

CADENCE + CONTENT

3 Steps to Closing More Deals



CONTENTS

INTRODUCTION	3
STEP ONE: DEFINE YOUR AUDIENCE	4
STEP TWO: CONSIDER THE JOURNEY	7
STEP THREE: CRAFT CUSTOMER EXPERIENCES	11
THANK YOU	14
ABOUT SALESVUE	15



INTRODUCTION

Sales and marketing teams unanimously agree on one thing. Without qualified leads, sales would fall flat.

In its [2018-2019 Sales Performance Report](#), CSO Insights reports that (according to nearly 900 global sales leaders) the second most impactful barrier to achieving success is the “inability to generate enough qualified leads.”

While the marketing team believes it is providing plenty of qualified leads (that the sales team isn't following up on), the sales team members believe the leads that marketing gives them are not properly qualified. It's a common source of tension cited by sales and marketing teams everywhere. And in order to close more deals, it is an issue that needs addressed.

Better alignment of marketing and sales departments can be accomplished through integrating their functions a little more. Combining content (marketing) and (sales) cadence can create the proper nurturing environment for leads and give the sales department more control over who they are marketing to. Let's see how it works.



STEP ONE: DEFINE YOUR AUDIENCE



STEP ONE: DEFINE YOUR AUDIENCE

While it is not typically the role of sales, no one is closer to or knows the customer as well as sales reps, so tap into this knowledge and define your audience. By targeting your defined audience, your leads will be better qualified. If you have a varied audience, you will want to segment and define each of the segments. Think of your best customers. You want more like them, so create personas based on them.

What is a Buyer Persona?

A Buyer Persona is a semi-fictional customer profile that you create based on the qualities you know are true about some of your best customers.

Benefits of using Buyer Personas:

- You're marketing to better qualified targets because you get a more complete picture of your audience than you do when marketing to a demographic or ideal customer profile.
- You have a snapshot that marketing and sales can both refer to and align their efforts around.
- You streamline your messaging so that you can communicate with buyers on their terms, in a manner that speaks to their needs.

THE PARTS OF A PERSONA

Description of buyer: Include job title, demographic information, and what a typical day is like for him/her.

Where he/she gets info:
Think of all possibilities
(i.e. social media, Google
search, peers, TV, etc.)

Interests: These may be
related or unrelated to
his/her work. These traits
humanize your persona.

Barriers/pain points: List any obstacles
or "deal breakers." What does the buyer
have to overcome in order to purchase
your product/service?

Key considerations: What attributes are
most important to the buyer?

Motivation to purchase: How will buying
from you change his/her status?



STEP ONE: DEFINE YOUR AUDIENCE (cont'd)

To illustrate a persona, we'll use an example buying experience that is relatively common. Financial planning is a familiar need across demographics. We'll pick a customer profile and work through the parts of a persona that we previously described.

EXAMPLE PERSONA

Kathy is a 30 year-old accountant making \$60,000 per year. Her schedule is pretty tight during the day, and she goes to the gym in the evening three days per week. She and her husband are planning on starting a family soon and are ready to consider financial planning for their future. She still has student loan debt and wants to make sure her kids won't have debt.

**Where she gets her information:**

Internet search, friends, colleagues, trade magazines, email

Interests:

Exercise, healthy living, spending time outdoors, family

Barriers/Pain Points

- Doesn't have time to waste. Wants someone who knows the products/services and can make the best recommendation
- Doesn't want to worry about company closing or doing something that is disreputable
- Wants her representative to answer within 24 hours (and customer service even sooner)
- She needs to see the value in putting her money into this plan

Key Considerations

- Trustworthy, knowledgeable representative
- Longevity/reputation of company
- Responsive representative and customer support
- Easy-to-understand plan (products/services)

Motivation to Purchase

- Doing the right thing for family's future
- Status among friends/family
- Feelings of security

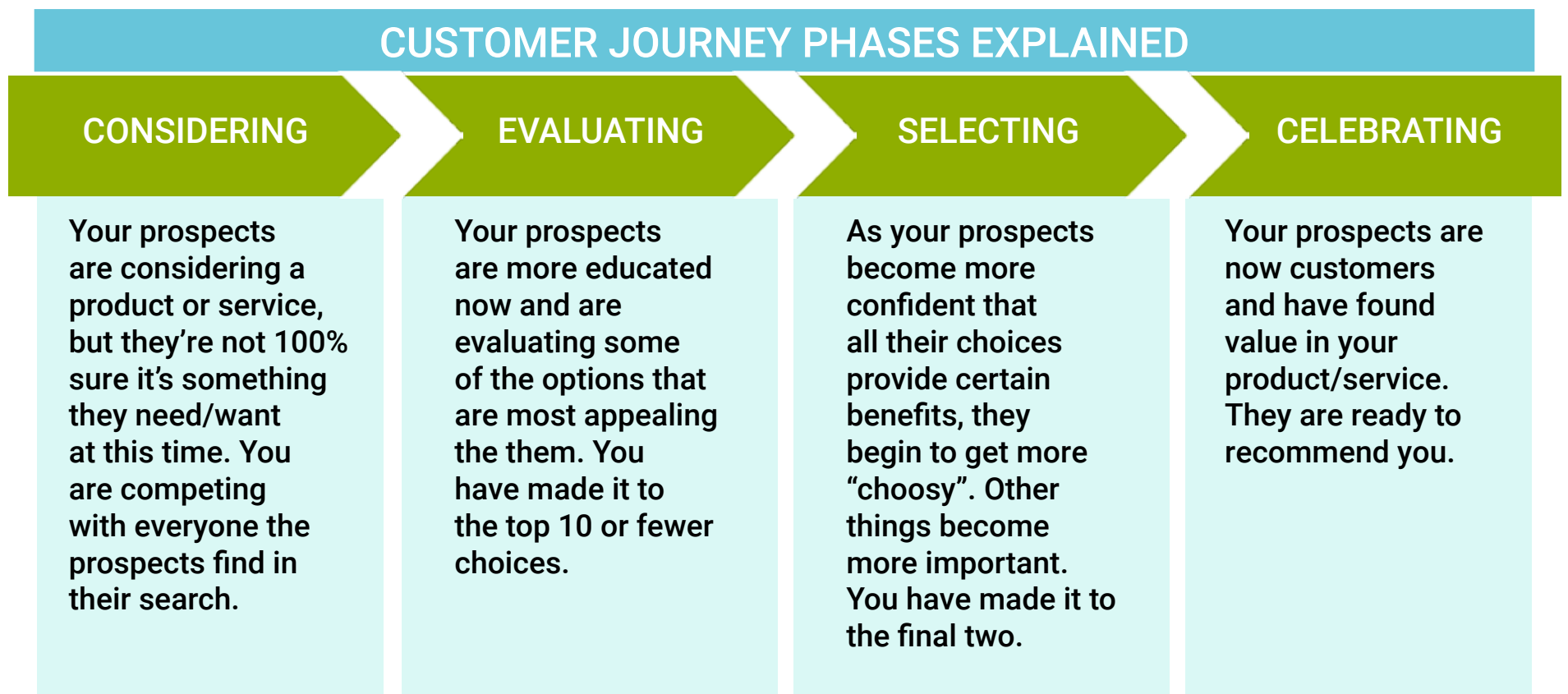
STEP TWO: CONSIDER THE JOURNEY



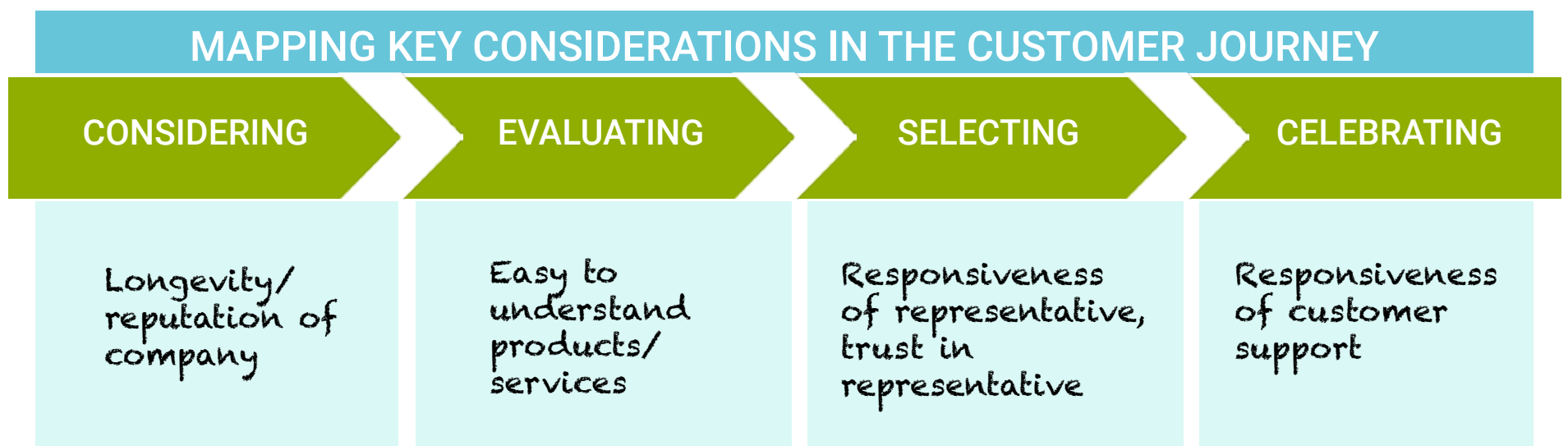
© marketoonist.com

STEP TWO: CONSIDER THE JOURNEY

Based on where a prospect is in the customer journey, different information will be important at different times. It's essential to consider where your prospect is in the customer journey to make sure your content and messaging are relevant at that time. Let's take a look at the four phases of a customer journey and what is going on for your prospects and customers.

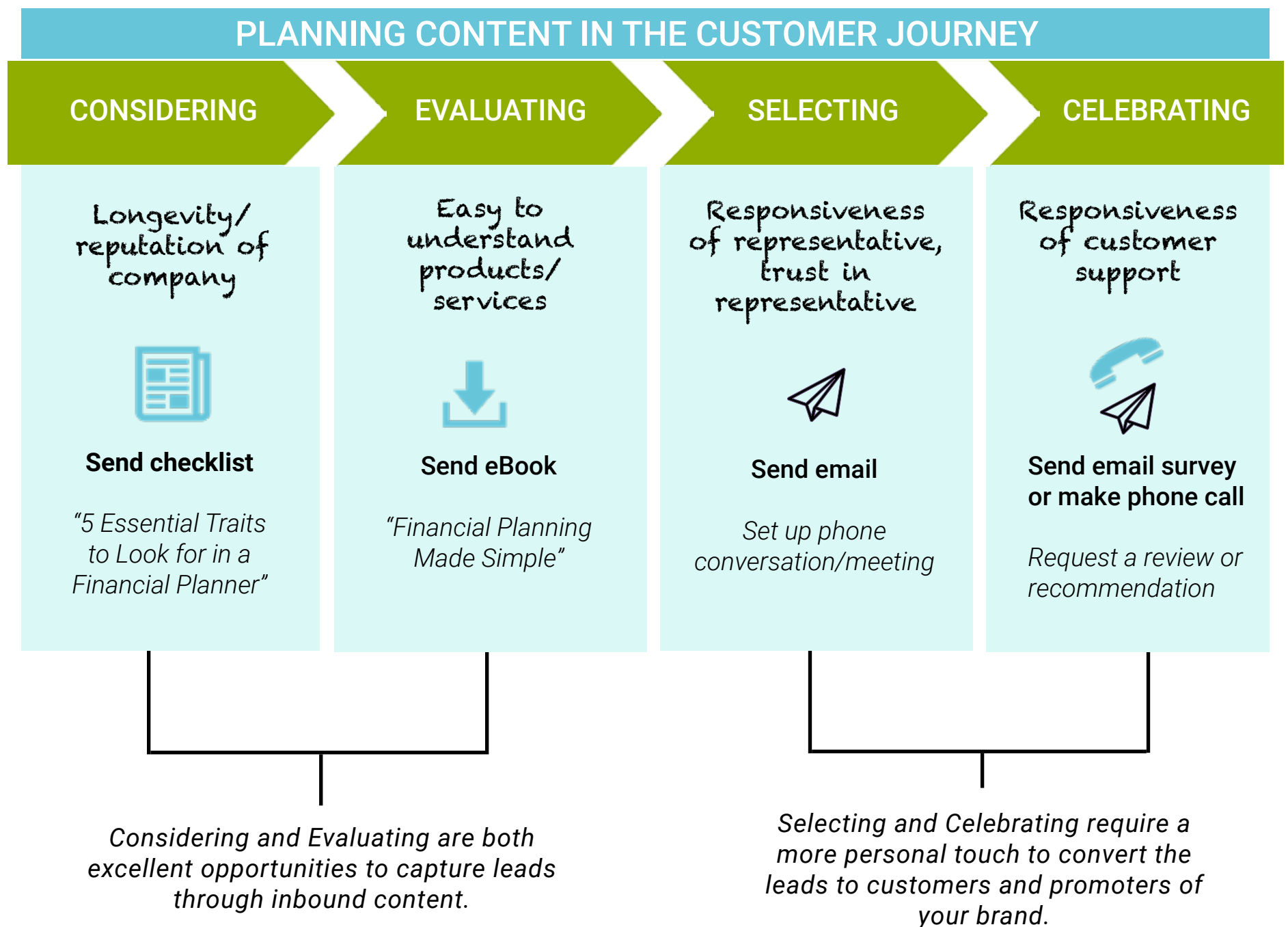


Keeping the journey in mind, let's map some key considerations from our accountant persona to the journey.



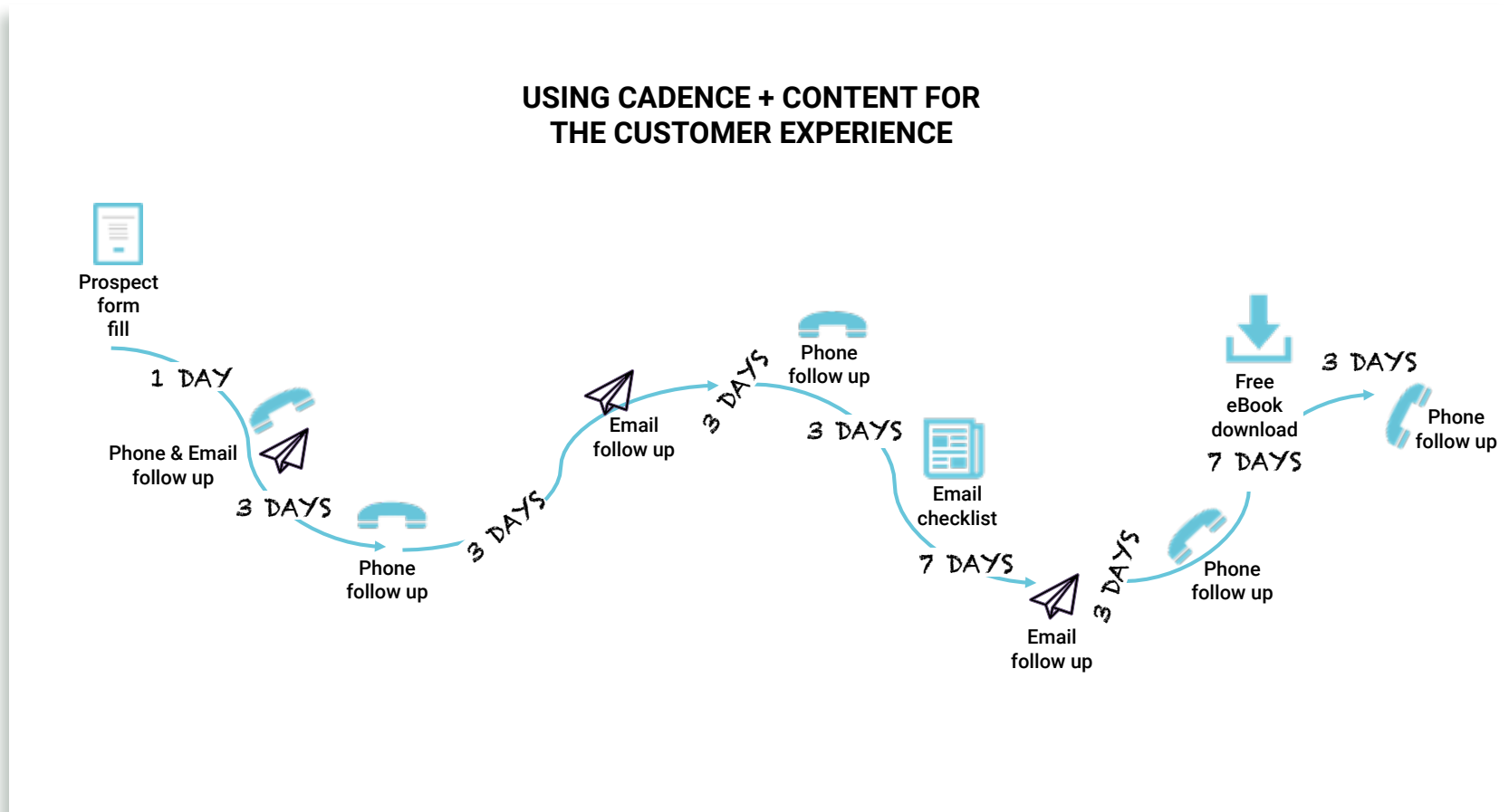
STEP TWO: CONSIDER THE JOURNEY (cont'd)

Having mapped our persona's key considerations at each phase of the customer journey, we will need to develop content that speaks to where they are in their journey. We could create blog posts, eBooks, checklists, infographics, web tools/calculators or whitepapers to attract our prospects and engage our customers. We will also need to add human touch to the efforts by way of phone calls and emails. See the chart below for some ideas that are relevant to each phase of the customer journey. (NOTE: the chart below is an illustrative example. Your customer journey will have more than one key consideration for each persona.)



STEP THREE: CRAFT CUSTOMER EXPERIENCES

With a better understanding of your customer and his/her journey, you can create customer experiences that will help drive sales and close deals. This is where your sales cadence and human touch both are essential. Review the sample customer experience below to get an idea of how you may incorporate your content into your sales cadence.



A winning sales cadence is built on a combination of multiple touches through multiple channels.

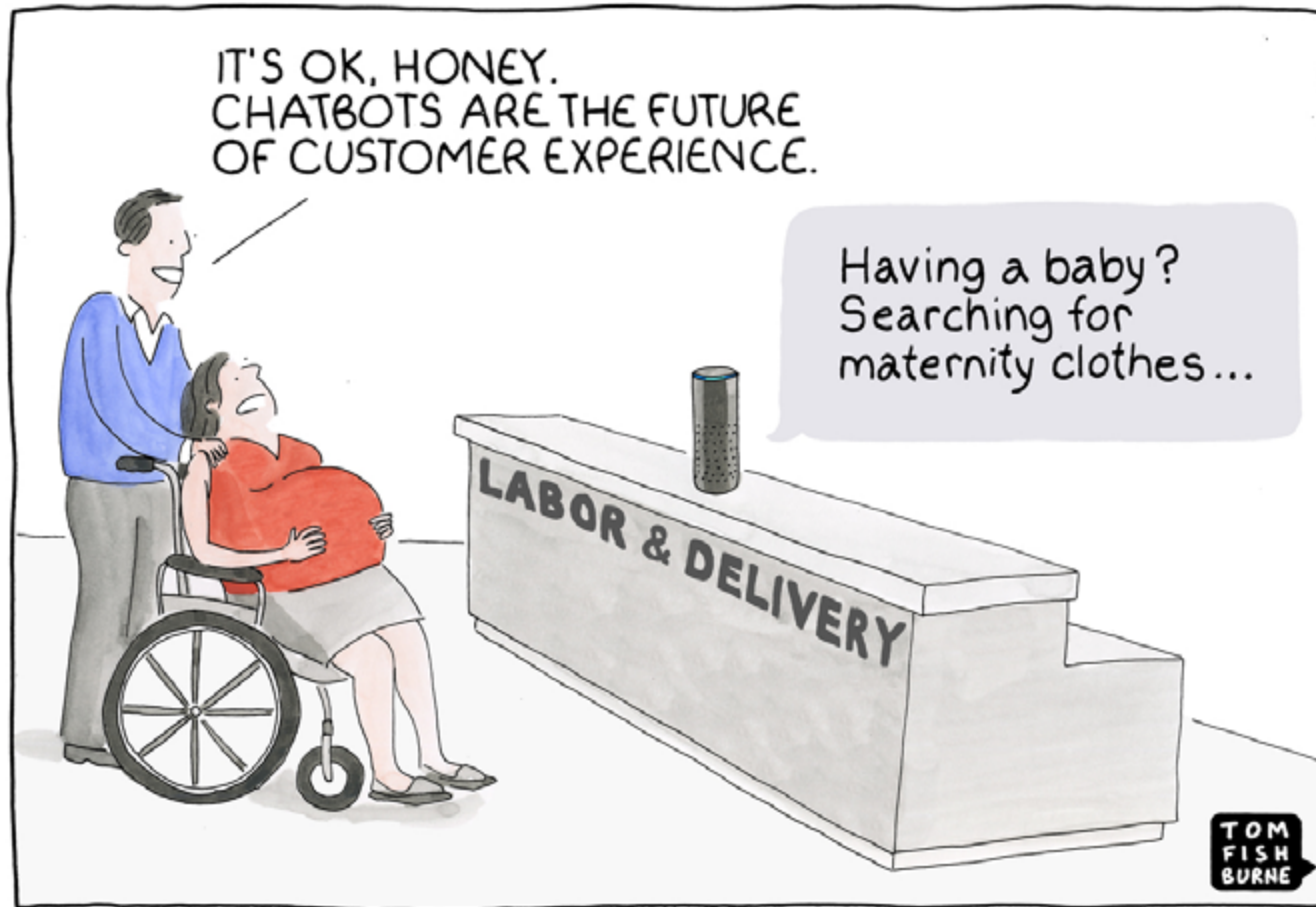
Multiple touches. How much is too much? According to [data](#) from sales training firm, Brevet Group, a lot of sales reps give up too soon. Consider these statistics:

- It takes an average of eight cold calls to reach a prospect.
- 92 percent of all customer interactions happen over the phone.
- 80 percent of sales require five follow-up calls.
- 44 percent of sales reps give up after one follow-up call.

Multiple channels. Today's customer is constantly on the move, so using various channels to connect and engage with them is key. A winning cadence will catch them at some point during their day.

Determining a winning cadence. It may take some trial and error to find the right formula for your content and cadence, but the right sales engagement platform can help you zero in on what is working and what's not.

STEP THREE: CRAFT CUSTOMER EXPERIENCES



© marketoonist.com

STEP THREE: CRAFT CUSTOMER EXPERIENCES (cont'd)

TOP OF MIND TIPS FOR THE BEST OUTCOMES

Prospecting Phase

CADENCE

- Reach out to prospects in a consistent and timely manner.
- Score and prioritize leads based on your organization's criteria.
- Balance automated outreach and personal interaction.
- Adapt your cadence as needed for individual clients.
- Choose a sales engagement platform that allows you to manage volume without letting leads fall through the cracks.

CONTENT

- Create call scripts that give your team consistent delivery of messaging across the team.
- Use templates to make it quick and easy to reach out with personalized emails.
- Script voicemails so your team can deliver concise and engaging voice mails every time.
- Utilize digital document creation tools to integrate your marketing and deliver on-brand material.

Selling Phase

CADENCE

- Stay ahead of your forecasted opportunities with consistent outreach.
- Respond immediately to inbound activity from active prospects.
- Choose a sales engagement platform that allows you to take control of the cadence and make sure nothing falls through the cracks.
- Choose a sales engagement platform that allows your reps to easily manage appointments in the field.

CONTENT

- Enable easy access to a document repository so your reps can easily and quickly deliver supporting documentation.
- Choose a sales engagement tool that allows your reps to deliver personalized contracts and documents on demand.
- Integrate with your Quote-to-Cash and Contract Lifecycle Management apps to facilitate delivery of critical sales documents.

STEP THREE: CRAFT CUSTOMER EXPERIENCES (cont'd)

TOP OF MIND TIPS FOR THE BEST OUTCOMES

Expanding Phase

CADENCE

- Schedule periodic outreach to existing customers to make sure their needs are being met.
- Automate delivery of education material to promote expanded engagement.
- Respond to inbound interaction quickly to give customers a high-touch experience.
- Use account-based selling plans to target prospects in existing customer verticals.

CONTENT

- Use implementation material that can be easily personalized and delivered from the document library.
- Send hints and tips to drive expanded use after new customers have been onboarded.
- Deliver coordinated multi-media content announcing new features and functions.

Renewing Phase

CADENCE

- Choose a sales engagement platform that automatically shows which customers are up for renewal before renewal date.
- Choose a sales engagement platform that lets your team prioritize according to any set of criteria you have in your system.

CONTENT

- Enable reps to be able to deliver renewal paperwork directly from your document library.
- Choose a sales engagement platform that integrates with support systems so reps can “take the pulse” of the account before reaching out.

THANK YOU

We appreciate the time you spent with us today. Sales engagement takes some effort, but the work you do to truly understand your audience, create Buyer Personas, and generate valuable content that is delivered in the right cadence will pay off. You will be closing more new deals and retaining more of your existing customers. (And hopefully, easing some tensions between sales and marketing.)

ABOUT SALESVUE

Salesvue is the first Salesforce-native sales engagement platform. What does that mean? It means that it doesn't simply integrate with Salesforce. **With Salesvue, your data never leaves Salesforce.**

Salesvue is designed to improve an inside sales team's productivity by delivering efficient communication, visibility, and accountability throughout the entire sales cycle and across the entire organization. Salesvue has rapidly become the solution of choice for some of America's largest organizations for one simple reason: **Salesvue makes sales teams more productive.**

See how Salesvue can help you do more, close more, and improve more. [Request a demo](#) today, and get ready to take your sales to a whole new level.

