

SALES PROSPECTING

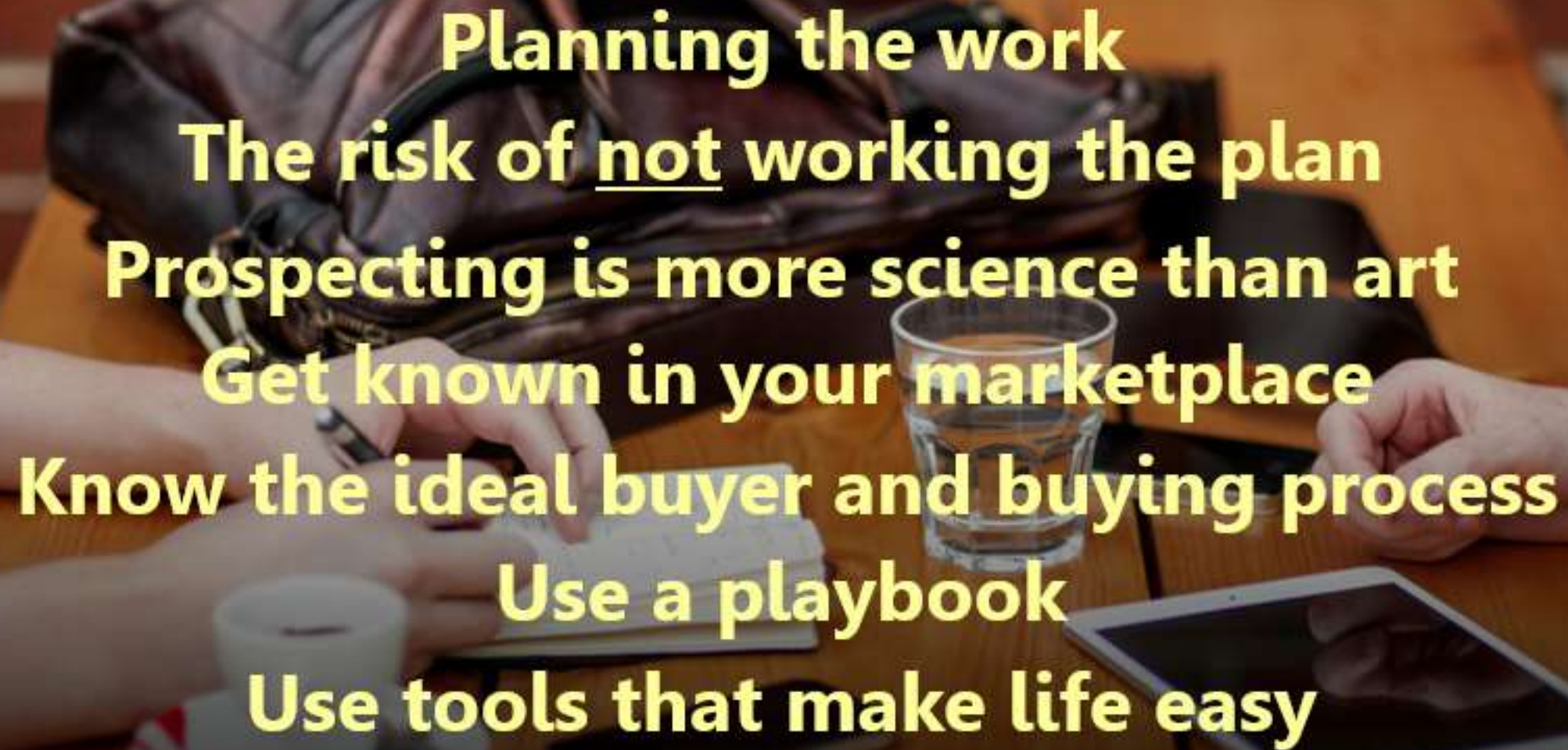
How to Plan Your Work and Work Your Plan



RALPH BARSİ

Sr. Director, Sales Development

Achievers



Planning the work
The risk of not working the plan
Prospecting is more science than art
Get known in your marketplace
Know the ideal buyer and buying process
Use a playbook
Use tools that make life easy

Planning the work at Achievers

SALES DEVELOPMENT RESPONSIBILITIES

Sales Development **creates revenue pipeline**

SDR role is a **hybrid** (inbound *and* outbound)

Measured / comp'd on **meetings and opportunities**

Each SDR **supports AE's** in the field

Instrumental in **territory ownership**

HOW THEY CONTINUE TO WIN

They **help prepare Quarterly Business Reviews**

They **know our ideal customer profile**

They **understand the buying process**

They **study the competition**

They get **certified on company messaging**


They **reach out to prospects with relevance**

They **always know where they are against plan**

They **take relentless action**



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Planning the work at Achievers

SALES DEVELOPMENT TACTICS

Measure progress (weekly goal cards, dashboards x2)

Inbound: SLA, 10 touches in 20 days, work 3 S's*

Outbound: Ridiculous branding

5 key contacts per account

Up to 25 touches per contact

Goal: ~30 completed meetings, ~15 opportunities
per quarter

Each SDR **supports up to 3 AE's** in the field

SDR's prospect into ~600 accounts**

20% - high-value targets (Tier 1 & 2)

40% - solid targets (Tier 3)

40% - targets

*Lead Source, Lead Score, Lead Status

**Reconciled against rigorous market analyses

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A black and white photograph of the Golden Gate Bridge under construction. The image shows the massive steel structure of the bridge, including the towers and the suspension cables. The bridge is set against a backdrop of hills and a clear sky. The text is overlaid on the image.

The risk of not
working the plan

LIKELY SCENARIOS

Not invited to participate in RFP's
Engage key prospects, but **contribute zero value**

Completely miss important networking events

Critical activities **slip through the cracks**

Give up after a few touches

Search results on you **turn-up empty**

Prospects can't learn anything about you

Lose multiple deals to competitors

Miss the goal

Lose your job

Wonder why nothing's
going right

Prospecting is
more science
than art



Ralph Barsi

@rbarisi

I prospect every single day, and I've got a
FAT pipeline. @JohnMBarrows
@insideview #df14 #openlounge

Reply Favorite More

RETWEETS

3

FAVORITE

1



John Barrows

@JohnMBarrows



Following

Congratulations to the SDR team
@Achievers for getting J.Barrows Certified!
Excellent work, everyone!

Reply Retweeted Favorite More

RETWEETS

3

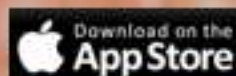
FAVORITES

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6:11 AM - 13 Jan 2014

John Barrows
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Get known in your marketplace

Dial-in your LinkedIn profile | bit.ly/KokaSextonEpicList

Get referred by your contacts | bit.ly/JillKonrath_JoanneBlack

When prospects Google you, show up | on.mash.to/10aXlIE

Get better at networking | bit.ly/NetworkingDoesntSuck

Become an active user of social media | bit.ly/VaynerchukSXSW

Attract new business by hosting an event | bit.ly/WhyHostAnEvent

Become an expert in your industry | bit.ly/Become_An_Expert

Know the ideal buyer and buying process

Know your fishing spot

- Territory at-large
- Major metro areas
- Top 5 industries

Know when to fish

- Most B2B's buy in Q1 & Q2
- Most execs talk on Tues & Thurs
- Call between 10am & 4pm

Know why to fish

- Find relevant trigger events
- Similar companies, similar pain
- There's no bait like yours

You can't take a fishing boat out and just EXPECT fish to jump in the boat!

Know who to invite

- Ask senior leaders for intros
- Leverage channel partners
- Bring a customer on your call

Know what gear you need

- Sales intelligence tools
- CRM
- Auto-dialer

Know what type of fish you want

- Company size (employees, revenue)
- Exact titles, roles

Know how to use bait

- Short, concise messages
- Demand Generation
- ROI analyses



Use a playbook!


Wait. Why?


- It's **scalable & repeatable**
- It **consolidates disparate, decentralized info**
- It **standardizes messaging**
- It **helps quickly ramps-up new hires**
- It **reinforces struggling reps**
- It **reminds seasoned reps**
- It **increases productivity**
- It **drives corporate initiatives**
- It **prevents stuff from falling through the cracks**
- It **influences behavior**
- It **pushes YoY growth in multiple areas**


Hmm. How?


- Choose your **stakeholders and author(s)**
- Get **support from senior leadership**
- Establish **a deadline for getting it done**
- Fix one problem** (prospecting, qualifying, closing)
- Know **it's an ever-evolving document**
- Make it **accessible from anywhere**
- Find and talk to organizations** already using one
- Search #salesplaybooks** on Twitter
- Tie it to the organization's goal**
- Map key areas of the playbook to your CRM**


Use tools that make life easy*

bit.ly - shorten, share, and track your links 

Evernote - the workspace where everything gets done 


IFTTT - put the Internet to work for you 


TripIt - keep all your travel plans in one spot 


Klout - helps you be great at social media 


Hootsuite - enhance your social media management 

Buffer - an easy way to share what you're reading 

InsideView - stay informed about your prospects 

SalesLoft - helps you find the exact prospects you want 

MailTester.com - test the validity of email addresses 

RelSci - identify contacts who may not be online 

*These are just a few!



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in/ralphbarisi  

THANK YOU

Continue the conversation...

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