

 Level 3

Sales Mastery

Marketing and Lead Generation

Presented by :

















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upcoming sessions**

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MSP Mastered® Methodology



The 7 Step Sales Process



1. Sales Prospecting and Preparation



2. Sales Warm-Up



3. Sales Qualifying



4. Sales Presentation



5. Overcoming Sales Objections



6. Sales Closing



7. Sales Follow-Up

Step 1

Prospecting and Preparation (To Set Sales Appointments)



Client Type Determines Potential

- Technology Strategic Prospects and Clients
 - Views technology spend as an investment that provides a competitive advantage
- Technology Dependent Prospects and Clients
 - May not view technology spend as strategically, but business is so reliant technology that they are forced to maintain it
- Technology Averse Prospects and Customers
 - Does not appreciate the importance of technology and in certain cases may fear it and its cost

2 Sales Targets

New Prospects

Longer Sales Cycles

- Technology Strategic
- Technology Dependent

Existing Clients

Shorter Sales Cycles

- Technology Strategic
- Technology Dependent
- Technology Averse?

2 Marketing Strategies

New Prospects

Build Trust

Multiple, diverse touches to schedule appointments, invite to Webinars and Lunch n' Learns

Direct mail, email, social media, LinkedIn marketing

Call-downs

Webinars

Lunch 'n Learns

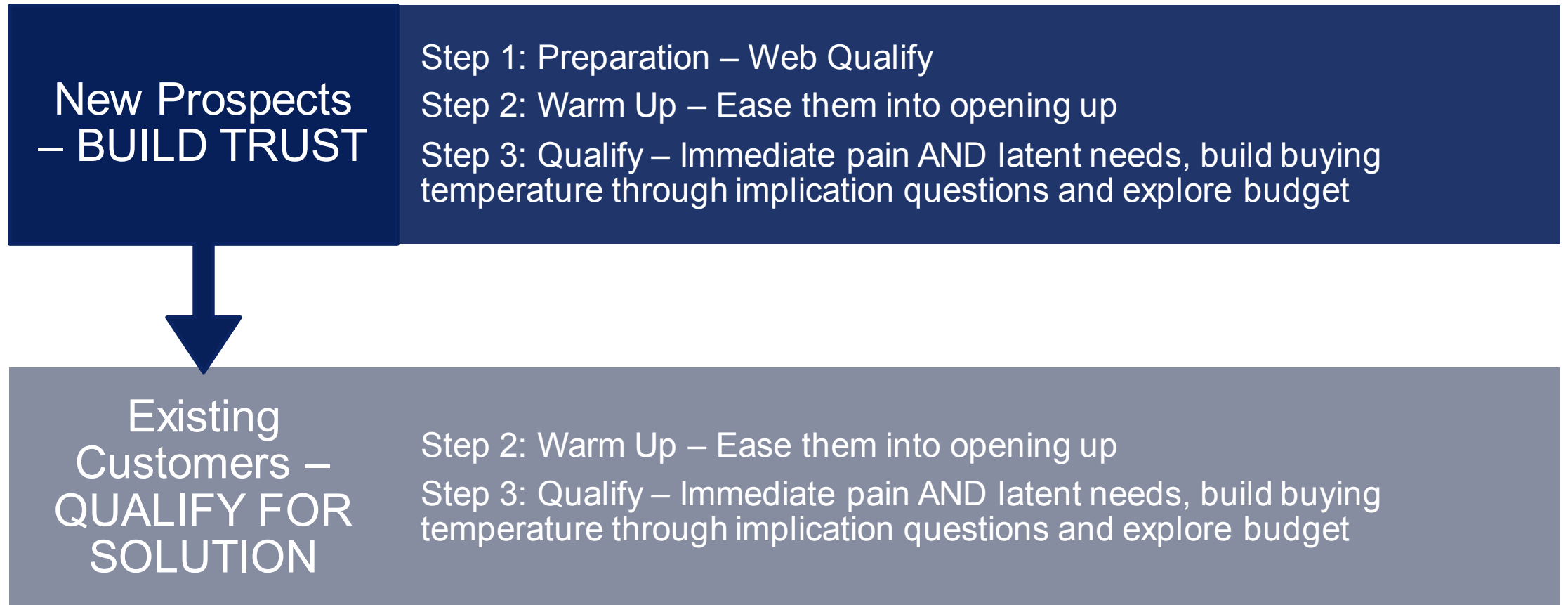
Existing Clients

Schedule Meetings

Calls or emails to calendar meetings, invite to Webinars and Lunch n' Learns

Email, Newsletter marketing

2 Sales Approaches



New Prospect Preparation



Identify high-value prospects



**Know your prospect before
you contact them**



“Web Qualify” them

Study their Website
D&B Hoovers
Press Releases
General Internet Search
Social Media

New Prospect Preparation



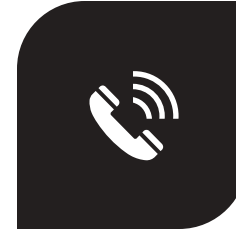
SOCIAL
MEDIA



DIRECT
MAIL



EMAILS



PHONE
CALLS



VOICEMAILS

Existing Client QBR Sales Approach



MOST SUCCESSFUL: QBRS WITH
TECHNOLOGY STRATEGIC CLIENTS

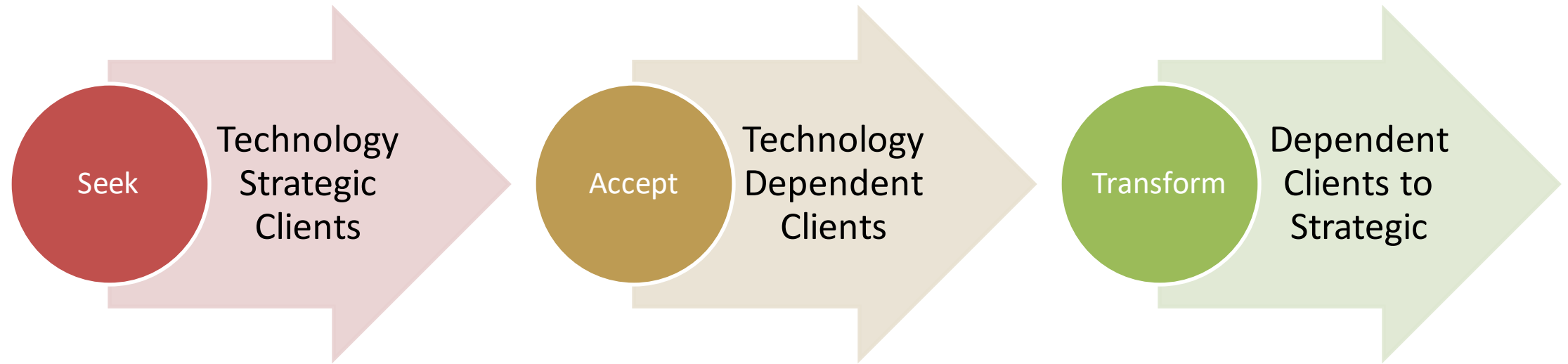


POTENTIALLY SUCCESSFUL: QBRS
WITH TECHNOLOGY DEPENDENT
CLIENTS



LEAST SUCCESSFUL: QBRS WITH
TECHNOLOGY AVERSE CUSTOMERS

If We Do Our Job Right...



10 Repeatable Activities that Generate Sales Appointments

When Conducted Consistently...

10 Repeatable Activities that Generate Sales Appointments

1. Attend Networking Functions

- A) Research Associations
- B) Join
- C) Attend 1 Event Weekly



10 Repeatable Activities that Generate Sales Appointments

2. LinkedIn Requests

- A) Sign up for LinkedIn
- B) Sales Navigator
- C) Filter your Prospects
- D) Invite to Connect
- E) Daily



10 Repeatable Activities that Generate Sales Appointments

3.Emails

- A) Segment Lists
- B) Develop Unique Messaging by List
- C) Send Daily



10 Repeatable Activities that Generate Sales Appointments

4. Prospecting Calls

- A) LinkedIn Contacts
- B) Email Contacts
- C) Association Members
- D) Daily



10 Repeatable Activities that Generate Sales Appointments

5. Door Knocking

- A) LinkedIn Contacts, Email Contacts, Association Members, Prospects You Lost Business From In The Past
- B) 10 Businesses Around Them
- C) Weekly



10 Repeatable Activities that Generate Sales Appointments

6. Request Referrals

- A) LinkedIn Contacts
- B) Email Contacts
- C) Association Members
- D) Door Knocking Prospects
- E) Existing Clients
- F) Prospects You Lost Business From
- G) Monthly

WHO

**DO
YOU
KNOW?**

10 Repeatable Activities that Generate Sales Appointments

7. Schedule Appointments

- A) LinkedIn Contacts
- B) Email Contacts
- C) Association Members
- D) QBRs
- E) Daily



10 Repeatable Activities that Generate Sales Appointments

8. Send Event Invitations

- A) LinkedIn Contacts, Email Contacts, Association Members, Prospects You Lost Business From
- B) Webinars - Monthly
- C) Lunch 'n Learns, Business Breakfasts, Evening Mixers - Quarterly

11 may

7-11 p.m.

save
the date

10 Repeatable Activities that Generate Sales Appointments

9. Follow Up

- A) Reschedules, Cancellations
- B) Prospects You Lost Business From
Call, Email, LinkedIn Message
- C) Daily



10 Repeatable Activities that Generate Sales Appointments

10. Recognize Special Events

- A) Company, Work Anniversaries, Noteworthy News
- B) Birthdays
- C) Family Events, Promotions, Job Changes
- D) LinkedIn Contacts, Email Contacts, Association Members, Existing Clients, Prospects You Lost Business From
- E) Daily



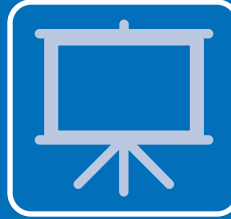
Sales Activity KPI Dashboard

SALES ACTIVITY KPI DASHBOARD								
Sales KPIs				1-Sep	8-Sep	15-Sep	22-Sep	29-Sep
Sales Business Unit				Weekly	Weekly	Weekly	Weekly	Weekly
New LinkedIn Links Requested	50	40	30					
New Emails Sent	100	80	70					
New Prospect Calls Conducted	125	100	99					
New Onsite "Door Knocking" Visits Conducted	10	8	7					
New Referrals Obtained	5	4	3					
New Appointments Scheduled	3	2	1					
Appointments Conducted	3	2	1					
Proposals Presented to New Clients	2	1	0					
Weekly Revenue Quota	5000	2500	1000					
All Opportunities UPDATED in PSA-CRM	Yes		No					

One-to-Many Lead Generation Techniques

Lunch 'n Learns, Business Breakfasts, Evening Mixers, Webinars, Speaking Opportunities

Live Events



One-to-many opportunity



Maximize investment in time and marketing dollars



Leverage manufacturer, vendor and distributor partners' MDF and goodwill



Increase credibility and differentiation from your competition

What You Need

1. A Venue
2. A Theme/Topic
3. Marketing/Demand-generation
4. An Online Registration Page
5. An Incentive To Attend
6. Great Content
7. An Attendee Survey
8. A Follow-Up Strategy
9. A Sales Strategy

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 ITGlue

 Kaseya

GRAPHUS

 AGENT

UNITRENDS 

RapidFireTools

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Example Business Breakfast/ LnL Checklist

Venue – Local manufacturer, vendor or distributor facilities, Chamber of Commerce facility, lodge or hotel

Topic – Security

Marketing/Demand Generation – Postcard, Social and Email marketing and call-downs

Registration – Your Website, SurveyMonkey, ClickToAttend, Cvent, etc.

Incentive – Content, Breakfast, Networking, Giveaway

Content delivered by amazing speakers

Exit Survey – Qualifying Tool

Follow Up Strategy – Conduct Dark Web Scans and Schedule Analysis Appointments Before Attendees Depart

Sales Strategy – Follow the MSSP Sales Process

Business Breakfast/LnL Expectation



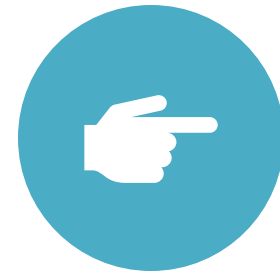
TO WARM UP
ATTENDEES/PROSPECTS



TO BUILD CREDIBILITY WITH
ATTENDEES/PROSPECTS



TO IDENTIFY QUALIFIED
PROSPECTS



TO SCHEDULE APPOINTMENTS
WITH THESE QUALIFIED
PROSPECTS

Marketing for the Event





Source Your Marketing List

Cold List -Determine List Criteria

SIC/NAICS Code

Geography

Number of Staff

Gross Yearly Revenue

Length of Time in Business

Contact Criteria

Warm List

LinkedIn 1st Connections

Referrals

Hot List

Existing Clients

Create Your Invitation



Identify Compelling
Topic



Create Educational
Message and Invitation



Add Takeaways and
Testimonials



Call to action
REGISTER NOW

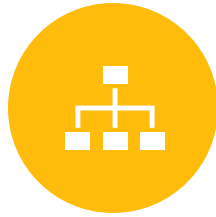


NO TECHNICAL
MUMBO JUMBO –
Business Outcomes
Only

Registration Form



NAME



TITLE



COMPANY



EMAIL



PHONE NUMBER



COMPANY
DEMOGRAPHICS



COMPANY
DOMAINS

Execute The Campaign

1

Determine delivery vehicles

- Direct Mail
- Email
- Newsletters
- Website
- Social Media
- Podcasts
- Webinars

2

Schedule messaging

- Letters
- Postcards
- Constant Contact
- MailChimp
- LinkedIn
- Facebook
- Twitter

3

Follow-up

- Telephone Call-Downs
- Email
- Social Media

Attendee Survey

Contact Info

Please rate the presenters from 1 to 4, with 4 being best

Please rate the presentation content from 1 to 4, with 4 being best

Please rate the venue from 1 to 4, with 4 being best

Did this event meet your expectations?

What do you feel we can do to improve this event in the future?

Are you currently our client?

If you are not our client, do you utilize in-house or outsourced Cybersecurity resources today?

Which of the following are you interested in learning more about (circle all that apply)?

- Free Infrastructure Security Assessment
- Backup and Disaster Recovery
- The Benefits of Cloud Computing
- Increased Uptime, Availability and Business Productivity

May we contact you to have a strategic discussion with you to better understand your business needs?

Quantify Results



Track all deliverables



Calculate costs



Determine your return



Create a repeatable formula

Webinars



SAME REQUIREMENTS
AS A BB OR LNL
(BESIDES VENUE)



SAME MARKETING
STRATEGY AS A BB OR
LNL



REGISTRATION IS FOR
THE WEBINAR



SAME REGISTRATION
QUESTIONS AS A BB
OR LNL



WEBINAR SURVEYS
REPLACE BB OR LNL
ATTENDEE SURVEYS



SAME FOLLOW UP AS
BB OR LNL



Live 3rd Party Speaking Events

- Create a Speaker's Page on Your Site
- Search for and apply to Calls for Speakers
- Deliver Educational Content
- Don't Sell from the Stage
- Ask for Attendee List from Event
- Give Something Away in Exchange for Business Cards
- Similar Marketing as for BB or LnL
- Send Link to Complete Survey with Raffle
- Same Sales Follow Up as BB and LnL

What Should Be On Your Speaker Page



Your Experience

Downloadable Bio

Client List

Photos

Video

Your Introduction

Your Headshot & Company Logo

Your Topics

www.ericksimpson.com/speaking

Experience