

Developing New Business, Renewals, Upsells & Referrals

The Setup For Your Business

The Health & Safety Company
example

Purpose
To Create a Qualified Lead

By
Safety Information Officers
(SIO)

2 Types of Leads

Inbound
Outbound

2 Teams

Inbound SIO
Outbound SIO

Roles

Build Target List
Emails and calls
Qualify Leads Based On Outcomes
They Want
Do Research

One Sentence email
LinkedIn Leads
Events, Seminars, Webinars –
follow ups
Advertising
Regain Old Cold Leads
Contact Referrals

The 1 Sentence Email

Subject Line: Hi First Name

Did you receive the Health & Safety
White Paper I sent you?

Regards,
Mary
Safety Information Officer: IST

Lead With Information/ Education

Promote Entitlement

Follow up email

Thank you. Please find the document attached. From this document you will learn:

Benefit 1

Benefit 2

Benefit 3

Lastly, our research team has recently concluded a study titled ABC. We want to make sure that all companies in the construction sector get this information. Should you be interested, one of our Account Executives would come and present the study to you and your team, whenever it's convenient for you. At no cost.

Please let me know if we should put you in the list of companies we visit.

Phone Call: Confirmation

To make sure we emphasize on areas that are most important to you, do you mind if I ask you 3 questions?

Find out why they are interested
What is their biggest safety challenge
How many people will attend and their positions

Confirm Date.

Money Talk

Purpose
To Create a Client

By
Account Executives
(AE)

Roles

- Needs analysis
- Custom Demo
- Address concerns
- Negotiate
- Close

1. Context (problem, timing, money, process)
2. Future Pacing
3. Status Quo ESP
4. The Cost Of the Gap
5. Suggestion (Timing, Desire, Investment)
6. Presentation
7. Decision

After Money

Purpose
To Create Fans

By
Account Managers

The Client Success Department

Client Success
Referrals
Upgrades
Renewals
Concierge

Referrals

We are on a mission to raise the level of safety within SA companies. We want to help as many companies as possible, do you have any contacts in other companies that we can send our White Paper to?

Send Referrals to

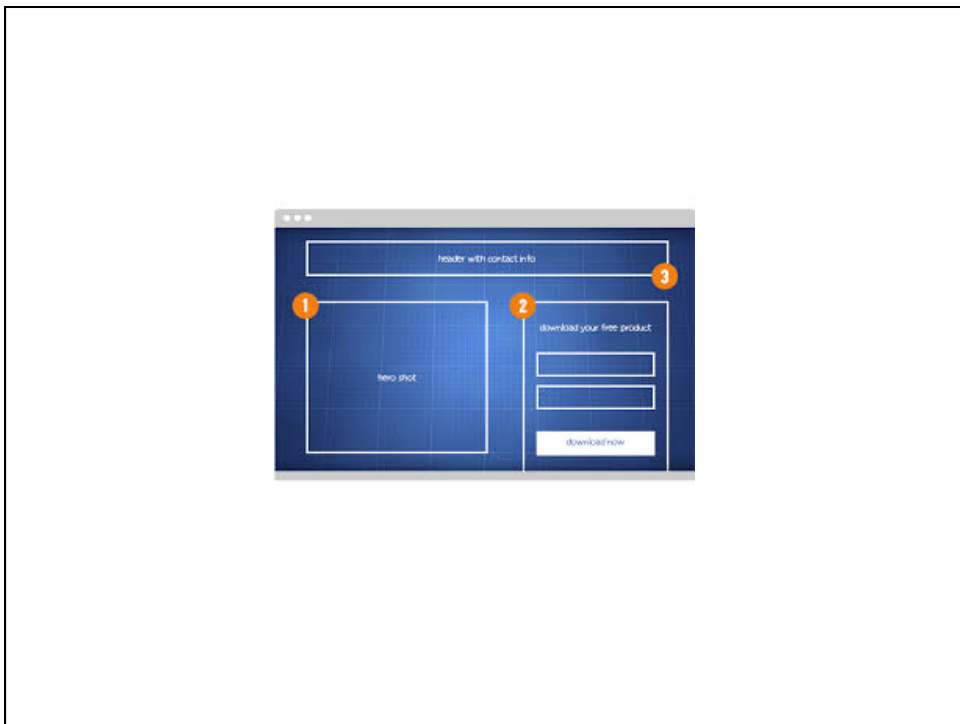
Outbound
Before Money

By Invitation or Referral Only!

**White Paper
Business Cards
Email signature**

Email Signature

Driving to Online Landing Page





One Hour Weekly Training
(each department)

Role Playing

Boosting Sales by Bill Gibson