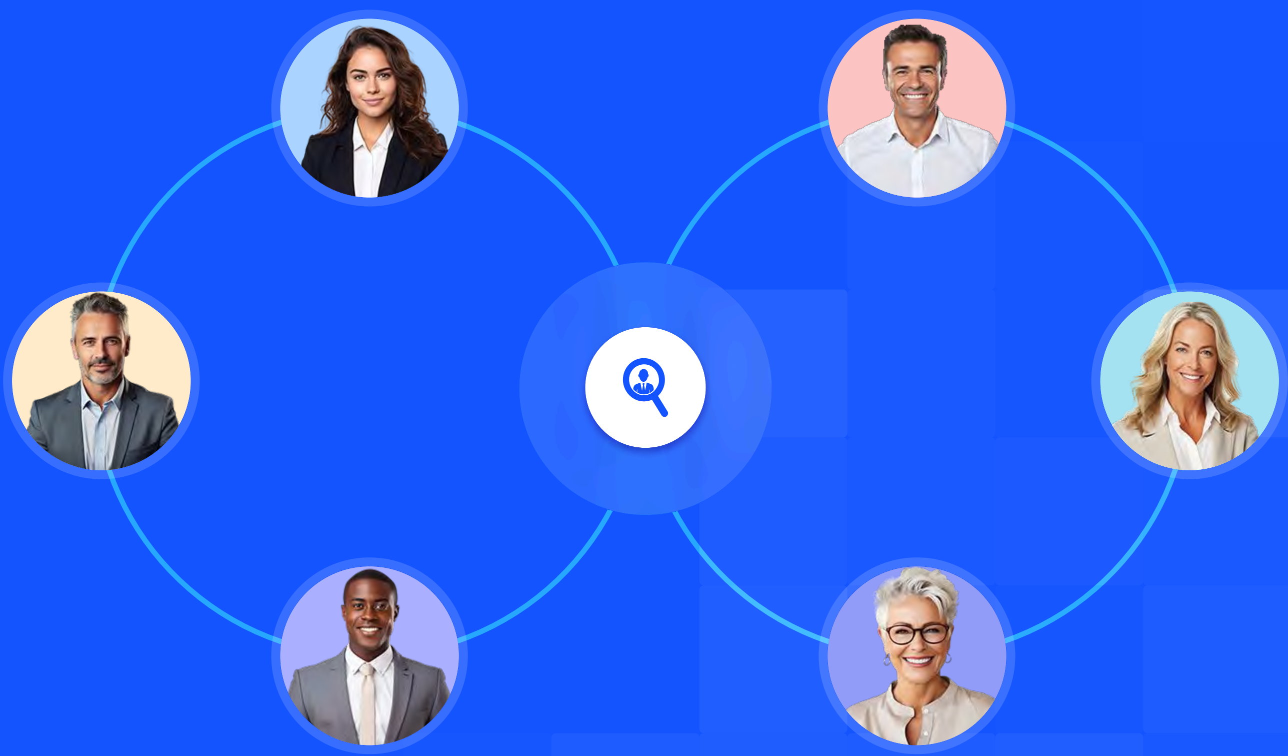
TOP 5 sales strategies

to engage prospects & boost revenue

Learn how →



Sales Strategies

Every sales team is only as strong as the lead gen strategies they leverage. That's why in this helpful whitepaper, we put together 5 strategies (and some useful tools) to **help your team attract, engage and close prospective buyers** so your reps can close at scale and skyrocket revenue.

85%

of B2B companies say lead generation is the most important marketing goal

(Content Marketing Institute)

1. Tell a Story

To become the best salespeople, your team has to become great storytellers. Why? Ultimately, what will engage a cold prospect isn't features, but a compelling narrative.

There are a few different types of stories your reps can tell:

A. A RAPPORT-BUILDING STORY

Your reps can craft **an introductory story for prospects at the start of the sales cycle** where they discuss **who they are and why they do what they do.**

There should be very little to no mention of the product you sell at this stage because you don't want to turn off the prospect and make them feel like they're being "sold to." The goal here is to earn trust and get the prospect to share a little bit about themselves.

22x

People remember stories
22 times more than just facts.

1. Tell a Story

B. A TESTIMONIAL STORY

With testimonials, your reps can discuss **case studies** of customers who have used your solution, eliminated their pain points, and achieved amazing results.

Look to weight loss ads as your inspiration (no, seriously), because a great story should capture that same, **compelling "Before" and "After"** transformation that makes us all whip out our credit card at 2 AM to buy that weight loss product we saw on TV.

The general structure for a great testimonial story is as follows:

- **What was the prospect's life like before your product?** What pains were they experiencing?
- At the moment they encountered your product or service, how were they feeling? **What internal objections were they fighting when they decided to say "Yes" and buy?**
- **What pain points did your product or service eliminate?**
- What transformation was the prospect able to achieve with your product or service? **What results did they drive?** What goals and dreams were they able to accomplish?

1. Tell a Story

C. A CLOSING STORY

Once you've hooked the prospect with your testimonial, and they're ready to share your solution with other decision-makers at their company, have your reps tell a closing story, where you share with them **a narrative they can easily tell others to** speed up the buying process.

A good closing story should **focus on the problems your solution solves**, and the transformation (how the solution takes you from Point A-where you are now-to Point B-where you want to be).

No matter what story your reps tell, they should make sure that every narrative has...

- **A plot twist** (Remember you're trying to engage here)
- Relevance **(What's in it for them? How will the prospect benefit?)**
- **Value**

2. Personalize!

No matter what story you tell, take heed in this fundamental rule: **Personalized messaging gets read.** And generic messaging gets deleted.

72% of consumers say they ONLY engage with personalized messaging.

When a prospect has a problem, they research ways to solve it. Then they weigh the pros and cons of different solutions on the market well before you ever meet them for the first time.

So when you meet a prospect for the first time, they don't want to hear about the benefits and features. They want to hear about **how your product or service is going to solve their biggest pains and crush their biggest goals.**

They also expect you to already know the ins and outs of their organization. 91% of consumers say they are more likely to buy from brands that make recommendations relevant to them and their needs. Knowing this information in advance quickly earns the trust of many prospects.

72%

of consumers say they ONLY engage with personalized messaging

2. Personalize!

With this in mind, your reps should research the prospect (their title, company trends, marketplace standing, past employers, expertise, recent promotions, etc.) and **make sure their messaging is personalized.** Reps should be able to pinpoint the prospect's possible pain points with precision, and figure out how your product or service can resolve them.

To drive the greatest results out of your personalization, reps shouldn't just personalize their outreach messaging. Reps should also personalize the content they share. **Content should meet the prospect where they are in the buying process** and speak to their persona role. Depending on your B2B solution, an SDR for instance is likely going to have a different use for your product versus a sales leader.

Content management tools like Paperflite and SharePoint can index your content and provide insights into the content that's getting the most love so your marketing and sales teams can get on the same page with strategy and easily replicate what works.

3. Leverage Video

Video is one of the greatest ways to engage prospects and increase conversions.

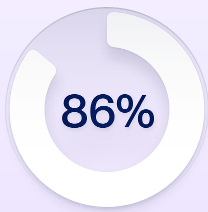
You can leverage video at any and every point of the buying process.

At the "Awareness Stage" of the buying process, **include videos that introduce your brand to the prospect as an industry authority**, and more importantly share strategies for how they can solve their problems.

If you're looking to speed up the buying process and get closer to signing, **share testimonial videos of clients who faced the same problems as the prospect,** and achieved fantastic results with your solution. Also, showcase the power of your product or service with informative webinars and demos.

86%

of video marketers say video has been effective for generating leads



(Hubspot)

4. Feel the Pain

To make your reps the best, they need an intimate understanding of the pains prospects go through without your product or service.

What is life truly like without your product or service?

Depending on what your B2B solution is, **have your sales reps try to complete a task** without the aid of your solution.

The thinking behind this is that you can't sell to someone if **you don't know what they're going through.**

When your reps are **armed with more intimate knowledge** like this of what it's like to work without your solution, they'll be able to truly tap into the pains the customer is having and sell the product better. This will only boost the authority of your reps in the prospect's eyes.

> you can't sell to someone if you don't know what they're going through

5. Define Your Buyer

If you're looking to drive engagement, the best advice we can give you is to **make sure you're reaching out to the right prospects** to begin with. According to MLT Creative, using a targeted buyer persona in an email campaign improves open rates by 2x and clickthrough rates by 5x.

There's frankly no use in all the strategies and statistics we've shared with you if you aren't connecting with qualified prospects who would find value in your solution and be ready to purchase.

So make sure you're targeting the right prospects by building an ideal customer profile (ICP).

An ICP is a profile of the key characteristics, goals, and needs that all your top customers have in common, from industry to company size.

An ICP is invaluable to any organization because instead of trying to sell to the world, you can identify **the demographics of the customers who value your solution the most.** Once you get this info, you can develop targeted and relevant campaigns that convert faster.

5x Targeted buyer persona
improves clickthrough rates 5x

5. Define Your Buyer

When you have a solid ICP, you can accurately disqualify those who don't fit the profile and flood your pipeline with a steady stream of ready-to-buy prospects. **Here are some steps to build an ICP:**

A. FIND THE PATTERNS

- **Identify the characteristics of your best customers.**
- Are they located across the U.S.? In a particular region? Are they international?
- Are most of your best clients in the SaaS industry? Healthcare? What patterns do you notice in this specific industry?
- What's the headcount of your top clients? Are the majority self-employed? Is their headcount 51 to 200? 501 to 1,000?
- How much revenue do your most valuable clients tend to generate? $0 - $100,000? $100,001 - $1,000,000?
- Are they private or publicly traded?
- What are the common reasons your top clients purchased your solution? What pain points does your solution solve for them? What goals were your clients able to achieve?
- **The more specific you can get, the more effective your targeting efforts will be.**

5. Define Your Buyer

B. BUILD THE LISTS

- Once you identify the shared characteristics of your top customers, use a tool like Seamless.AI to build contact lists of all the titles, roles, and positions you can prospect.
- As a word of warning, target one department at a time because every department has different responsibilities and goals.
- Pick the departments and titles that will benefit the most from your product or service out of any other group.

C. LEVERAGE YOUR ICP GUIDELINES AND OPTIMIZE

- Once you've done your research, found the patterns, and built the lists, create the ideal customer profile guidelines that your sales and marketing teams can rely on.
- And as your organization changes, revise your ICP accordingly.

These tips and strategies will help you empower your reps to be better salespeople and deliver value at every stage of the buyer's journey.

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