we help You
make Your Sales Team better

Create More New Opportunities for Small B2B Businesses

Deliver the Right Message

to the Right Target

at the Right Time

through the Right Medium

When we speak with small B2B business owners, **one of their two biggest sales management challenges is not enough new opportunities.** How do we solve this for your team and guarantee you have enough new opportunities?

Three-Stage Process for your sales team create more new opportunities

This document is intended as a high-level overview for business owners and sales managers for small (10-250 employees) B2B businesses. It can serve as a game plan for your company to enable processes, detailed activities, and systems to create more new opportunities and achieve sustained revenue growth.

Stage 1: The Foundation Elements

- *Develop a New Business Development Culture.*
- *Get the Targeting Right.*
- *Get the Messaging Right.*
- *Determine sales roles.*

Stage 2: Design your Blueprint

- *Determine "bucket" to create new opportunities.*
- *Build supporting sales toolkits/playbooks and define the activities for selected "bucket".*

Stage 3: Accelerate the Process

- *Optimize your tech stack (tools, not toys).*
- *Coach salespeople to help them grow as sales hunters.*

We will review each step required for success. Continued development beyond this on specific tool kits or playbooks will complete the process for the sales team.

Stage 1: The Foundation Elements

Develop a New Business Development Culture

*If you are not already doing this, start setting and measuring **goals for the number of new opportunities** created each week and each month for the company and each salesperson.*

Make it one of your most important measurements to build competence leading to mastery. Tool kits/playbooks will need to go beyond New Opportunity goals to include other outcome goals (e.g., connections, first-time appointments) and behavior goals (e.g., sequences/cadences initiated, total touches, quality touches) that support the new opportunity goals. Establish who has responsibility. Regularly assess progress and capture learnings to share and build teamwork.

Celebrate successes in these areas and **<u>make sure your sales compensation plan is in line with your new business development culture!</u>**

This will help you develop a "Create New Opportunity" mindset. To borrow a Jeb Blount term, build a sales team that is fanatical about prospecting.

Get Targeting Right

Point everyone at the right target **by developing Ideal Client Profiles and building finite, focused, workable target lists.** This effort will save salespeople time by not wasting effort on prospects that are not likely to buy. This process *<u>includes steps down to and including validation of email addresses and phone numbers</u>*. This effort will save salespeople time by not wasting time on bad numbers, bad email addresses and people who are less likely to respond. Do not leave this one to chance, business owners. Own it. **The list is the strategy!**

We can help you through the process if you like.

Get Sales Messaging Right

Develop consistent sales team messaging that connects with the prospect's challenges and effectively communicates your differentiators in a convincing manner.

From our research, three of the best frameworks on the market are:

- **Donald Miller's** StoryBrand concept outlined in **Building a StoryBrand**.
- **Chet Holmes'** Stadium Pitch/Core Story concept outlined in **The Ultimate Sales Machine**.
- **Mike Weinberg's** Company Sales Story process outlined in **New Sales Simplified**.

Utilizing their expertise and experience, business owners must lead the way on developing your Company Sales Messaging.

We can help you through the process if you like.

Determine Sales Roles

Who owns creation of new opportunities?

As a small B2B business owner or sales manager, you have a limited number of salespeople on your sales team. You may need each salesperson to perform multiple roles. As you grow your sales team, consider specialization into the following roles:

Role	Primary Role	Secondary Role
Account Executive / Sales Executive	Close new business at new accounts	*Create new opportunities at new accounts*
Account Manager	Close additional business at existing accounts	*Create new opportunities at existing accounts*
Outbound Sales Development Representative	*Create new opportunities by outreach to new accounts*	*Create new opportunities at existing accounts*
Inbound Sales Development Representative	*Create new opportunities at new accounts from inbound leads*	*Create new opportunities at existing accounts*
Sales Data Specialist/Lead Researcher	*Build clean, targeted prospect lists*	

Our recommendation is to specialize sooner than later.

Stage 2: Design your Blueprint

Determine Types of New Opportunity Processes

Our experience shows that there are **five primary "buckets"** where small B2B businesses can potentially create new opportunities:

- *Grow new business at Existing Clients*
- *Intentional Networking / Referrals*
- *Multi-Touch / Multi-Channel Targeted Sales Outreach*
- *Speaking about Thought Leadership (Podcast, Webinar, Public Speaking, Events)*
- *Create Inbound Marketing / Lead Generation "Engine"*

We recommend that you select at least three of these areas to create new opportunities. To help with balance, no one area should be targeted at more than 50% of your new opportunity creation. It is important to align marketing efforts with sales as you plan and implement your programs to create new opportunities.

"Bucket"	Description	Primary Role Responsibility	Other Participants
Existing Clients	Find ways to grow existing clients through upsell, cross-sell or other new opportunities.	Account Manager	
Marketing Role	Build sales support content (case studies, blog articles, etc.). Review/edit other sales material content (emails, presentations, etc.).		
Intentional Networking / Referrals	Find ways to get warm leads through intro-ductions to prospects from network contacts and existing clients.	Account Executive	Senior Management and Account Management
Marketing Role	Build sales support content (case studies, blog articles, etc.). Review/edit other sales material content (emails, presentations, etc.).		
Multi-touch / Multi-channel Targeted Sales Outreach	Targeted sales outreach campaign(s) using social media (typically LinkedIn), emails and phone calls.	Outbound Sales Development Representative	Account Executive
Marketing Role	Build sales support content (case studies, blog articles, etc.). Review/edit other sales material content (emails, presentations, etc.).		

Speaking about Thought Leader-ship (Podcasts, Webinars, Public Speaking, Events)	Support launches of new concepts and emphasize niche solutions.	Senior Management / Product Management / Account Executives	Align with marketing for content development, event promotion and event logistics
Marketing Role	Build thought leadership content (white papers, blog articles, case studies, web landing pages, etc.). Organize, coordinate, and promote various types of speaking events.		
Leverage Inbound Marketing Engine	Follow-up on Inbound Leads	Inbound Sales Development	
Marketing Role	Website development, campaigns (email marketing, social media, forms, landing pages, etc.), content (white papers, blog articles, case studies), SEO, PPC, etc.		

Build Sales Toolkits and Playbooks

Take time to define each "bucket" process to create new opportunities in a specific tool kit or playbook. The tool kits/playbooks are designed to build competence leading to expertise and self-mastery typically addressing the following:

- Who is the target?
- What preparation do I need to do?
- What is the messaging?
- What are the action steps?
- How does execution work best?
- How do we measure for success?

While we may target accounts as we build lists, we must remember that we are selling to people. Personalization and building authentic relationships can be key to this process.

We can provide sample outlines for tool kits / playbooks for the various sales prospecting processes if you like.

Stage 3: Accelerate the process

Optimize your Tech Stack: Provide Tools (not toys)

Support your salespeople with tools (not toys) that will help them be successful. The primary tools are CRM, Lead Sources and Contact Tools.

- CRM helps manage the process.
- Lead Sources provide you people to contact.
- Contact Tools simplify and accelerate the contact process.

Would you like recommendations? Feel free to reach out for our recommendations.

Coach and Develop Salespeople (include role playing)

Here are some tips, based on our research and expertise learned through experience, to help you be more successful in coaching salespeople to create new opportunities.

1. Enroll them in the process. They need to want to be there.
2. They need written goals and a written plan to achieve those goals.
3. Insure they have good leading indicator metrics.
4. Remember that coaching is about co-creating new possibilities.
5. Include role playing. They need to find and use role playing partners. Iron sharpens iron.

Running good sales meeting and conducting ride-alongs will support the coaching and development effort.

These three stages will lead you to a team of fanatical prospectors, armed with the processes and tools to provide continuous new opportunities and sustainable revenue growth for your company.