effective

MARKETING

FOR IT

not only

B2B

but for

ADULTS ONLY

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Book: Effective Marketing for B2B

Content:

Foreword

Hello dear reader.

I will start with why and who needs this book.

This book - in fact a step by step guide to, how to create your effective sales system in B2B. This market is very in demand, and information that can actually be used is practically not found. A lot has been published and told for B2C, but this does not work in B2B.

And so, this book is for everyone who is looking for customers and sells in B2B! No matter you are a marketer, or a novice businessman. Freelancer, or the owner of the company.

Before publication and distribution, I gave this book to several people of different specializations and experiences. And even experienced marketers and company owners have found something new, or innovative solutions.

This is not just a general description of processes and steps. This is a clear and understandable representation of complex business processes in a simple and understandable language. I do not promise you that after reading this book, you will immediately become a pro, but I can say with confidence, that after reading this book, you will receive information, that will be applicable to your business, and by applying this information you can improve your results.

I wish you a pleasant reading.

And one more thing, you will be surprised, but the data that is indicated in the book are real.

Sales funnels.

What is a sales funnel?

We have all heard and know what a sales funnel is, but without this element, most of the book will lose its meaning.

Also, I consider the fact that this book gets into the hands of those who are very far from the marketing, and all his/her understanding of marketing and advertising boils down to, it is something very expensive, are engaged specially trained people, and it is not always gives the result.

This is a universal tool for any businessman and marketer. If you are a business owner and do not know what a sales funnel is, be sure that there are many holes in your business through which you lose money!

I use this tool to analyze all the key indicators of customer acquisition systems, advertising efficiency, work efficiency of both the sales department as a whole and each individual seller.

It looks like this:

We have several levels of user engagement, it specifies the conversion transition s members that the end result is the drive, and so on to the target (for sale or trade).

Depending on the purpose of advertising campaigns, a funnel can have many different levels or steps.

Any funnel is essentially the client's path to a purchase or a deal.
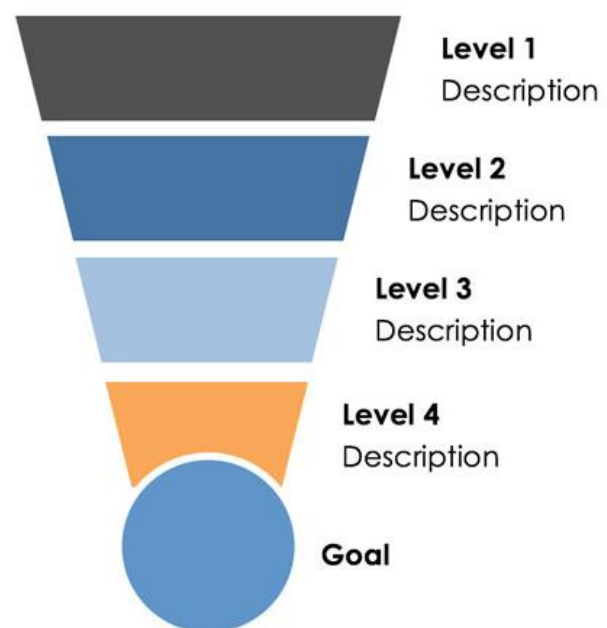
In this chapter we will look at how a sales funnel is created, analyzed and optimized.

Recently, by the way, the expression "sales tunnel" has become very popular. But this is nothing more than a marketing move, designed to visually expand, that is, show the increased efficiency of a conventional funnel, through the use of advanced technologies. In fact, several sales funnels were built in this tunnel, and users are simply transferred from one funnel to another in automatic mode.

Yes, it is effective. But just because you do not do it manually, nothing more. And this we then f e in the future we will talk.

Using a sales funnel.

But back to the topic, and consider the most common B2B sales funnel, this is a funnel of cold calls.

Level 1: *The total number of calls.*

Level 2: *Number of dialers.*

Level 3: *The number of talks with the decision-maker.*

Level 4: *Number of offers offered (number of consent to receive an offer).*

Level 5: *Number of conditional approvals.*

Level 6: *number of deals.*

Many would have thought that such a funnel has only 2, maximum 3 stages, called, offered, sold. But no. Precisely 6, or even more stages, this funnel has. Why am I describing so many steps? Everything is very simple. Such a funnel makes it possible to understand exactly what the problem is. What needs to be improved.

Add numbers to this example to make it clearer:

Let's say our seller made 1000 calls and concluded 20 contracts each for $ 1,000:

If we took the usual funnel for you in 2 stages:

Called - sold, we would get:

Calls = 1000

Sales = 20, conversion 2%

The seller brought the company $ 20,000.

What will you do with such a seller? Get fired right!

But if we look at the entire funnel in detail, we get the following data:

Made 1000 calls per month. **Level 1 = 1000**

Dialed up to 800 people out of 1000, the remaining numbers were invalid. **Level 2 = 800, conversion = 80%**

He managed to get through the secretary and communicate with 400 decision-makers, the rest said the standard phrase "Send us your offer by email." **Level 3 = 400, conversion = 50%**

He was able to offer 350 offers, the rest immediately refused to listen to him. **Level 4 = 350, conversion = 87.5%**

After considering the offer, 50 people became interested and returned for approval. **Level 5 = 50, conversion = 14.28%**

Transactions concluded 20. **Level 6 = 20, conversion = 40%**

Why did we consider this funnel? Now I will show you the result!

Improving the sales funnel.

Now we begin to look where we have the narrow neck of the funnel, and who is responsible for what:

Level 1-2. Conversion 20%. The marketing department has provided you with 1000 contacts, of which 20% are non-working. In principle, 80% is a good indicator, but you need to tell them to conduct better data validation.

Level 2-3. Conversion 50%. Shows us the seller's ability to circumvent the secretary. In our case, 50% of the conversion is considered too low. A good enough figure is about 80-90%. In this case, the recommendation: train the seller to circumvent the secretary.

Level 3-4. Conversion 87.5%. Shows the ability of your seller to present the company, to interest the user for the first 15 seconds. This part influences this indicator. If you are not interested in 15 seconds - then they will not hear you, but simply wait when you stop talking.

Level 4-5 Conversion 14.28%. This conversion shows us how correctly the offer itself is composed. In this case, the proposal was not drawn up very well, even, one might say, very poorly. It is necessary to change the offer.

Level 5-6 Conversion 40%. It is considered quite a good indicator, but it is better to train the seller to close deals. Although in this case, the figure can be the result of poor offer.

Remember, in the first case, you would simply dismiss the seller, and, by the way, you would lose a good specialist.

But, having examined the funnel, we see a narrow neck (the smallest percentage of conversions), this is the conversion of returns after reading the offer. So what are we doing? Correctly changing the offer. Let's say we changed the offer and got a conversion of 80% at this stage.

Now we recalculate the conversions and get that 350 * 80% = 280 returned after reading the offer, and the seller signed the same 40% of the contracts 280 * 40% = 112 transactions. The seller brought you 112,000 dollars. Just changed the offer.

Similarly, there is analysis, and the improvement of any of the funnel. Remember, each ad has its own sales funnel. Each channel of attraction has its own sales funnel, each call, each manager, each offer has its own sales funnel!

Now, I think, you understand what a sales funnel gives you, how to work with it, and what results a funnel improvement gives.

Now, I think, it is logical to consider the steps of creating of sales funnel.

Stages of creating a sales funnel.

As I said earlier, a sales funnel is your client's path to the deal. It can include many stages.

So in the classical approach to marketing, a person, in the decision-making process, goes through several stages such as:

1. The appearance (or identification) of a problem. Example: I do not have clients (this is a problem).

2. Finding a way to solve the problem. Example: how to attract customers? I need an advertisement. Where can I get ads? Turn to an advertising agency, do it myself, hire a marketing specialist and an advertising department.

3. Assessment of possible solutions. Example: Hiring an advertising agency will entail costs, but it will be done professionally, and I can shift the responsibility for the results to them. Do it by myself - it is cheaper, but, I need to spend time and explore the question, it can also not be able to, and all the responsibility on me. Hiring a marketing and advertising department is an average cost, I don't need to harness an expensive contract, the ability to pay monthly, the ability to change staff, sharing responsibilities.

4. Decision selection. Example: I hire an advertising agency, as it will be done professionally, and, I can shift the responsibility.

5. Search for an offer. Example: There are 5 advertising agencies, agency 1 is more expensive, there are many reviews about them, but they do not bear responsibility, agency 2 is cheaper, there are positive reviews, few negative, but promise good results with less investment, agency 3 few reviews, recently on the market, ready to work with deferred payment, ready to bear responsibility for the result.

6. Selection of an offer.

7. Coordination of conditions.

8. Deal.

And now, we move on to the task of the marketer. Our task is to build a sales funnel, taking into account all 8 stages. That is, our task is to find a client with a problem (or raise a problem for a client) in stage 1. Preheat the client (push him to the solution we need at stages 2,3,4). Capture the client's attention at the 5th stage (make sure that our offer is delivered to him). Show the profitability of the offer at the 6th stage. Show flexibility and ability to satisfy his needs at the 7th stage and conclude a deal at the 8th stage.

Accordingly, the client path will look like this:

Involvement in a problem (coverage) - Proposal of a solution (involvement) - Indication of benefits (interaction) - Submission of an offer (receipt of lead) - Coordination of conditions and sale.

Modern methods of advertising, let you, include yourself in every stage of the sales funnel. Social networks allow us to choose clients according to their interests,

work with cookies helps us find those who are already interested, who have passed the 1,2,3 and even the 4th stage, and are already in a state of warm-up (involved user). That is right, all kinds of Facebook pixels, Google remarketing and retargeting, and other systems with tracking conversion rates work.

That is, you, not necessarily involve users from the beginning, to find out their needs, and so on. In fact, setting up advertising on the internet, you get customers already from 2 or 3 stages. So, you, will create a funnel, starting with offering your solutions.

Basically, your customer's path, will look like this:

looked at the ads - went to the site - left a request/called - received an offer - a deal.

looked at the advertisement - filed an application (filled in the lead form) - received an offer - a deal.

There are more complex funnels for working with leads. Example:

Watched the advertisement - left a request for "free/trial cheese" - received "free cheese" - received additional materials for warming up - a deal.

In fact, there is simply an incredible amount of sales funnels. In their pure form, they no longer exist, all our customers are constantly moving from one funnel to another, remarketing, retargeting, up sales and cross sales are constantly held. Once you fill in the lead form, you will receive different messages. You react to some, but not to others, but this does not mean that the lack of reaction will lead you out of the funnel, because a funnel is formed specifically for those who do not respond. So, in essence, tunnels of sales are formed.

Independently it is very difficult to control such things, because there are plenty of services that track your ads are gaining popularity bots, CRM systems and much more.

And all the customers walk through the mazes from the funnels, moving from one to another.

And it all works!

I think, everyone understood that this sales funnel, and how to use it. It's time to deal with the question How do you find people who will be our customer? How to find these users?

Selection and definition of the target audience.

What is the target audience?

This question and concept can be understood as "Who will buy our product?"

If in the B2C segment this is quite simple, primarily due to the short decision-making period, due to the one-time nature of transactions, the large flow of buyers and the absence of such a concept as decision-making, then in B2B things are somewhat different.

In B2B, the target audience is both companies and specific people, that is, decision makers.

In addition, most companies, most often, already have regular suppliers of certain goods and services. And creating an offer for such a company, we cannot focus on the benefit of a particular person, we must take into account the many features of the buyer's company's work, and bet on the benefits for the company from such cooperation. But we will talk about this already discussing the preparation of the offer.

Definition of a portrait of a client.

And so, what we need to know to determine our target customer.

First of all, we must determine the criteria for choosing companies for each of our services or goods. For example, we are a mobile application developer. The cost of our development is from 30 to 100 thousand dollars. So our target company will be a company that, in principle, may need a mobile application. It can be a bank or an insurance company, to create a client application, it can be a dating site or a marriage agency, real estate agency. At the same time, we need to take into account the income level of the target company, because not all can afford such developments. We also need to understand how to offer these developments, there are cases when companies see a prospect in your offer and find money for it even without being in our price range.

I.e. We decided on the industry, which we will offer our development.

The next step is to find out the decision maker. That is, we need to clearly understand, exactly who the company decides on the implementation of development applications. Basically, in large companies, decisions on IT proposals are made by IT directors, but in this case there may also be a Marketing Director or CEO. CEO, basically, a win-win option, they take part in all decisions in the company, and, most often, you will have to present the service to him too, but first, find out the position of the person who is responsible for such decisions. No need to jump right to the top. Work gradually.

Let's say, we have determined our client, a bank or an insurance company. In such companies, we have chosen 2 positions which this should concern, for example, a marketer and/or IT director. Now is the time to find them.

How to find your customer?

So, we know who our customer is. Now we need to decide how to contact him and show our offer.

If you're working in the old way and spend cold calling, everything you need is LinkedIn, and the program Lead Leaper, or Snov.io. In the search for LinkedIn, you set the selection criteria, start one of the programs, and in a couple of minutes you get the emails and phone numbers of the people you need. With company names, sizes, addresses, names and much more information.

There is another option. Again LinkedIn + LinkedIn Helper. With it you can automate, and personalize your work in LinkedIn. Automate invitations to establish contact, sending out invitations, messages, and many other features.

But do not forget, both of the previous methods take a lot of time, and since this is working with cold clients, they cause a lot of negative. Therefore, I am more inclined to the 3rd option. This is the launch of an advertising campaign at LinkedIn. Immediately answer skeptics advertising in LinkedIn is not expensive. The price of a lead is fully justified by its quality and the amount of a possible sale. In addition, if you spend too much on LinkedIn ads, but it does not work - hire marketer, who knows how it works, because you are doing something wrong. Either the wrong target audience, or the wrong goal of the campaign, or the wrong advertising offer, or a problem with bids. By launching ads correctly and intelligently, setting everything up intelligently, you get hot leads from the second day after the launch of the campaigns, and these leads are well converted into sales. Usually I set up such campaigns to automatically send an offer in order to offload the sales department, after which, sellers just need to call back in 1-2 days, contact a specific, interested person and get his decision. Such systems are very effective and give excellent results. You, in fact, are buying your own time, and despite the apparent expenses, these investments pay off very quickly.

So, I will give an example. I was approached by a client engaged in SEO promotion. He called a lot, spent a lot of time searching for customers. He advertised in LinkedIn, and spent, at the time of contacting me, about 10,000 US dollars for these activities. He offered his services to large companies, with his ad directed to directors and company owners. He simply chose a region and positions. For $ 10,000, he received 1 order and he was in the sum of $ 1,000. I analyzed the campaigns, interviewed about the product that he was offering, and decided to approach the issue differently. Since the topic of SEO itself is sufficiently promoted, I just defined several target audiences for it. These were Marketing Directors of large companies, CEOs of the same companies, as well as small business owners. 2 advertisements were created for them.

For directors of large enterprises: Check the work of your marketer right now! A simple test of how easy it is to find you on Google!

For marketers of the same enterprises: Take the test and find out where you are in Google search. Perhaps your boss will ask you this today!

For small business owners: Is it possible to find you on Google search?

Next, there was a link to the test. I definitely didn't get to the bottom of how the processing was going on, but it returned the result in a search, by keywords, from the site of this company in Google. The bottom line is that she showed a place in Google search and then indicated whether it was good or bad and suggested sending a solution to the email. Next, there was a lead form, after filling out, the test result and an offer for the cost of services were sent to the email. Then the specialist contacted the lead, and sold the service, for setting up and listing in the first places in the search.

As a result, we received more than 300 passes of the test in 1 month, and more than 100 orders. With a total advertising cost of about $ 2,000 per month.

So we, slowly approached, to understand that in addition to knowing their target audience a portrait, you also need to know what to offer and how to do it.

We will talk about this in more detail in the next chapter.

Advertisement.

The purpose of the ads.

To begin with, each ad has a specific purpose. Also, each ad, depending on the purpose, has its own characteristics of delivery and interaction with users.

Although there are generally accepted methods of working with ads such as grabbing, traffic, getting leads, conversions, watching videos, and so on, each of them has its own subtleties and tricks to get the best results. In any case, first of all, it is worth warming up the target audience.

Warming up target audiences.

To warm the target audience, I use campaigns aimed at maximum coverage. These campaigns are fairly inexpensive, but they allow me to target my target audience more precisely to interested users.

Of course, these campaigns do not bring visible results in the form of sales, but they bring us great budget savings, as well as the possibility of remarketing. Further, after warming up target audiences with the help of a large reach, we launch a campaign aimed at interacting with content. At this stage, we can already get good results by working with comments, as well as connecting bots in some social networks.

Only after warming up, we launch a campaign aimed at the target action. Whether it's going to the site, filling out the lead form, receiving messages, conversion campaigns.

Filter your target audience using an ad.

Naturally, after warming up, we largely screen out non-target customers, but still there remains a large percentage of those who are interested in the topic, but for a number of reasons you are not interested in such users. Yes, yes, it is you who choose your client, and not he chooses you!

An ad is made with a specific filter. In this way, you can easily filter out customers who do not fit you according to price criteria, language skills, company size, development platform and any other filter.

Of course, launching an advertisement is only the beginning. Next you need to control its effectiveness.

The effectiveness of advertising.

You should always control your ads. At least basic indicators, such as price per lead, and conversions. Indeed, if you do not control these processes, you may find yourself in a situation where the budget is spent, but there is no result.

And at that moment, we again return to the sales funnels. Every day I form a funnel for the previous day and evaluate the performance. If I see that conversions began to decrease, I make changes, as this indicates that the market has changed, and funnel conversions respond to this instantly. These things may indicate that a

new competitor has appeared, that my offer is no longer relevant and much more. Sometimes it's enough just to pause the advertising campaign, sometimes I change the budget. This book is just not enough to describe everything that I see in the sales funnels.

Quite often, poor conversions and increased costs indicate that the wrong channel for advertising has been selected. We have already said that it is important to know your target audience and it is important to know how to communicate with this audience. That is, advertising channels.

Advertising channels.

I think it's logical now to tell you about the existing advertising channels. There are a huge number of them and all of them are effective when used correctly. Advertising channels include your website, flyers, exhibitions or events, newspapers and magazines, television and radio, various third-party sites, social networks, emails, instant messengers and even your sales personnel who make cold calls. All this and more. Even the announcements on poles and billboards, business cards in taxis, these also are advertising channels.

In essence, an advertising channel has a way to deliver advertising to your target audience.

First of all, I want to say that there are no bad or good, effective or ineffective advertising channels. All these communication methods are quite effective, just for different offers and target audiences. I think you will agree, then if your advertisement is designed for people aged over 60 and your offer sounds like "we will teach you how to work with a computer" - it's very silly to give such an advertisement on Instagram. Such an offer must be submitted offline for two reasons. The target audience of Instagram consists of people who are much younger, and even if they already know how to use Instagram, then they don't need a basic course of computer.

Absolutely the same way it works in B2B. It makes no sense to advertise on the development of applications worth $ 50 thousand to protect the data of banking structures on Facebook. Such an offer is submitted at specialized events, in LinkedIn, at personal meetings, but again do not forget about the offer!

That is, you should always understand your advertising channel, this is the place where your advertisement will see your advertisement!

Increase profit without costs due to optimization of advertising

Well, we understood what advertising channels are, learned how to find our target audience, and give some kind of advertising. This item will be useful to those, who have already begun to advertise and receive customers, learned to track conversion and has several channels involved.

Remember at the very beginning I showed you how optimizing a sales funnel can increase profits? And now I want to offer you the next step.

Suppose we advertise on Facebook, we pay for advertising on Google , and we pay for advertising on LinkedIn. These are 3 channels. In total, we spend $ 5,000 a month on advertising. In total, we received 600 customers per month and our average bill was $ 1,000. Everything seems to be fine, we spend 5000 we earn 600,000. But let's look what could be better.

First of all, we build funnels through sales channels. Here the funnel will be simple and will have only 3 indicators. The amount of costs, number of customers, customer value.

So:

Facebook: $ 2,000, 120 customers, 2,000 / 170 = $ 1,66 per customer.

Google: $ 500, 180 clients, 500/ 1 80 = 2.77 dollars per customer.

LinkedIn: $ 2,500, 300 customers, 2,500 / 300 = $ 8.33 per customer.

Now our task is to get more customers, without going beyond the budget of $ 5,000. How to do it? I start by sifting out the most expensive channel. In our case, this is Facebook. We simply transmit advertisements on Facebook and distribute the $ 2,000 received between LinkedIn and Google in EQUAL PARTS! Why in equal parts? Because the coverage is not unlimited. And we need to understand where the limits of efficiency are. Now we consider the received data:

Google: 500 + 1000 = 1500*1500 / 2.77 = 541 clients (was 180)

LinkedIn: 2500 + 1000 = 3500*3500 / 8.33 = 420 customers (was 300)

That is, we just redistributed the budget and received an increase of 30%.

941 clients instead of 600. But that's not all.

We run campaigns with this data and see that for the month we did not receive with Google 541 clients. We got 350 and we still have the budget. What to do in this case, what does it mean? This means that with Google simply cannot stretch anymore. This is its limit of 350 customers per month. In this case, we simply transfer the balance of funds from Google to advertising in LinkedIn. And again we carry out the calculations.

I showed this as an example on 3 channels. You may have more or less of them, but I think you now understand the principle itself. You saw how easily I increased to arrive in 1 month! If you think this is just the text of a figure? Then I will answer you: These are not just numbers, this is reality. I said at the very beginning of the book YOU WILL FIND OUT WHAT WILL SURPRISE YOU! We continue reading ...

Before proceeding to the next reading step, check again that you have well remembered the previous information, namely:

☐YOU WELL UNDERSTAND THAT SUCH AREA OF CUSTOMERS AND THE CUSTOMER'S WAY

☐YOU ARE DETERMINED WITH THE SELECTION OF TARGET AUDIENCE

☐YOU UNDERSTAND THAT ADVERTISING CHANNELS ARE

☐you understand FOR ADVERTISING

☐YOU CLEARLY SEE YOUR WAY TO YOUR CUSTOMER OFFERU

☐YOU UNDERSTAND WHERE AND AT WHICH STAGE YOUR CLIENT WILL PROGRAM

We begin to prepare an offer only when we understand all 6 points.

If you don't understand any point or have difficulties with it, sign up for a consultation with me and I will give you additional explanations.

Offer, trade offer.

Well then. We use the word offer too often, and it is time to understand what the offer is, and why it is so important to know everything about your client before compiling it. Let's consider the main ways of making an offer, as well as the stages of creating offers and some tricks that help increase sales.

Creating an offer.

The creation of any offer begins with the fact that we know the problem of the client. In essence, this is the offer of a solution to the problem. You just say: "Do you have a problem? Here is a solution for you, our solution solves your problem in this way."

A successful offer is the offer with which everything is clear. Many times I came across situations when they say to me: "Our site can attract you customers." I ask: "How?" But they cannot answer a simple question for me. Indeed, how can a website bring me customers? In order for the site to begin to bring customers - the traffic of target users must go to it! Not everyone, but EXACTLY TARGETED! How can I solve this problem? Correctly, with the help of a competent SEO, or run advertising campaigns and direct traffic to the site. In this case, I have a question, how will you direct targeted traffic? How much is it? Will this be included in the development cost? How long will your work take? Where will I be in organic search? In which region? What search queries? See how many questions arise from one simple sentence?

If the user does not receive answers to these questions, he will never buy from you, as there must be logic in his head! If there is no logic, there is no deal either!

Now compare 2 offers:

1. Need customers? - We will make your company a new website.
2. Need customers? - Perhaps your site does not convert users to leads! Submit an application, and we will analyze your problem for free! We work out the SEO, bring it to the first places in the search and direct the flow of target users!

The first offer is clearly a problem. The user has a problem, he has no customers, and they offer him a site. He is not looking for a site; he is looking for customers!

In the second offer, a more logical approach. The user has no customers and is in the process of finding a solution. Most often he has a website, if he doesn't have one, he will tell you about it, but there is an approximate understanding of what you will do to attract customers. There is a clarification of the problem. That is, the qualifying phrase "Perhaps your site does not convert." The client is in search of a solution; he already knows what leads are. He should see a solution in your offer!

Do not forget that during the formation of the offer you will need to make a separate offer for a separate target audience. That is, for the marketer and IT director, the offers will be different. Your task is to interest. DO NOT sell the first

time, but interest. And you need to interest, taking into account those responsibilities for which a particular person is responsible. That is, you making an offer to the marketer. You must tell him how it will be beneficial for him, how you will increase the flow of customers through this application, how you will simplify his work and how much more effective the marketing department will become. CIOs need completely different triggers. He does not care about marketing the company, he cares that all systems work well, that the IT infrastructure does not suffer, that is, here it is already necessary to say that you can integrate this without the least risks. You fully adapt with all the company's business processes, etc. See the difference? We offer the same application, but for different people we offer in different ways!

But what if you have several services and there is no way to offer each of them? After all, if you offer your client too many services, then he will be confused and will not choose any.

In this case, you need to choose a product to enter!

Product or service to enter.

In another way, it can be called a "unique selling proposition." The essence of this technique is that you give a huge discount, a demo period, a free version of your service. The objective of this offer is not to sell a specific service, but to get a lead and to involve it in your sales funnel. This approach gives you the opportunity to save money on advertising, get a lot of leads and work with them already in close contact. Remember I told you about the transitions of a client from funnel to funnel? That's it. You build yourself a sales tunnel.

You simply issue an offer that will involve many users. Let's say you are a web developer or designer. You create a site builder, and in the free version you restrict its functions in order to get the full range of functions the user has to pay.

Or you don't create a constructor, but give an offer "Professional website design for FREE!". Think what the trick is? And the trick is that, having received the lead, you contact him and discuss the design. During the discussion, you find out the additional needs and functions of the site, and say that we will do the design for you (it will be essentially a layout, a picture that you will add to your portfolio), in addition we can write you this site. That is, to provide a full range of services and support for your site. And so the user, starting with the free design, orders a full development of the site.

What happens next? You have made a website, but you need to bind it to the user's CRM system, you need to get traffic to it, make it sell, and so on ... So you get a regular customer for a long time from the goods to enter.

You engage the customer in your sales funnel.

Delivery of the offer.

After creating the offer and working through the sales funnel, we proceed to one and the crucial stages, the delivery of the offer. Now you will need all the knowledge that you received earlier. You select a delivery channel.

By the way, IMPORTANT DETAIL. When developing an offer, one should not forget which channel it will be delivered to. Depending on the delivery channel, you will have to clarify your advertisement.

But let's continue. We already understand how to choose a delivery channel. If you do not understand, you can turn to me for a consultation.

We've decided on the channel and we need to create an ad. How to create a good ad? Do not forget that our offer is not an advertising message. An advertising message is the result of processing our offer. It can be in a video format, in the form of text, image or audio file. Do not think that only video is effective. Quite often, much more attention is paid to good text than to a picture and so on. The main thing is to choose the right campaign goal. I will not focus on this, because the choice of an advertising channel is primarily related to what your target audience is. Remember, I told you that on Instagram it is pointless to advertise a product for people from 60 years old? It's exactly the same here. Wrong channel - lose your budget.

Choosing the right channel, your offer should bring you leads. Yes, it's lead, not customer. The lead passes to the client only after purchase! If there are no leads - you did everything in vain!

How to turn a lead into a client?

After you received the leads, your sales team enters the work. About how to evaluate the effectiveness of the sales department I wrote at the very beginning. Remember how at the very beginning you wanted to fire the manager, but it turned out he worked well? So here. The sales department, only the sales department, turns your leads into customers. You can buy a customer base, you can run the best advertising campaign in the world, you can spend millions on advertising your offer. But if the sales department does not sell, does not convert leads into transactions - you can quickly go bankrupt.

There are several ways to turn leads into customers. You can hire cool sellers, just geniuses, pay them a lot of money and be dependent on them. If one of them goes to competitors, he will drag away customers, because without his customers nobody needs him. This is his only value, and you can be sure that he will never say goodbye to this value. In addition, he will repeatedly ask for a salary increase, and you will increase it, as you understand that without him you simply will not have orders. In order to avoid such consequences, you need to build a sales system in your company. The main components of such a system are: a company's sales

book, a hiring system, a staff training system, a key performance indicator monitoring system, and a service quality control system. Why is all this being built? To ensure that your company is not dependent on sellers. By the way, if you work on a commission basis, you also bear these risks. As soon as your affiliate sellers understand that they are giving you a stable flow of customers, they will offer you to improve their conditions or give your orders to other customers. And believe me, they will give!

But back to the topic. Of all the elements described above, you will need a sales book anyway. What is a sales book? This is a book that describes all the services of the company, current offers, target audiences, sales scripts. There are many important elements in it, this is essentially the handbook of the seller of your company. One of the Most Important Elements of this book is the sales script.

Sales scripts.

What is a sales script for?

A sales script is one of the Important elements of a sales system. In essence, this is the scenario of your conversation with a potential client. Why is it important to have a sales script? Because with its help you can control all stages of the manager's communication with the client, as well as monitor the conversion of the dialogue itself. In case of cold calls, you just need a script. Using a script, you can really build a sales funnel for your dialogue. This means that you do not have to change the whole dialogue, it will be enough for you to swap blocks, change a couple of words in one block or in several.

It also makes it possible for your company to transfer responsibilities for communication with customers even to newcomers to sales.

How to create a sales script?

There are a couple of ways to write a sales script. One of them is simply to assume how the conversation will go and what questions you will be asked and think over the answers to them, the second (I like it better) is to record the dialogs of your sellers and build script funnels based on the records and choose the most effective approaches.

If you have created a sales script, you can safely entrust your sales department with working with the script. Yes, you will have to analyze your script, namely its effectiveness. Here again, the formation of a funnel according to the sales script will come to our aid. Then we return to point 1 and recall what a sales funnel is and how it is formed and analyzed.

Life hacks from the author.

VERY IMPORTANT!!! The next chapter is slightly different from everything you read earlier. Profanity is possible here, it is used not to offend someone's feelings, but to convey the maximum emotional state. If you are too touchy - this is your personal problem. I describe my vision of the world and the issues raised in a way that is convenient for me.

Do not like it - do not read.

To begin with, no one needs your fucking product or service. Not for money or for free! Everyone cares only about solving their problems. Conclusion: If you offer a service or product, nobody cares. If you offer a solution to the problem - you will be kissed by all the soft spots.

Following. For free in this world you can only get a dick in the face. Everything else costs money, time, effort. Conclusion: either you pay money, or you spend your time and make efforts, otherwise there will be no result.

Further. You will be paid exactly as much as you agree to sell yourself. Even if you are worth a billion, but are ready to sell for $ 1, you will be paid $ 1. Draw your own conclusions.

If you are a highly qualified specialist and developer, but agree to spend your time finding customers for $ 5 per hour - you cost $ 5 per hour! This law comes out of the law of the business " pay yourself first " read it, think about it.

And the last one. Elite prostitute differs from the usual only cost of services. She, just like everyone, takes money for her time. Conclusion: The more you get for your work, the less you work. Conclusion No. 2: You can get a million either by making 1 hour of work for 1 million dollars, or by making a million hours of work for 1 dollar. The choice is yours, but do not forget about the previous paragraphs.

Everything, the formal part is observed.
And now for the tricks.

Trick number 1. How to get paid advertising for free!
Now we will talk about advertising on social networks. I think many have heard about this, but not everyone understands what is happening. Here we will be helped by the fact that Facebook, Google, LinkedIn work to pay "in fact." That is, you simply ping the card in the system, after which the system starts to work. However, she does not withdraw money from you right away, but takes

payment after a short period of time. Depending on the account, the payment period varies. What does this give you? It's very simple, you can start advertising without having money, and pay for it after receiving leads.

Trick number 2. How to pay a little, but get a lot!

Now let's talk about the goals of advertising campaigns. I often use this trick for those who have just created their own advertising account. This trick works with Facebook. The fact is that on Facebook there is such a thing as a FB pixel. And this pixel is a smart enough thing. In general, if you want to get leads, but don't spend a lot of money, you load the "To look like" audience, launch a campaign for "interacting with the post", but at the same time choose pixel-based conversion tracking from the site. What you get in this case, you get a reduced lead price. I will give an example:

The Lead Collection ad campaign shows me **20 leads for $ 35 a** day. The campaign with the goal of "traffic to the site" brings me **100 clicks to the site for $ 15 per** day, the conversion of my site or a specific landing page is 70%. And the campaign "Interaction with the post brings me **100 interactions for the same 15 dollars** a day. What am I doing? I choose the goal of the "Interaction with the post" campaign, create a post with a good "Call that action" and in the link for the button I indicate the link to my site. As a result, I get **100 interactions with the post for $ 15, of which I get 85% of the clicks on the button (my offer helps me here)** and I have convertible traffic to the site in the amount of 85 users. Next, we consider our conversion and get 85 * 70% = **59 leads for $ 15**!

Trick number 3. How to "throw" a company.

Yes, you did not expect this, but you will read it here. Now I will tell you a fairly popular scheme to "throw" you. This scheme applies to those who work on a commission basis or are willing to pay upon receipt of orders. The essence of such a deception is as follows. A person works for several companies at the same time. It seems to be nothing special, it brings orders, you pay a percentage of a specific order, everything suits you. But here one cool thing begins. This partner actually chooses the most favorable conditions for himself. Seriously, he doesn't give a damn about you, he is looking for where he will be fine! To make it clearer, suppose he is interested in working for company No. 3. Your partner does a very interesting thing, he receives a request from a user for a service, and after that he says: "I have several performers, but company number 1 offers a lower price, while it has problems with deadlines, company number 2 does quickly, but it's constantly necessary to refine, but the company No. 3 makes it a little more expensive, but for that on time and with high quality." Thus, he did not speak badly of you, he just found something to compare you with. He simply put up a more profitable offer to him.

Well, as promised. I'll tell you how we made 300K bucks of orders for the year with LinkedIn.

To begin with, it was a dispute with my good friend Sergey.

We had fun drinking, I don't even remember exactly how we started talking about IT as potential customers. But the bottom line is that the morning of January 2, 2019 began with a call:

- Dmitry hi, have you already started?

- What started?

- Like what? We bet $ 10,000 that you would make $ 50,000 on my order by the end of the year!

- (Fuck, seriously? Have I drunk so much?) Yes, of course I remember. Let's meet and discuss.

- Come on (agreed on a place and time).

Then we met, discussed, I received the required data.

Day 1. So I have 4 clients. Everything in the field of IT development. Fuck, I didn't work much with IT. But 10K is 10K. It must be done. We are learning from these guys as they can.

Day 2. We study the sites of companies, call, communicate with the guys, specify what they have already done. The brain is boiling. I need a translator from IT language to human...

Day 3. So, it seems I understood about the main problem of these guys in the inability to present services, as well as in the ignorance of the target audience and so on. In short, I'm in the ass. They generally do not understand a fucker other than program code. How do they buy beer at the store?

Day 4. Started by identifying target audiences. Again a setup, these geniuses can create anything. Fuck, how many target audiences do they have ...?

Day 5. It seems easier to give a dozen tanks and forget ... But no. Let's find out the problems of the world ...

Day 6. I began to conduct surveys. New complexity, the target audience has no problems. What? How? Everyone has a problem! Who are you? Gods??? Something needs to be changed.

Day 7. The night slept badly, I dreamed that I was a cat and walk through the clouds ... So, enough of the holidays. We are working.

Day 8. So. We begin to analyze the market. Who needs, what and why. We launch 4 advertising campaigns waiting for the result ...

Day 15: Received feedback. The problems are clear. With the target audience the same. We can work.

Day 20: 12 offers created. Crap. So no budget is enough. We need to think through other sales funnels. Enter "entry item".

Day 25: How hard it is to explain to the developer why he should do something for free. Thank God Sergey helped out, helped explain, invited them to write automation for the offers and add this to their portfolios.

Day 33: Offers added, automation created, even people selected for processing leads. We start with a minimum budget.

Day 36: Send the first leads. Conversions are bad. Need feedback from guys.

Day 38: Feedback is excellent, lead conversion of up to 80%. Good, the customer is satisfied. We will work with funnels.

Day 45: Analysis is a long story. An even longer story is to change the offer and save the Lead transaction conversion. Problems in texts, images. We change texts and images for offers. We wait…

Day 50: The average price of a lead is $ 5. WHAT? SERIOUSLY? I don't believe it ... We are waiting, we don't touch it ...

Day 128: Sergey came with ten thousand dollars. He says he did not expect ... (Yes, I did not expect it. We are waiting for what we will receive by the end of the year).

Day 350: I checked the campaign a couple of times. A couple of suspensions, a couple of temporary offers. No seriouse changes. A total of $316,250.00 was generated for all. What can I say. I like my job.

So, I think that's enough. You have to think about everything you read here.

In the future, I will supplement this book, only subscribers will receive additions. If you liked it, leave a review, like and share this book.

P.S. I believe that this book will not fall into an idiot hands. If it will - we see this as a bad review.

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But before you decide to offer me cooperation, read the answers to frequently asked questions.

FAQ

Dmitry, how did you get your knowledge?

To begin with, I graduated from a really excellent university. Among my teaching staff there were very few theorists. The bulk of those who taught me were practices. My banking teacher was the regional manager of a large bank, my marketing teacher was the owner of an advertising agency, my basic business teacher was the owner of the business, and at the moment this person is developing startups around the world. All my teachers were practitioners. After graduation, I worked for a long time in sales, and even then I realized that I did not have enough money. I began to look for ways to increase my results, and began to delve into the practical aspects of marketing.

How can I see your cases?

No way. I work with clients under non-disclosure agreements, as my services sometimes require access to the private data of companies, I do not even give the contacts of my clients. I don't care that you will not become my client, I need to know my reputation, I receive most orders from hand to hand. I don't think this will change, though ... who knows ...

Who can recommend you? Can i see the reviews?

Never chased reviews. Always I thought and think, am the reviews necessary for those who really are not confident in their significance. Reviews are needed for those who suffer from an inferiority complex in order to confirm their own significance. I am self-sufficient, if someone wants to leave a review about me - he will leave it in the form of a comment under my post, he will say this, passing you my business card. It really doesn't matter to me. I do not seek to please everyone.

Why aren't you running your site?

There are several reasons for this. Firstly, I don't have time for him, and secondly, I don't need him. I repeat, those who are aware of my value will come themselves, those who are not aware are not my clients.

Are you ready to sell for a percentage of the deal?

Yes. I am ready to do your company's sales, provided that I am a member of the board of directors with the right to vote at the training camp of shareholders, at the same time I can take over the functions of Director of Marketing in sales and am in the company, and my reward is 30% of the company's profits.

Do you have a coach session?

Yes, I carry out, as well as trainings and training courses. Check with me for the cost of these services.

How can I trust you?

I do not need your trust. In any case, we will have either an oral or written contract. If you think that the contract does not guarantee anything to anyone, try to violate it. Free advice, it's best not to.

How do I hire you?

Contact me in any convenient way and we will discuss the possibilities. Before you call me write a message about what you want and who you are.

I also launch the section Shkurin Knows. You can ask me your questions in any way and get answers to them on my page: https://www.linkedin.com/company/34959697/

Good luck to all.

With respect

Dmitry Shkurin