



How marketing can support sales

One thing which is sometimes missing in businesses is clarity around how marketing and business development people can work together to support each other.

What are the best ways for these two teams to collaborate to make the most of the resources available?

Taking a sales pipeline process as a starting point, it's probably easiest to look at each of the stages in turn to see examples of how marketing can support the client's buying journey.

Pre-awareness: defined prospects not yet marketed to

- Research and come up with a list of possible companies, and relevant contacts, that fit the profile of the 'ideal clients'
- More in-depth research on those companies and individuals where an approach might be made, including recent news
- Data put on CRM system with sufficient detail that links the companies and individuals to the sales process
- Find out if anyone in your firm already has a connection with those companies or individuals

Awareness and Interest: marketing to defined prospects

Develop a marketing and sales plan for these defined prospects – what activities will help to build awareness and interest in your firm? e.g. knowing who downloads any guides you have on your website or makes an enquiry so that they can be promptly followed-up; creating a research based report; inviting relevant prospects (as well as clients) to seminars



What are the best ways for these two teams to collaborate to make the most of the resources available?

These examples show the power of working hand-in-hand.



- Create articles, blogs, tweets around key topics identified and sharing them in places you know your prospects hang out.
- Use materials on these topics to post in relevant Linked In groups with strong headlines and use of images
- Help to place articles in prospects' trade press
- Put together some dynamite collateral for an ideas campaign to help gain meetings with prospects (Note: fee-earners or technical experts need to help here with identifying good subject areas and providing content)
- Identify, with help from others, suitable topic for seminar and set up, manage and ensure follow-up
- Put together speaker presentations and coordinate material that can be used for follow-up and suggest most relevant ways of doing so.

Evaluation and Trial: in dialogue with prospects

- Create a strong set of sales tools, for when they will be needed (proposal templates, PPT templates, case studies)
- Reminders to send touchpoints to maintain contact during what can be weeks, months or even years before they become a client and suggestions for what those touchpoints might be.
- Production and input into proposal documents and pitch presentations to give polished and consistent brand, ensure quality content, consistent tone and clear messaging
- Set up and run seminars, roundtable events

Adoption and Loyalty: prospects buy and become valued and key clients

- Make sure that new clients are welcomed and introduced to the team who will work with them to reassure them they have made the right decision
- Help put together plans for key clients and facilitate regular client team meetings
- Set up and run the client review and feedback process
- Look at 'moments of truth' where clients and prospects come into contact with the firm and identify any points that could be improved
- Client contact organised throughout the year – hospitality, invited to relevant seminars or events, send relevant articles and touchpoints
- Input information about client reviews on the database

You can see, with these examples, the impact and power of marketing and business development teams working hand-in-hand. And how much information-sharing is needed so they know about what each other is doing for either of them to be as effective as they can be.

The Selling-Buying Process

	Business Development		Marketing
P1 PROSPECTING Identify prospects	The job of sales	The job of marketing	PLANNING Plan it
P2 PROMOTING Marketing to defined prospects		BE THERE	AWARENESS See it
P3 PROJECTING In dialogue with qualified prospects		BE RELEVANT	INTEREST Like it
P4 PROJECTING Convert and retain clients		BE PROVEN	EVALUATION See it
		BE HELPFUL	TRIAL Try it
		BE FRIENDLY	ADOPTION Buy it
		BE CONSISTENT	LOYALTY Love it

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