SALES GROWTH PROGRAM

AN OUTBOUND FRAMEWORK FOR SCALING COMPANIES

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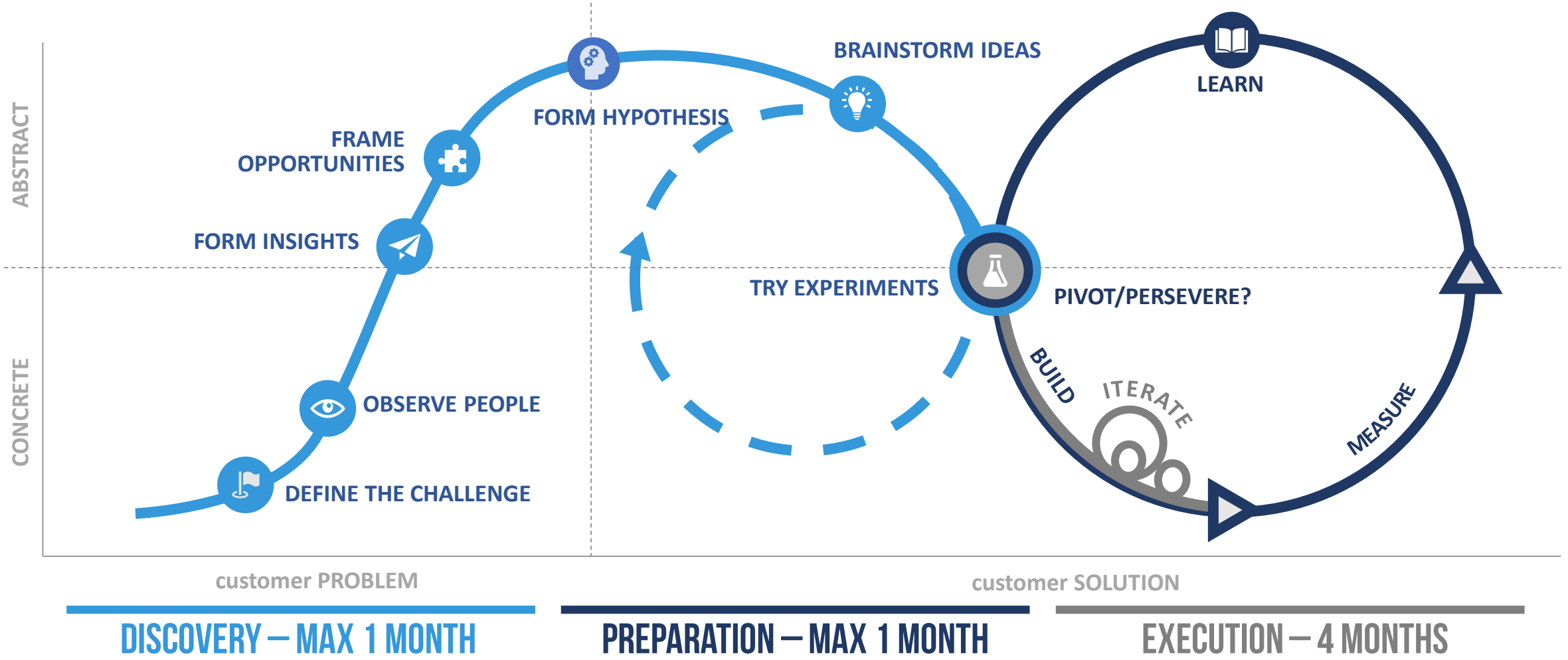
SALES EXPERIENCE METHODOLOGY

How to think and prioritize: Design Thinking, Lean and Agile

SALES GROWTH PROGRAM



Framework: IDEO, AGILE MANIFESTO, Eduardo Mace

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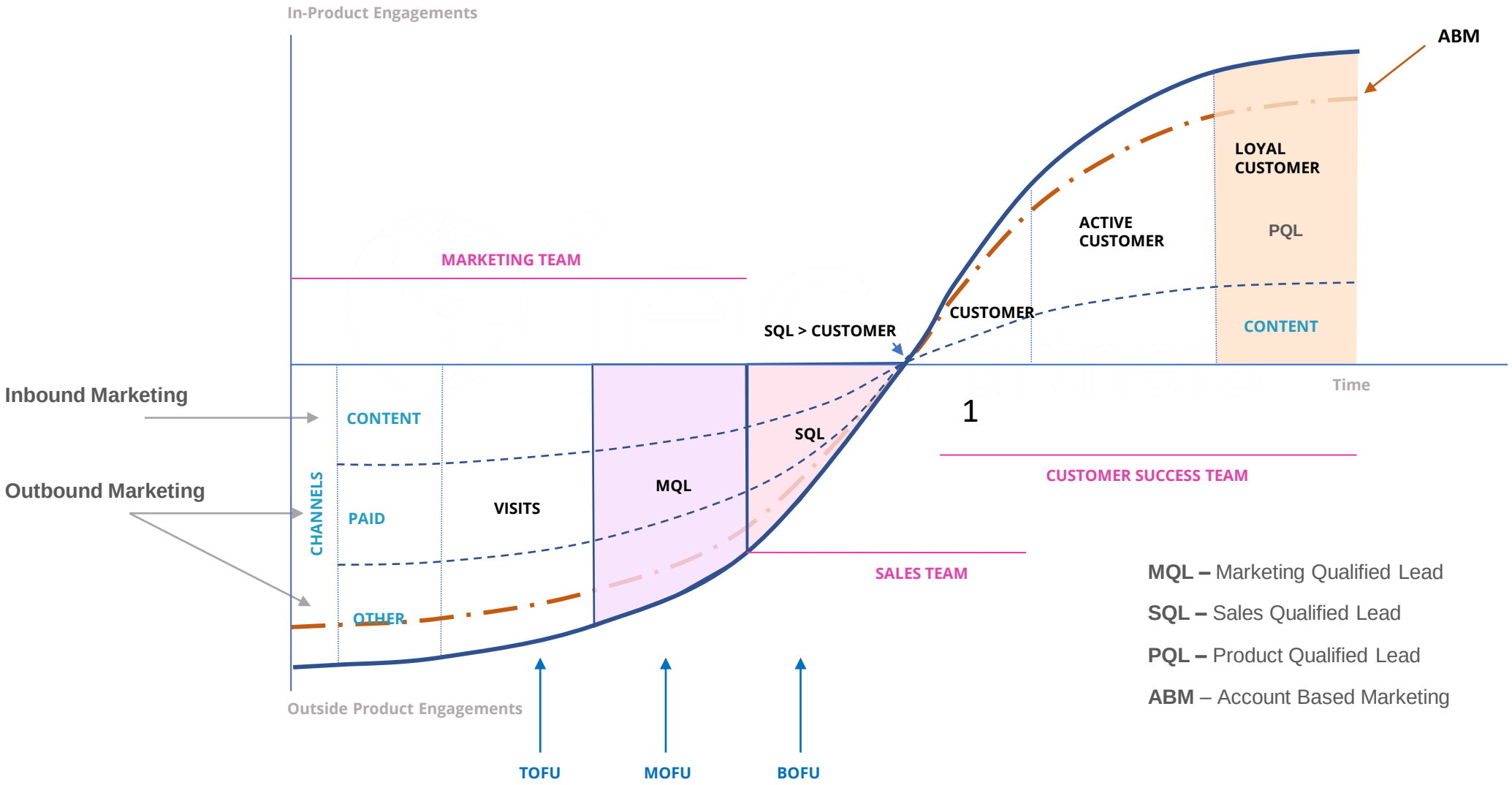
DIGITAL TECH SALES MACRO FLOW PROCESS

The relation between MQL, SQL, PQL & ABM

SALES GROWTH PROGRAM



MQL – Marketing Qualified Lead

SQL – Sales Qualified Lead

PQL – Product Qualified Lead

ABM – Account Based Marketing

Framework: York, Apptronics, E. Mace

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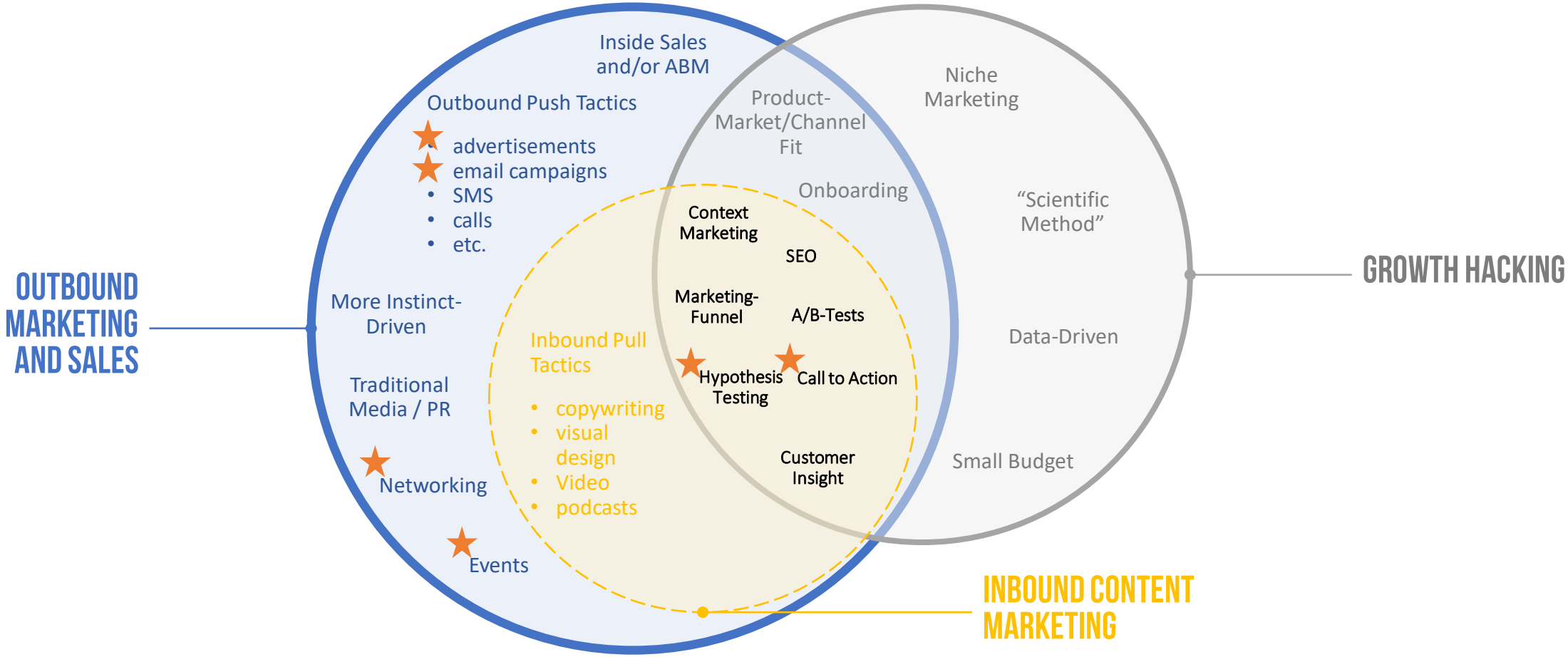
DIGITAL MARKETING FLOW FUNCTIONS

What is needed

SALES GROWTH PROGRAM



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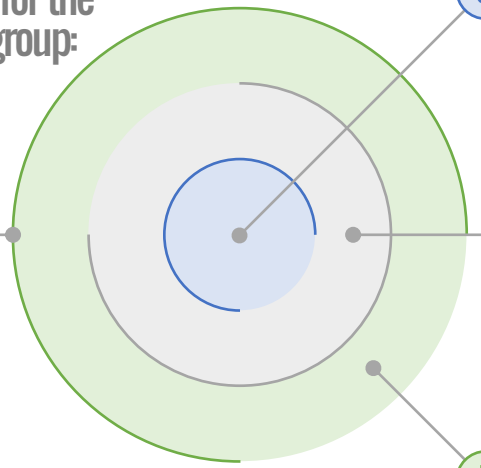
SAMPLE OUTREACH STRATEGY

Bullseye Framework

SALES GROWTH PROGRAM

Find the optimal activation channel for the target group:



3 The inner ring: **choose a maximum of three channels**

2 The middle ring: **list the most promising channels**

1 The outer ring: **brainstorm and list all traction channels**

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SAMPLE OUTREACH STRATEGY

Outreach Traction Channels - Detailed

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TRADE FAIRS	EVENTS	SOCIAL MEDIA	O.P. NETWORK SALES	INFLUENCER MARKETING	E-MAIL MARKETING
PMI EVENTS	MEETUP	LI PROMOTED POSTS	IEC PARTNERS NETWORK	TOP INFLUENCERS	DRIP CAMPAIGNS
MSE SUMMIT	WEBINARS	LI SPONSERED INMAIL	VARs	OWN INFLUENCER	E-MAIL LIST
TECHDAY	TALKS	LI INMAIL	Potential Strategic Partners	MICRO-INFLUENCERS	E-MAIL PROMO
GARTNER	CONFERENCES	LI CONNECTIONS		INFLUENCER PLATFORMS	
		TWITTER, REDDIT PRESENCE			

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SAMPLE OUTREACH STRATEGY

Intelligence Collection and Analysis – Pre-Posit

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TRADE FAIRS	EVENTS	SOCIAL MEDIA	O.P. NETWORK SALES	INFLUENCER MARKETING	E-MAIL MARKETING
TRADE FAIRS COMPETITORS	LIST OF MEETUPS PM	TWITTER PM?	PM VARs LIST	LIST TOP INFLUENCERS	E-MAIL TIME
COMPLETE LIST OF TRADE FAIRS FOR IT ENTERPRISE	WEBINARS BY COMPETITORS	LINKEDIN COMPETITORS PAGES INFO	FRIENEMIES	LIST INFLUENCER PLATFORMS AND PRICE	SWEEPSTAKE REGULATION USA
COMPLETE LIST OF TRADE FAIRS FOR PM	WEBINARS BY SPECIALIZED MEDIA	LINKEDIN PM GROUPS	COMPETITORS SALES CHANNELS	KOLS?	
GARTNER EVENTS	LIST OF CONFERENCES	REDDIT?	REFERRAL CAMPAIGNS		
	COMPLETE LIST OF EVENTS PMI	LI SALES NAVIGATOR			

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SAMPLE BUYER EXPERIENCE MAP

Buyer Experience and Utility

SALES GROWTH PROGRAM

CURRENT ANSWERS

MOMENTS OF TRUTH?

NEW QUESTION AREAS

SIX UTILITY TOOLS	SIX PHASES OF THE BUYER EXPERIENCE						
		BUYING PROCESS	ONBOARDING/ DELIVERY	USING AND USES	ADDED VALUE /INTEGRATIONS	MAINTAINING	DISPOSING /EXITING
	CUSTOMER OUTPUT /ADVOCAVY		OPPORTUNITIES	OPPORTUNITIES			
	EASE OF USE	DESCRIPTION OF PROCESS	TIME AND RESOURCES		CUSTOMIZATION		DESCRIPTION
	AVAILABILITY	LEAD TIME	SUPPORT CUSTOMER SUCCESS				
	RISK/SECURITY & CONTROL	SENSITIVE DATA / NDA					
	ENTERTAINMENT/ENGAGEMENT						
	ATMOSPHERE/ENVIRONMENT	INFORMAL	FORMAL				

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SAMPLE SALES TESTS PREPARATION PROCESS

SALES GROWTH PROGRAM

DEFINE CHALLENGE

Collective	GH + DM	DM	GH	GH+DM	GH+BI	PM
Hypothesis	**Materials**	**Test Setup**	**Review**	**Test Run**	**Analysis**	**DONE**
Channel	Emails	Channels			Capture	
Msg	Scripts	Accounts			Treatment	
Effect	One pagers	Tools			Analysis	
Result	ROI calc	Process			Reporting	
	Articles					

Funnel Area: MOFU
Timeframe: 1 Month
Target: 10%from MOFU to BOFU

MOFU

- **Engagement metrics**
  - E.g.: Returning Visits, Referrals, Social Engagements
- **Consumption metrics**
  - E.g.: Average Open Rate, Read Completion Rate, Click-Through Rates (CTR)
- **Lead metrics**
  - E.g.: Email Sign-ups, Whitepaper Downloads, Webinar Participants, etc.

TALK & QUALIFY

BOFU

SQL

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SALES FUNNEL MATERIALS - SAMPLE

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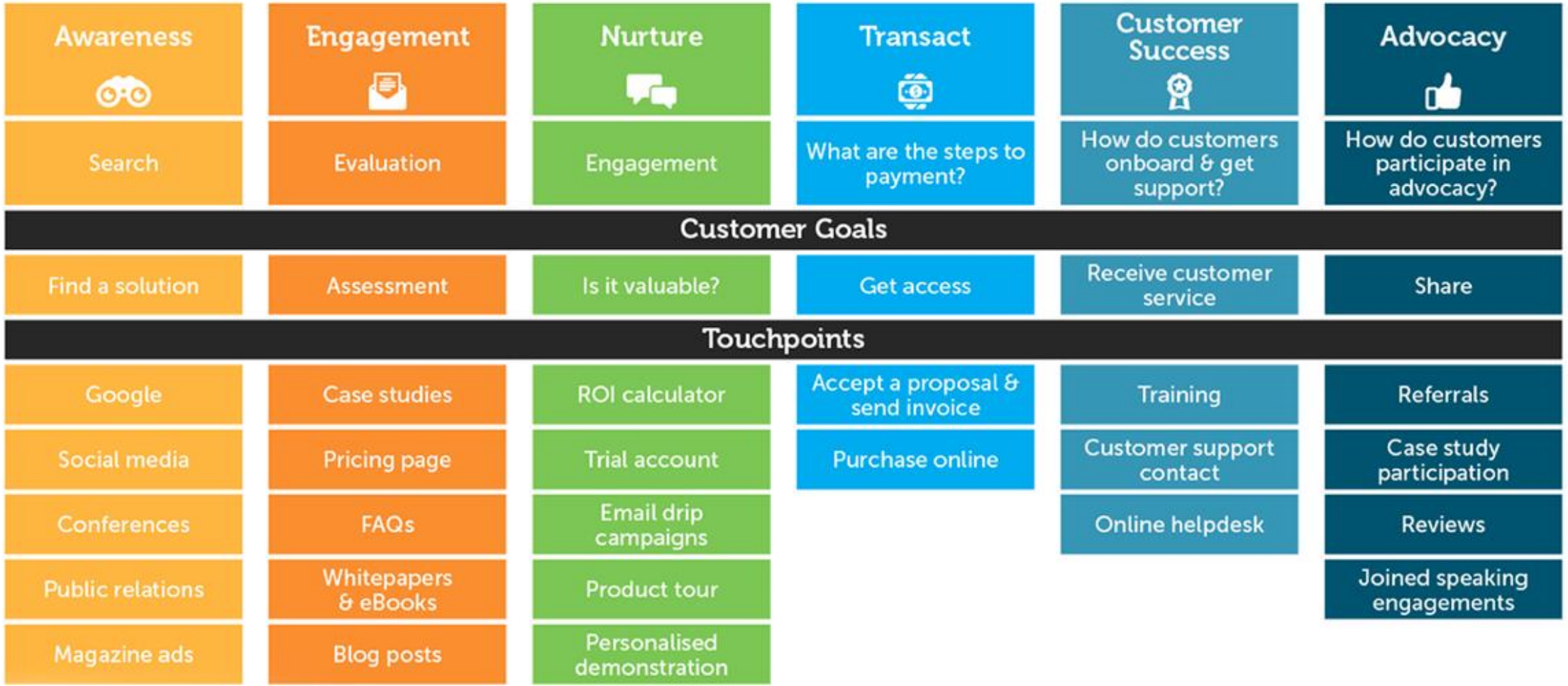

TOFU MOFU BOFU CLOSE ONBOARD RETAIN

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MODEL OUTBOUND TEAM – GROWTH POD

Execution Team

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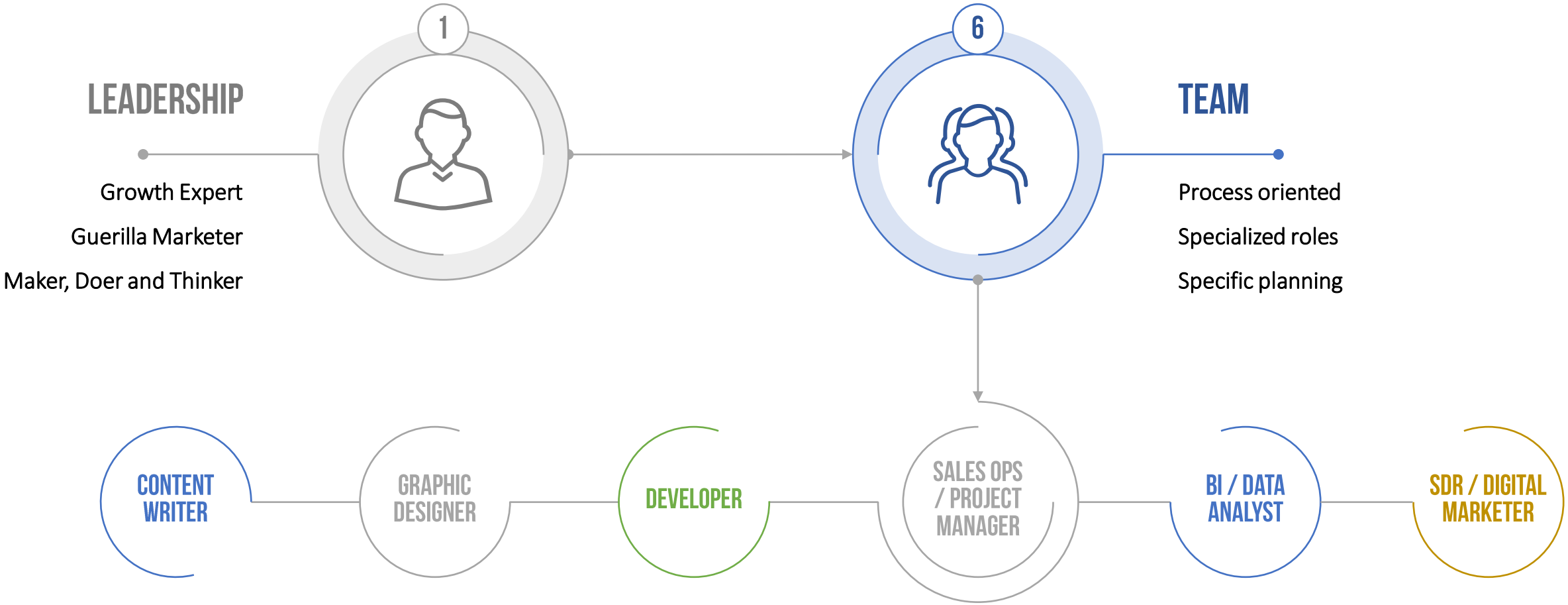

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