PEER
A SALES AGENCY

# Sales and Marketing Process

peersalesagency.com

## DAYS 0—30

# Phase 1

### Research and Strategy

To sell well to prospects you've got to understand your existing ones. The first 30 days will be focused on developing foundational strategies that will power everything from your social media captions to your sales enablement materials.

- Message Matrix
- Ideal Customer Profile (Personas)
- Content Strategy
- Offer Strategy

## DAYS 30—120

# Phase 2

### Audience Building and Lead Generation

The goal here is to build your audience via online channels. We will use ungated, top of funnel (TOF) content to build thought leadership and earn trust with your target market through digital channels. We will then segment leads that match your Ideal Customer Profile using gated TOF content, resulting in MQLs with relevant problems.

- Social Posts
- Videos
- Lead Magnets
- Paid Ads

DAYS 120—145

# Phase 3

## Lead Nurturing

During this phase, we focus on warming up those leads in order to get a meeting scheduled. Will nurture your MQLs (or email list subscribers) with middle of funnel (MOF) content to work them down funnel, the goal is to get them to see you as a solution to their problem, turning them into an SQL.

- Emails
- Newsletters
- Testimonials
- Collateral
- BDR support

## DAYS 145—160

# Phase 4

### Turning Leads into Deals

We will encourage leads to place you in their consideration set through discovery calls and bottom of funnel (BOF) content.

- Case Studies
- Scripts
- Proposals
- Presentations

## DAYS 180+

# Phase 5

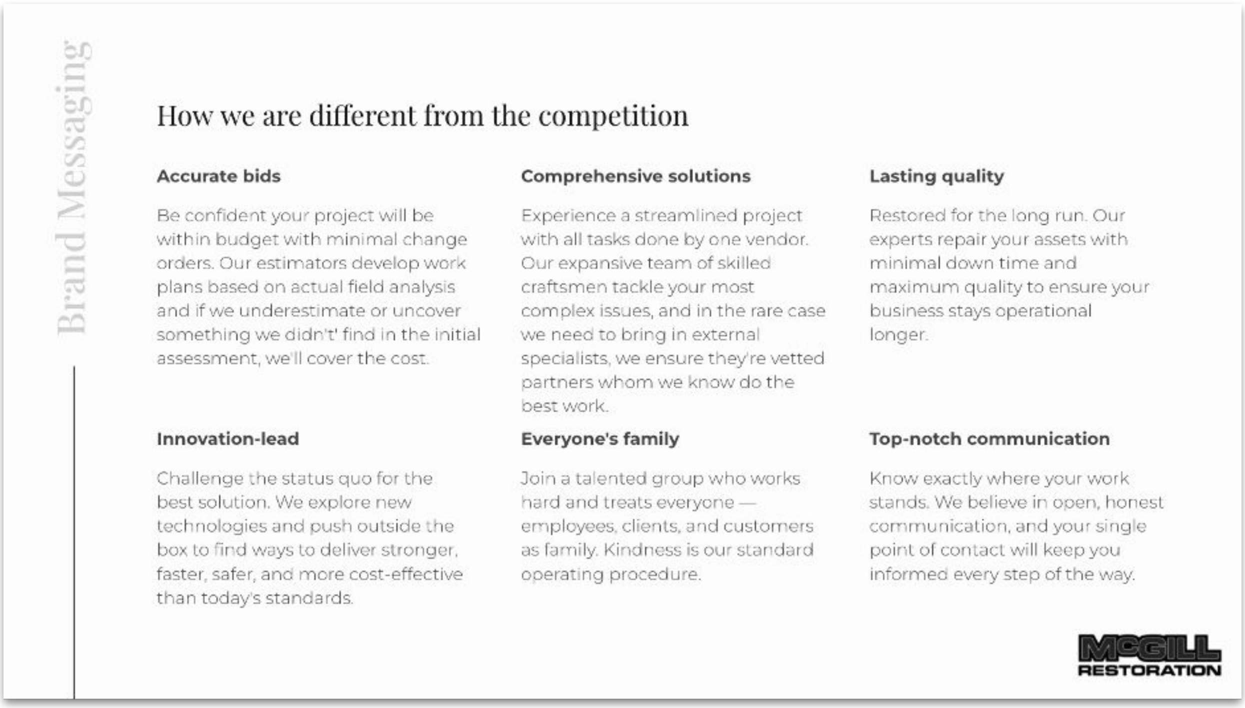
### Deal Support

Let's close some deals! Here is where we introduce BOF offers to get deals closed and help you realize revenue. We can also help make the onboarding process an easy one.

- Special Offers
- Scripts
- Process and Onboarding Guides

PHASE 1

# Message Matrix




## Why we do it

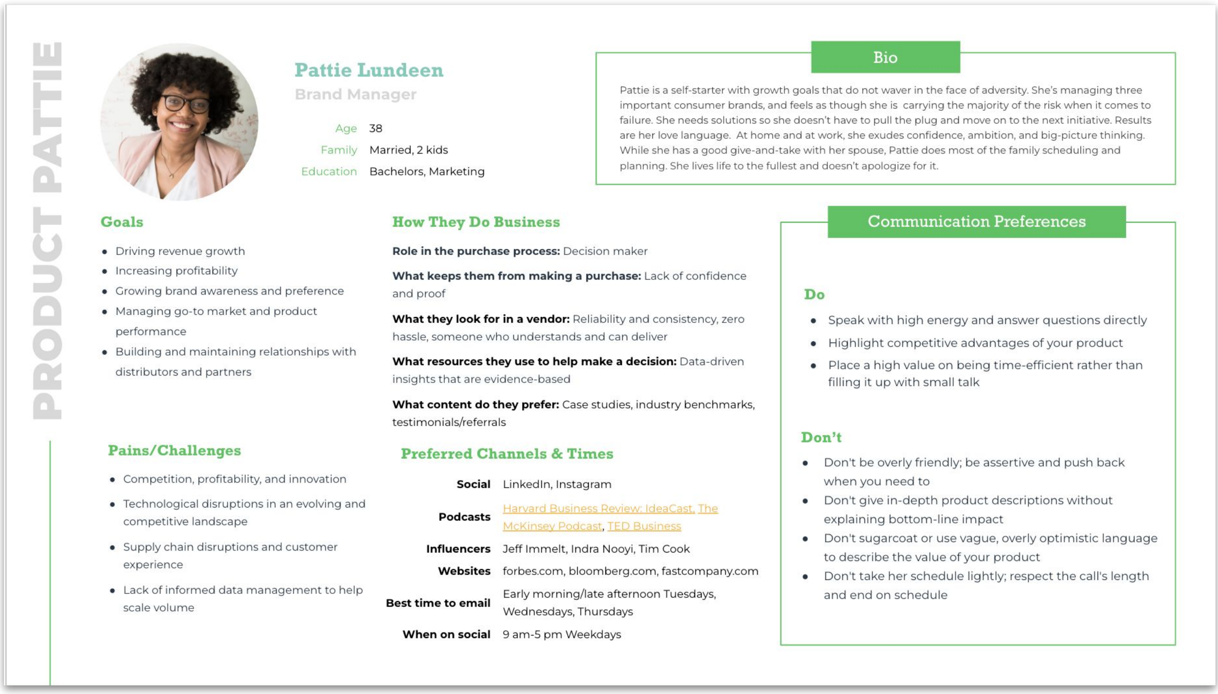
People don’t buy the best products, they buy the products they can understand the fastest. In this foundational exercise, we get to the root of what propels your customer, so we know exactly how to speak so they will listen.

## How we do it

We take our clients through two 90-minute workshops to develop a document we call the Message Matrix which will guide all copy creation going forward. It includes components such as core message, differentiators, customer problem sets, and how we add value.

PHASE 1

# Personas




## Why we do it

Personas create a strong picture of your prospects and help sales and marketing hone in on how to communicate to them in a way that drives action.

## How we do it

We create three individual personas, each a representation of a specific target audience, detailing out behavioral tendencies, goals, pains, and communication preferences.

PHASE 1

# Content Strategy

Content ideas

### Top of Funnel Topics

- 10 Common CEO 'Blind Spots'
- Why Being Selfish in the Workplace Can be a Good Thing
- Being Honest Without Negative Consequences
- It's Time Your for Your Team to Drive: Putting Trust in Your Leaders
- How to Break Free of Burnout
- Approachable and Authentic - Ingredients for a Successful Leader
- How Companies are Winning at Culture
- Wicked Problems and Clumsy Solutions: The Role of Leadership
- 6 Most Common Challenges at the Workplace
- Developing and Sustaining High-Performance Leadership Teams
- How Executives can Help Sustain Value Creation for the Long Term
- The CEO's Role in Shaping an Organization's Culture
- Open Your Organization to Honest Conversations
- Do You Really Trust Your Team (and Do They Trust You?)
- How to Build Trust Within Your Leadership Team
- The Difference Between Trust and Psychological Safety
- 5 Reasons Leaders are Afraid to Challenge the Status Quo
- Authentic Leadership During Times of Change
- How to Say "No" at Work and Save Time for Priority Tasks
- What Good Leaders Do When Replacing Bad Leaders
- The Hard Facts About Soft Skills
- The Importance of Time: 3 Rules for Effective Leadership
- NOW is the Time to Stop Wasting Your Time
- How a Leader Must Challenge the Status Quo

## Why we do it

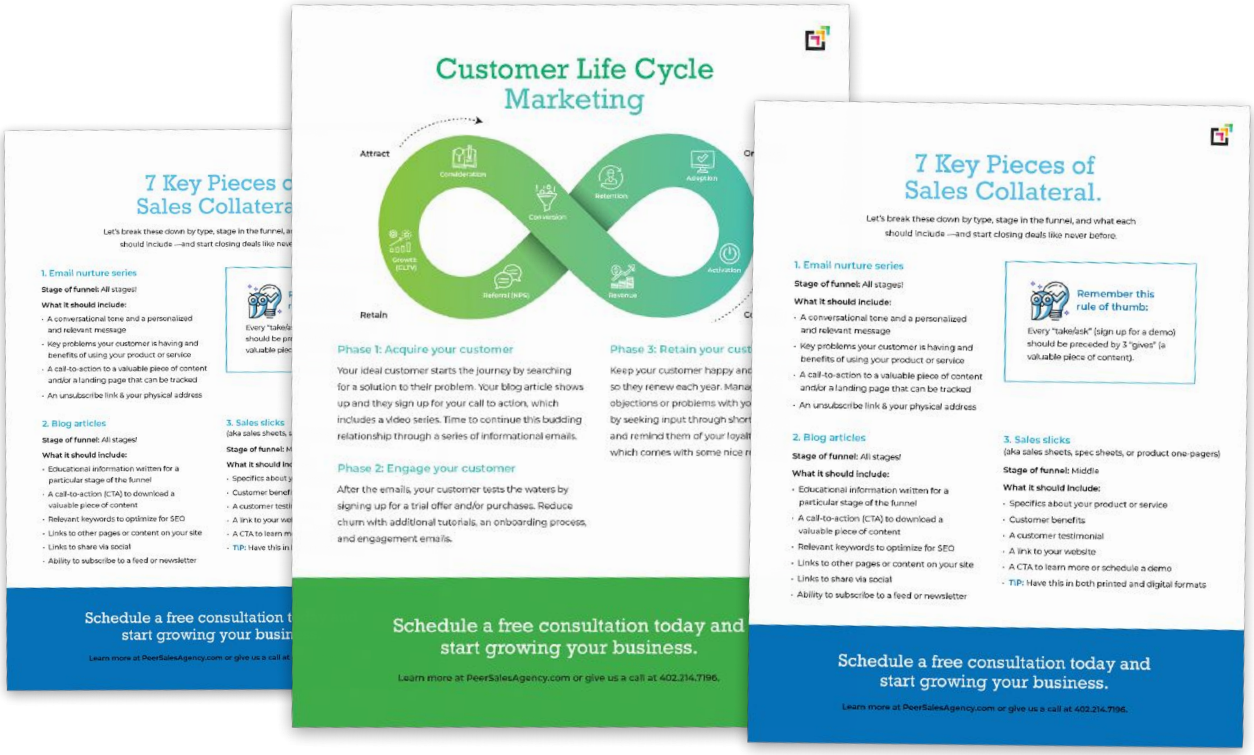
By understanding what information your customers seek at the various stages of their buyer journey we can ensure we are providing them the content that will drive them to become a lead, and then guide them to purchase.

## How we do it

Using analytics tools we research what information your audiences are seeking, and sharing. We utilize this to provide you with a list of topics for content development at each stage of the customer journey that helps move your target through the sales funnel. We'll develop a reference guide of topics broken out by stage of the buyer journey and the most effective keywords.

PHASE 1

# Lead Generation Offer Strategy




## Why we do it

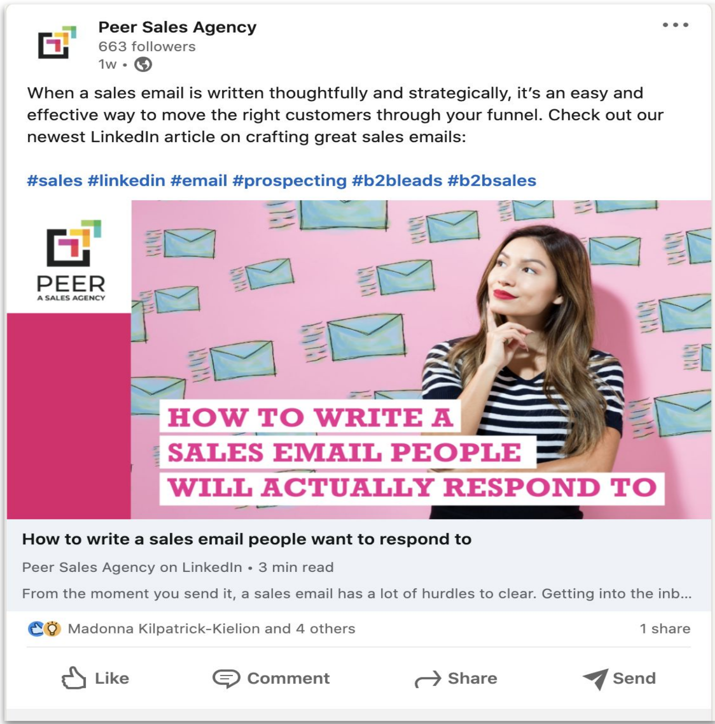
The best way to attract new leads is to have a compelling offer or piece of educational content that a prospective customer is willing to give you their email address for. The marketing process of stimulating and capturing interest in a product or service for the purpose of developing a sales pipeline, allows us to nurture targets until they're ready to buy.

## How we do it

We'll host an Offer Strategy/Education session during onboarding to help the client team understand what assets can be used in a lead generation campaign. Digital campaigns are then used to test personas, offers and lead magnets.

PHASES 1—4

# Social Posts




## Why we do it

The people you're selling to are on social media, and they're ready to hear what you have to say, so the question isn't whether you should be there too. It's how you should show up and what you can do to effectively integrate social media into your sales strategy, grow your leads, and meet your revenue goals.

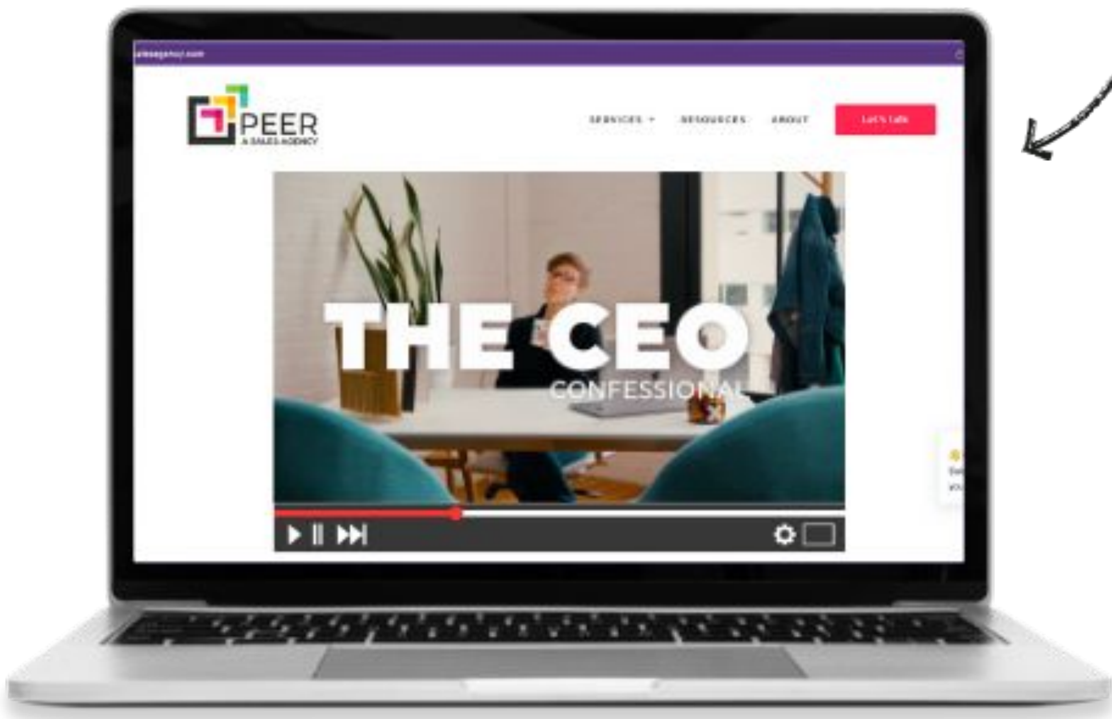
## How we do it

We develop and manage engaging content across social media channels, for your company pages and sales teams, 3-5x a week.

PHASE 1

# Videos

Click to play




## Why we do it

To create content to showcase thought leadership, establish authority, demo your product and services and highlight customer stories and testimonials.

## How we do it

There are many approaches to creating videos. We'll work with you to establish a vision and goal for your videos and then discuss the best approach to executing within a set budget. Then our team of producers and project managers will create a production schedule and get to work managing all of the individual steps needed to produce every aspect of the video.

PHASES 1—4

# Paid Ads


## Why we do it

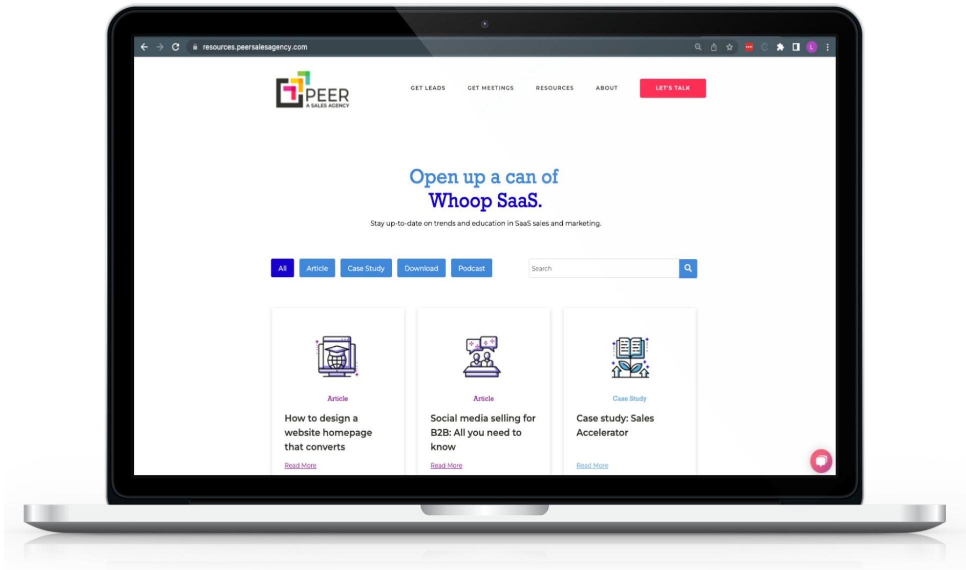
To promote your content and extend audience reach. Monthly lead generation campaigns are focused on prospects pains in order to draw new contacts into our marketing/prospect lists. We can also use ads to re-target subscribers with new **MOF offers** or demos to walk through a solution for their pain, or to re-target **SQLs** with **BOF** scarcity offers.

## How we do it

Through the use of enticing social media and **PPC campaigns** that turn traffic into leads and leads to customers.

PHASES 1—4

# Blogs



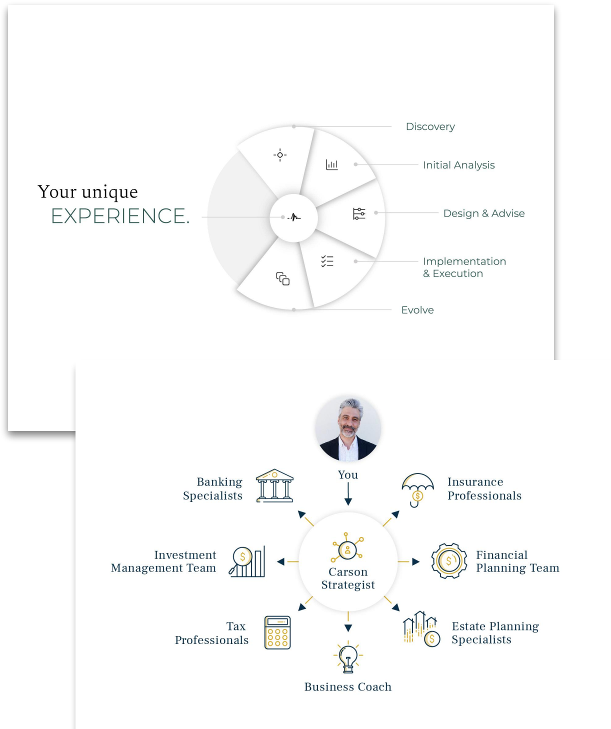

## Why we do it

Blogs may be one of the most versatile and under-used sales assets. They can be used at every stage of the funnel. They can be used to showcase thought leadership, build an audience by addressing relevant problems and providing solutions, generate leads by teasing additional offers and content, nurture leads, combat objections, share client stories and social proof, explain products in detail, and so much more. Sales team members can share blogs as a quick excuse to touch base or serve as relevant content in sequences. They can also be used to populate newsletters, shared through social channels, and also to help gather data on what your customers are most interested in.

## How we do it

We will choose topics and keywords based on top content and search results. This helps us understand exactly what potential customers are looking for. Once we have our topics outlined, we will  interview your SMEs in order to create a piece of content that puts you in a pla

# PHASE 1
# Infographics


## Why we do it

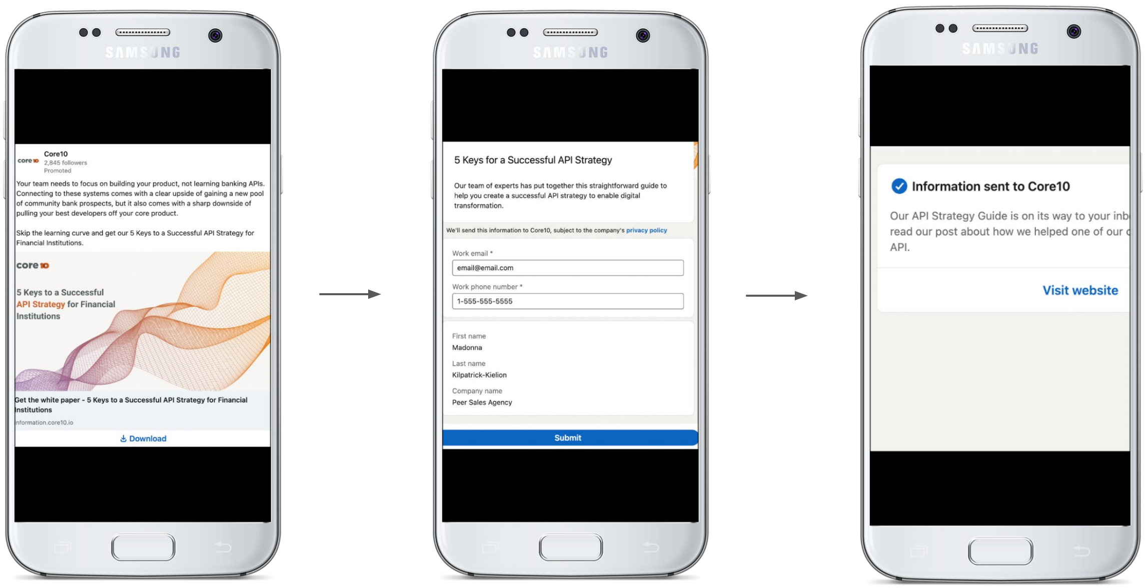
To help people easily digest information and data and can be a great way to quickly grab attention and communicate a point or message.

## How we do it

Depending on the type of message or information you are wanting to share, we may recommend turning that information into more visual renderings like infographics to share on social media or repurpose in decks and collateral to help communicate and support key messages.

PHASES 2-3

# Lead Magnets




## Why we do it

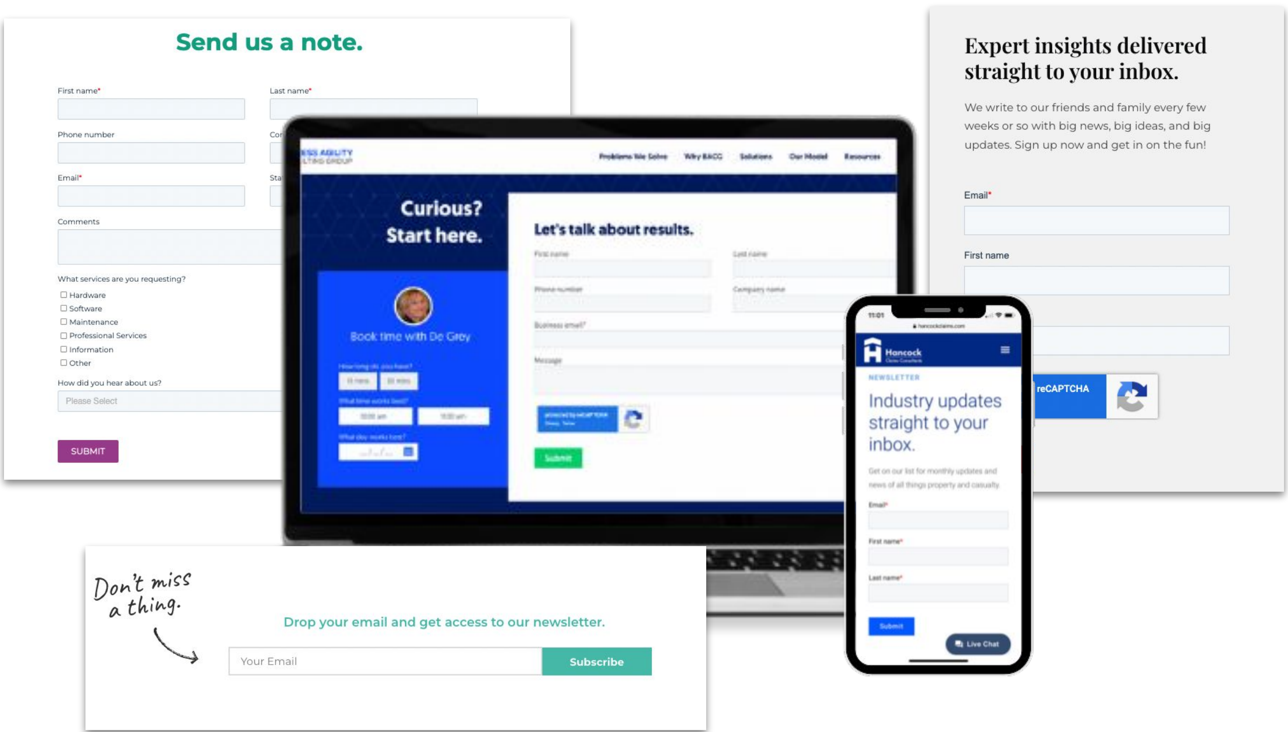
To attract new leads by creating educational, helpful content that prospective customers are willing to exchange digital currency (their contact information) for. We can use lead magnets for monthly lead generation campaigns focused on pain to draw new contacts into your marketing/prospect list.

## How we do it

We first identify which content is most relevant and desired by your targets, we then create outlines, collect research and interview SMEs and craft compelling pieces like ebooks, quizzes, guides, checklists and other helpful thought leadership content.

PHASES 2-3

# Forms




## Why we do it

Lead generation forms are crucial for capturing a prospect's contact info so you can stay in touch with them and nurture them farther down the sales funnel.

## How we do it

We attract website visitors using relevant educational content and exchange that content for their contact information, like name and email address. They submit that information via form fields that are then captured into a client management system.

PHASES 2—3

# Landing Pages


## Why we do it

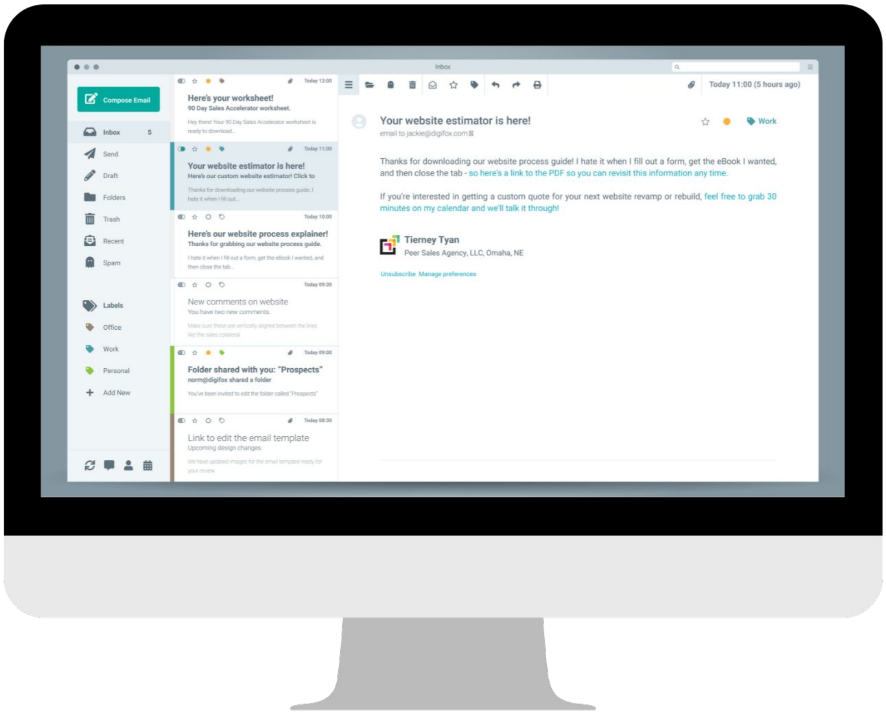
A landing page is  where a visitor “lands” after they click on a link in an email, social media ad, or similar place on the web. The goals is to drive a prospective client to one specific goal or action. We tailor that landing page to a specific pain or topic, providing content that’s unique to the target’s needs at the moment with the intent of getting them to take the desired action.

## How we do it

We create standalone web pages, specifically for your marketing and advertising campaigns, which can minimize distractions by eliminating most navigational links and irrelevant information. We focus the content on the pain the client is interested in solving at the moment. We give them the information they are seeking and show them how we can help solve their problem. We also make sure to clearly show them what their next step is.

PHASES 3—5

# Emails




## Why we do it

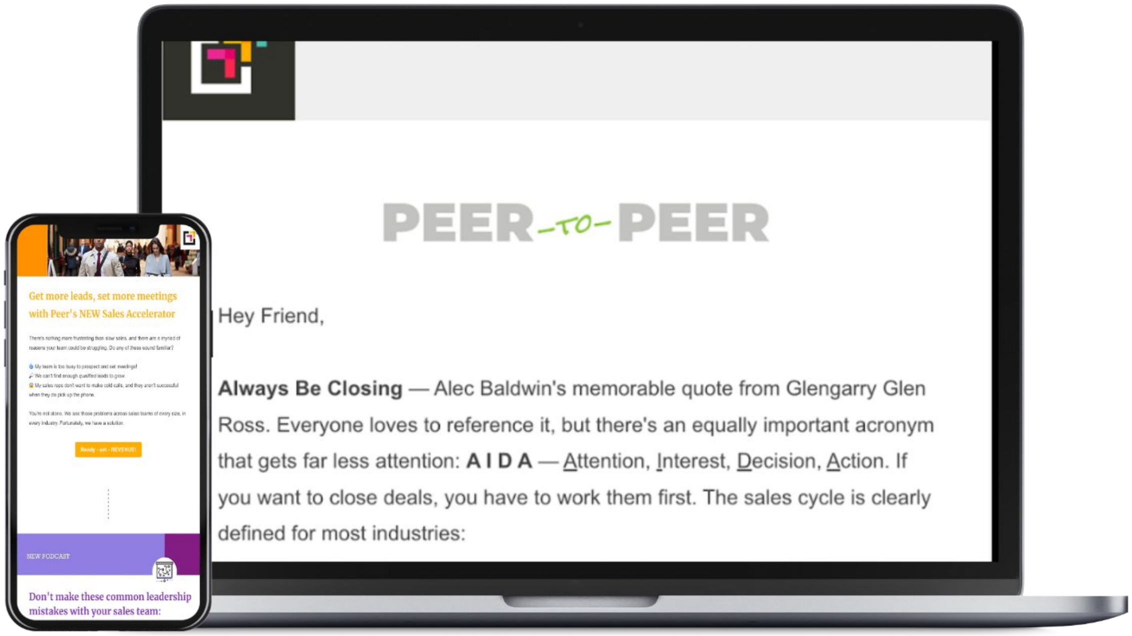
Automating your sales emails not only helps your team scale, it ensures no lead goes untouched by placing them in sequences with accurately timed outreach including valuable content intended to move them farther down the sales funnel.

## How we do it

We craft an intentional email sequence based on a prospect's pain/problem and use strategic touchpoints to deliver content that moves them through the sales funnel.

PHASE 3

# Newsletters




## Why we do it

To share the content created each month and have another place to offer Assessments or demos to walk through a solution for your prospects' pain. This allows us to serve up relevant content each month as a way to stay engaged with our list of prospective customers so we are always top of mind. We like to provide good educational content that's relevant to their business and goals, as you never know when they may take the next step.

## How we do it

We pull articles from your blog each month to feature in your newsletter.

PHASES 3—5

# BDR Support

## Why we do it

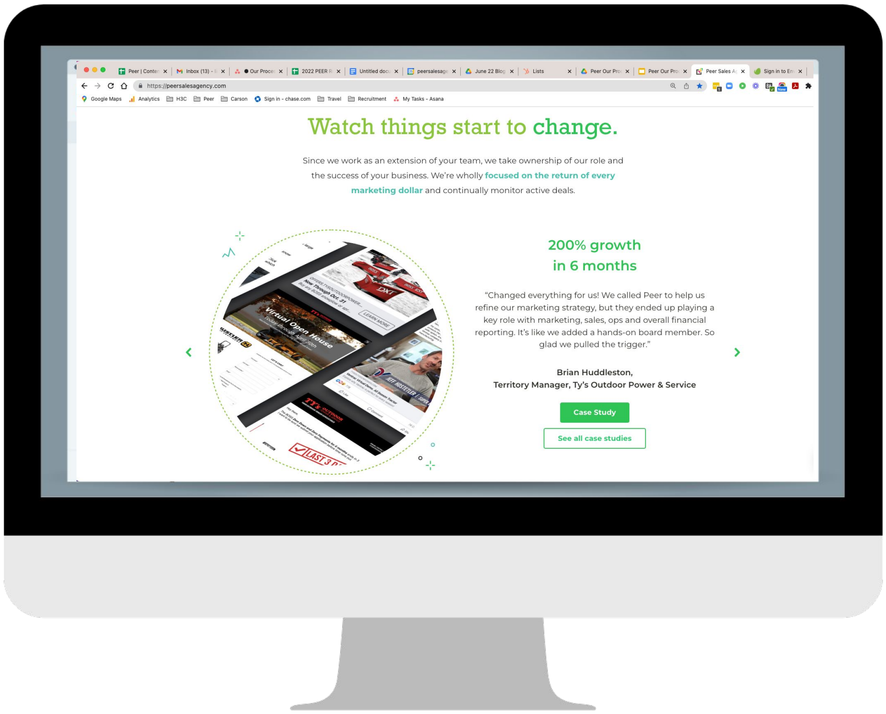
Your sales team is busy and they don't have the time they need to prospect and cold call. Outsourcing a portion of your sales process frees up your team to focus on what they do best - close deals.

## How we do it

We'll act as an extension of your team and deliver sales-qualified appointments to your reps each month, giving you the pipeline you need to exceed targets.

PHASES 3—4

# Testimonials




## Why we do it

Testimonials build trust and credibility among prospective customers, we call this social proof. They show how your products/services help solve someone else's pains/problems and what outcomes they too could expect.

## How we do it

We gather names of your clients who have had great successes and with your permission reach out to them ask them a set of interview questions. We then craft those responses into a story that we utilize for case studies and pull quotes for testimonials.

ALL PHASES
# Collateral


## Why we do it

Sales and marketing collateral covers a broad range of material, but we are mostly focusing on product sheets or sales slicks. PDFs to highlight the benefits and details of a product or service. These documents are great pieces for sales members to send along as attachments when a prospect wants to know more about a specific product or service. They can also be used to introduce pricing and terms.

## How we do it

We interview your product or service owner to collect specific details about the product or service and then craft a PDF with information about that product, including customer testimonials, company differentiators and of course contact information.

PHASE 4

# Presentations


## Why we do it

Sales decks are often the first major interaction with a prospect and you always want to make a good first impression which is why we believe your presentation deck is one of your most valuable assets. We use the deck to set up the problem you solve and why your company does it better than any other solution around, which sets the stage to make your prospect hungry to learn more.

## How we do it

Using our proven formula for creating a great sales pitch presentation we craft your story and create a killer presentation template that's ready for your sales team to use. The template can be modified as things progress/change and adjusted for each new meeting they set going forward.

PHASE 4

# Proposals


## Why we do it

The sales proposal is where you have to stand out among the competition. You have to prove why you are the best option – remind them what it's like to work with you and paint a picture of what their life with you as their new business partner will look like.

## How we do it

We create an impressive proposal document that not only details out pricing and terms but also highlights your process, your people and tells the story of what it's like to be a partner. This is also where we inject BOF offers to help close the deal.

PHASE 4

# Case Studies


[View Core10 Case Study]

## Why we do it

Case studies are a great way to highlight your customers' successes and showcase how well your product or service can alleviate your customers' problems. If hard data can be put to that story, that's even better. These case studies help show the prospect what success could look like for them if they choose you.

## How we do it

We will interview your client and ask a multitude of questions that will help us weave this tale of success. We will also ask that they provide numbers (deals closed, revenue gained, etc.) wherever possible so that we can highlight those.

PHASES 4—5

# Sales Scripts


## Why we do it

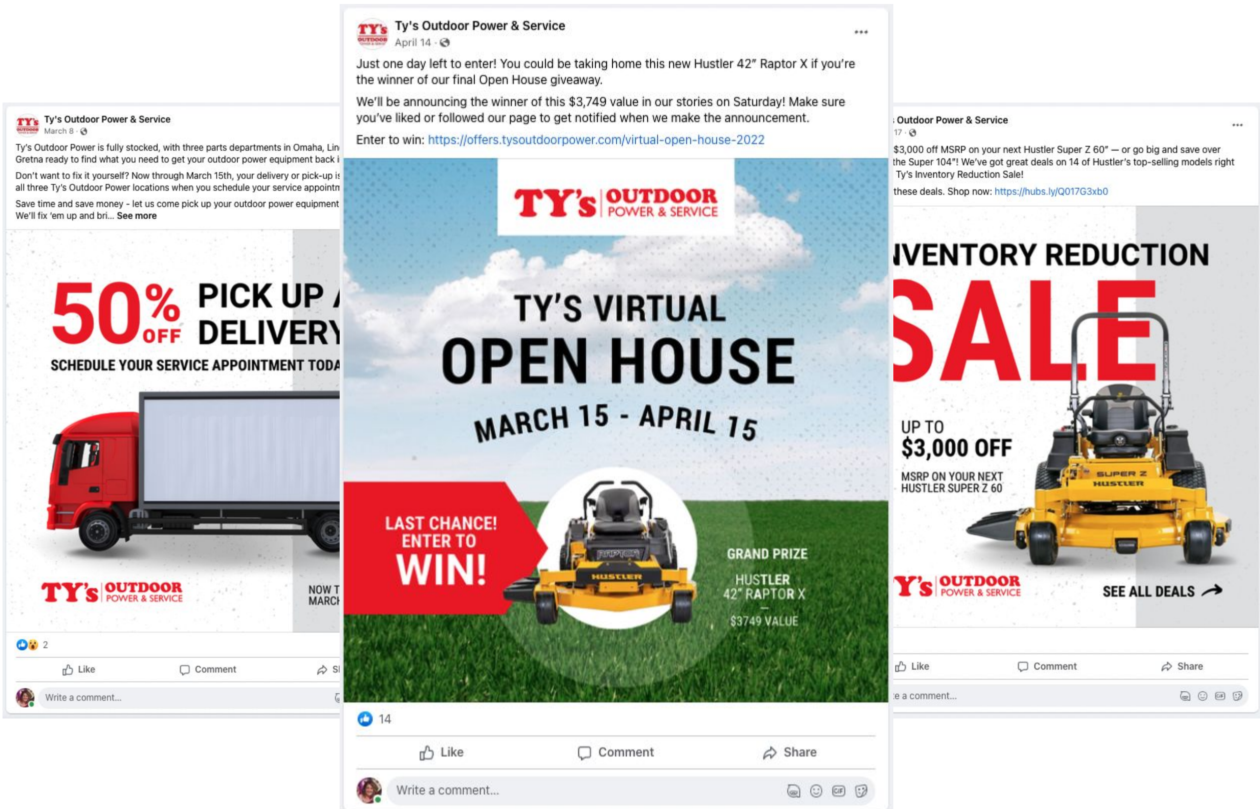
Scripts are customized outlines that are proven to set meetings and close deals. Preparation is key – “winging it” doesn’t work for most sales people and is not sustainable. Teams need a consistent message and process in place. We use tried-and-true practices to coach sales teams. We bring structure and clarity to your message, and ultimately improve outcomes and scale your team.

## How we do it

We build customized proven script outlines to create pain, deliver your value proposition, and close for next steps. We can also create BOF offers to help close the deal.

PHASE 5

# Special Offers




## Why we do it

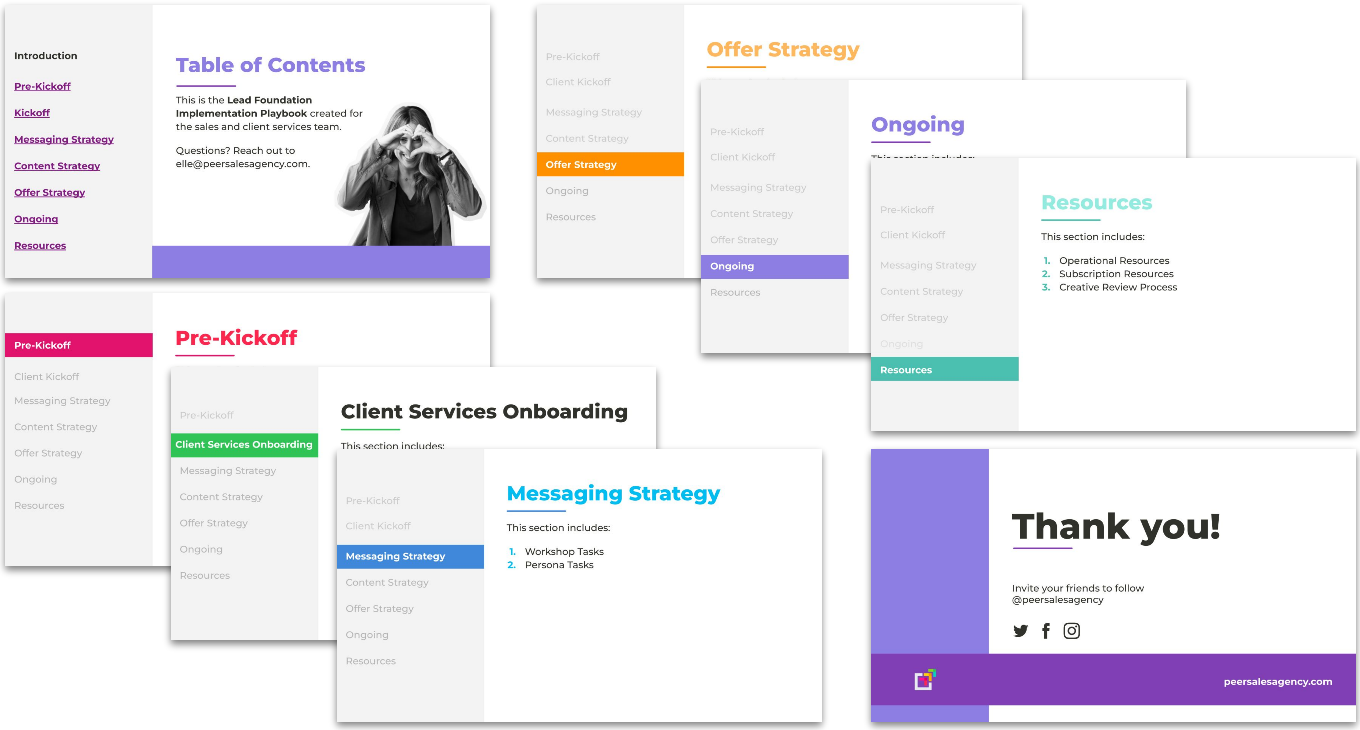
To introduce pricing and terms, encourage deals to close.

## How we do it

We often retarget SQLs with BOF scarcity offers through paid digital ads. These BOF offers help close the deal.

PHASE 5

# Process & Onboarding Guides




## Why we do it

You closed the deal and your new customers are excited to come on board. Nothing kills that momentum faster than a poor onboarding experience. We can help you streamline your processes so that your customers are receiving a great experience, consistently.

## How we do it

We can work with your internal teams to create onboarding materials that can be used whenever you are bringing on a new customer.