

HOW TO BE YOUR OWN MARKETER

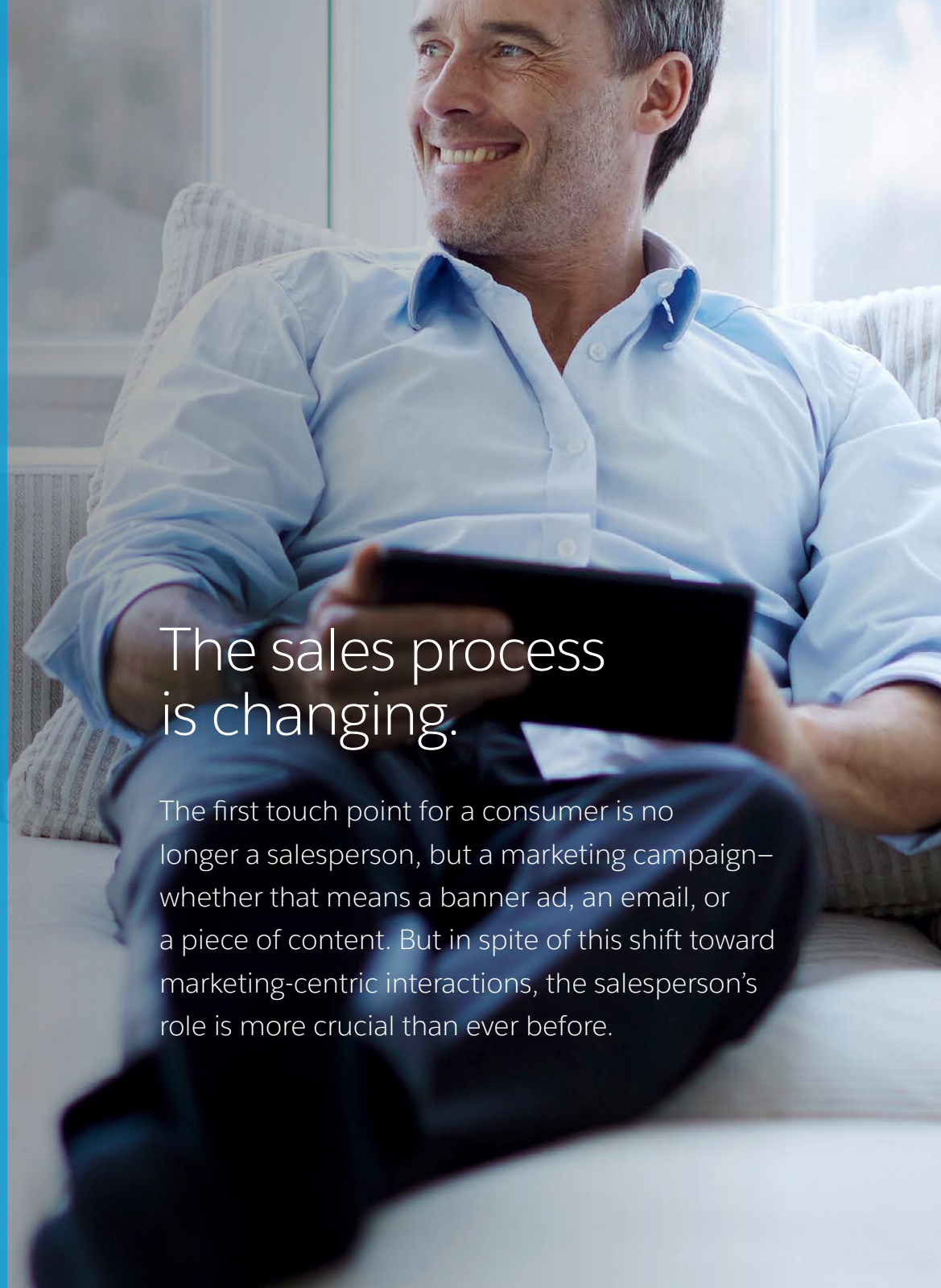
 sales cloud

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The sales process is changing.

The first touch point for a consumer is no longer a salesperson, but a marketing campaign—whether that means a banner ad, an email, or a piece of content. But in spite of this shift toward marketing-centric interactions, the salesperson's role is more crucial than ever before.



INTRODUCTION

The sales process is changing

Today's salespeople have more tools than ever at their fingertips, and they can leverage them to become their own marketers. Sales professionals must seize this opportunity and take control of their own promotions. A sales rep who is hard to find on the internet or who has poor digital communication skills will never be successful in today's business environment.

But sales professionals also have a distinct advantage over their marketing counterparts: they are real people. Large-scale marketing can feel impersonal and formulaic, two qualities that immediately alienate authenticity-driven modern consumers. Salespeople, on the other hand, can market themselves in ways that feel personal and genuine. This type of marketing is what creates connections, builds relationships, and ultimately closes deals.

So how can sales reps master this personal brand of marketing and set themselves up for real success? We'll walk you through the process for promoting yourself to your prospects and becoming your own fully-loaded marketing department.



CHAPTER 1

Mastering email

Email has become the undisputed workhorse of the modern business. It's at the center of digital communication across every device—just consider the sheer volume of emails that arrive in your inbox every day!

Today's sales rep must master the basics of email to develop and maintain good relationships with prospects. Let's take a look at the skills that can help you accomplish this goal.

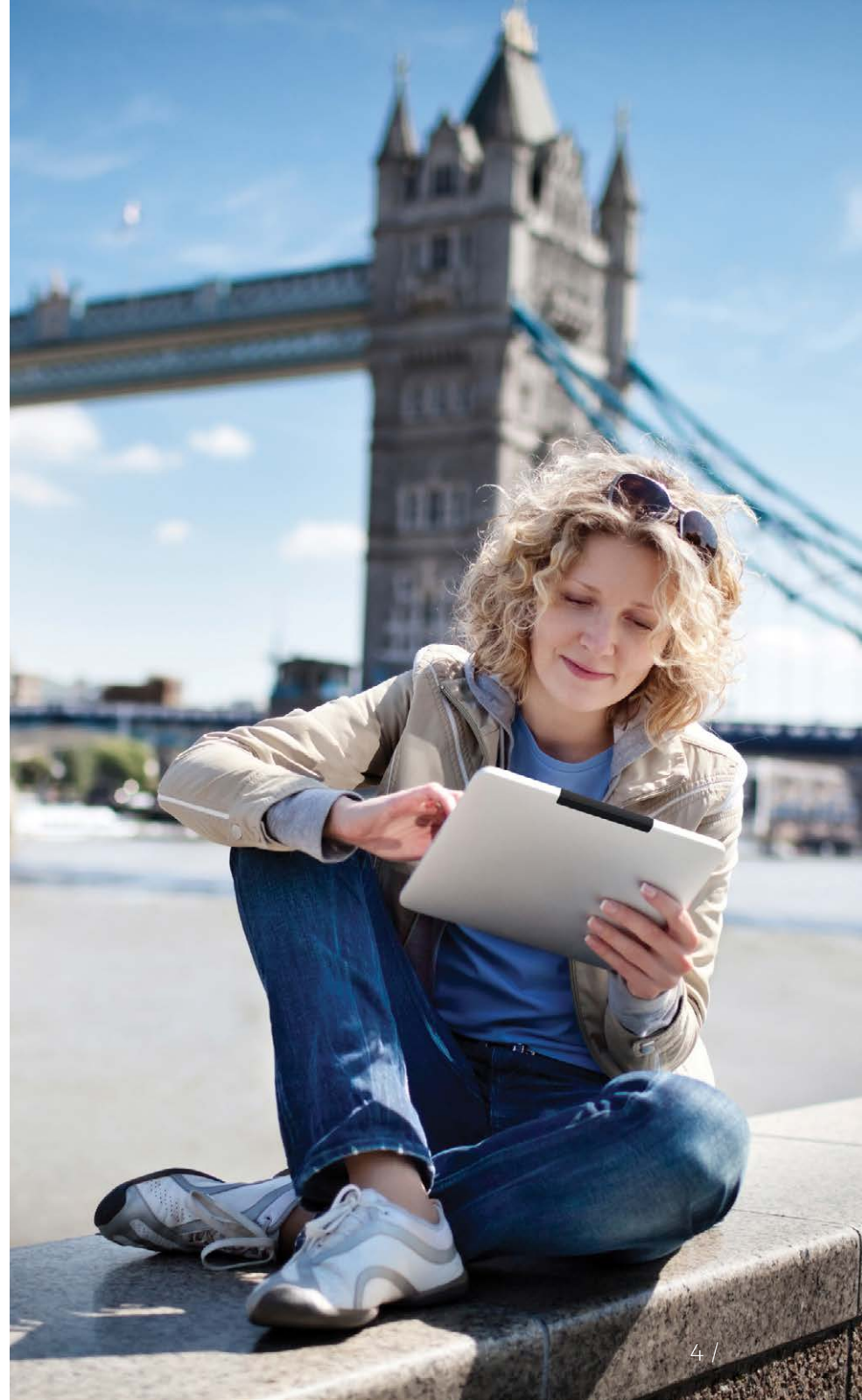
Perfecting your subject lines.

The fate of your email is decided by the subject line. Think of it as your newspaper headline—your one big opportunity to grab a contact's attention and get her to read the rest of your email. Today's digital consumer is inundated with communications, news, information, and entertainment every hour, so piquing your prospect's interest is more important—and sometimes more difficult, too—than ever before.

The perfect subject line needs to be concise, focused on the recipient, and present real value to your audience. If you can craft subject lines that fulfill all three requirements, prospects will be racing to open your emails.

Keep it concise.

Like you, your prospects are busy! Be considerate, and respect their time. Keep your subject line short and to the point. You should aim to have your subject lines stay around 40 characters. For reference, this is 40 characters. This will also help keep your entire subject line visible in the recipients inbox. Shorter subject lines are better, especially as more and more people read their email on mobile devices.



Mastering email

Focus on the recipient.

No matter how great your product or service is, your prospect doesn't care about your company. (Not yet, anyway.) In order to capture prospects' attention, shift the focus toward them. Don't announce your new special pricing in the subject line; announce how your prospects can now save serious money. Don't announce a new feature you've added; tell the recipient how you can solve one of their key problems. The more you focus on your prospect, the more likely he or she is to read your email.

Present value.

This point goes hand in hand with focusing on your recipient. Your prospects care about what you can do for them, and your subject line should focus on that value. Your subject line needs to answer the question "Why should I open that email?" Be clear about the value you can offer—without bragging, of course. After you've perfected your subject line and enticed your prospects into opening your email, you need to focus on crafting the perfect message.

Craft your message.

Your prospects are inundated with hundreds of emails every week. Writing an email that cuts through all this clutter requires you to be human, express your ideas succinctly, and provide value. Let's take a closer look at mastering each of these areas.

Be human.

We've become incredibly good at identifying mass marketing emails. Even emails that have been cleverly crafted to sound personalized through the use of dynamic content and friendly language can often give themselves away with the smallest misstep. Write your emails like you would to a coworker or friend. Save the buzzwords and industry jargon for the marketing team. You want to sound real and personable throughout your message.

Which subject line is more effective:

A. "Manage your wine collection
on your mobile device with
OenoVaults-Sponsored Sip"

B. "What do Financial Planners Tell
Their Friends?"

A. "\$10 For You,
This Weekend Only."

B. "AT&T Wants To Know About Your
Experience With AT&T"

A. "You've been up"

B. "Don't Ignore This!"

CHAPTER 1, CONTINUED

Mastering email

Get to the point.

Your prospects should never have to guess what you're after. If they can't glean your purpose for writing in the first few sentences, you'll lose them. According to Juniper Communications research, only 15% of web users read all email messages in their entirety. More than half (51.2%) read the first few sentences and then decide whether or not to continue. You need to state your purpose and present value immediately.

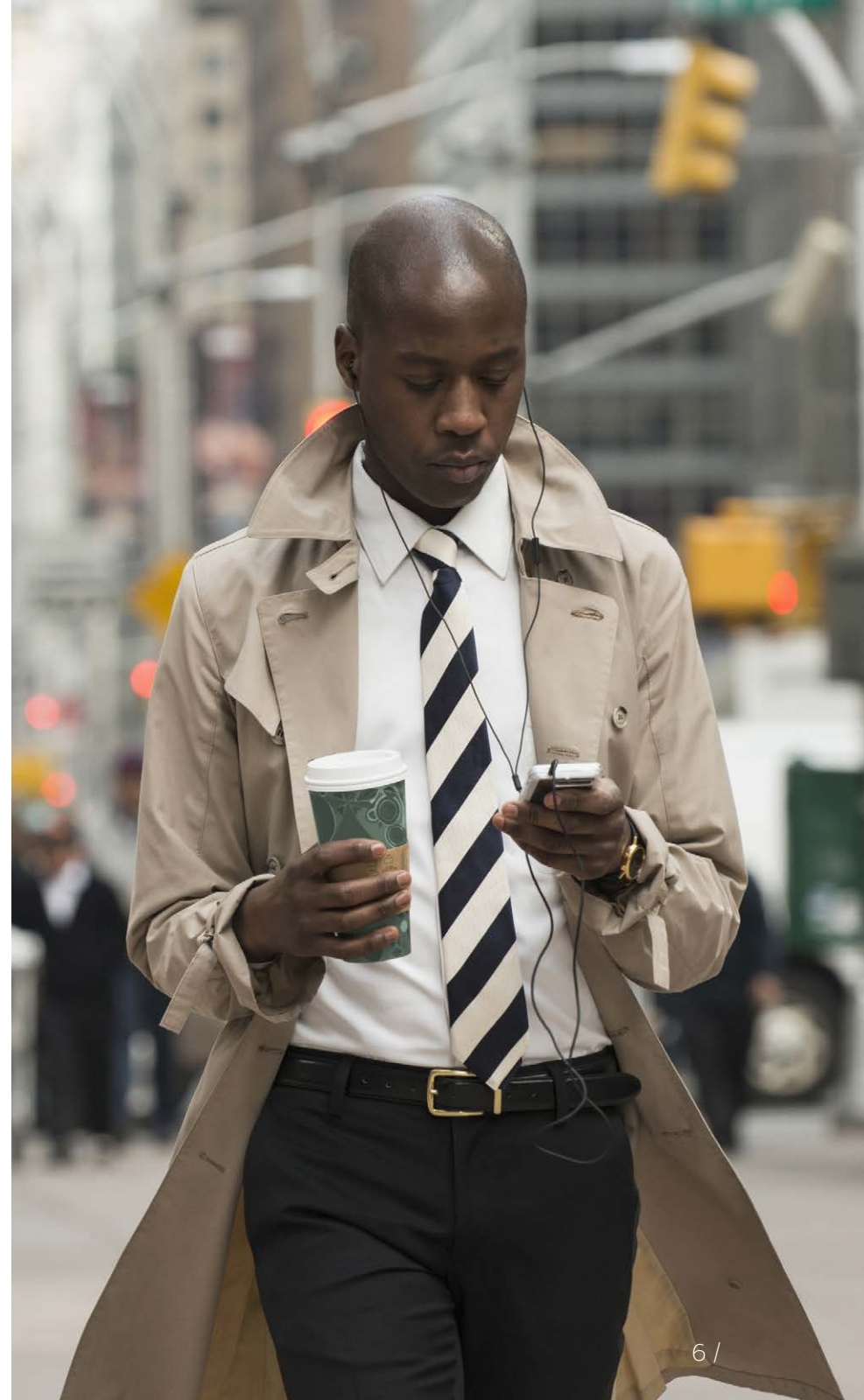
Frame benefits.

If your subject line is doing its job and promising value to your prospects, your message needs to deliver on that promise. Be clear not only about what you are offering, but what that means to the prospect. Your message should always frame a potential benefit, whether you're introducing a new pricing model or just sending along a helpful piece of content you found.

Tailor your message.

This is the most important tip for email success. As a marketing-savvy salesperson, you need to tailor each message to each recipient. Adding personalized touches with information gleaned from your CRM notes or from social media can make a big difference in how much effort you're perceived as investing in your prospect.

In conclusion, salespeople should never rely solely on their marketing team's emails to generate and develop leads. Email is the salesperson's bread and butter and the first layer of personal marketing. With a snappy subject line, a well-crafted message, and a strong personal voice, a salesperson has the power to establish meaningful relationships that lead to deals.



CHAPTER 2

Lead nurturing

While email is a great tool for marketing yourself and your services to your prospects, not every lead is ready for your sales pitch. Some leads need to be nurtured to a sales-ready state with the right content and right resources delivered at the optimal time.

For individual salespeople with packed calendars, this task is simply unrealistic. It can take months of emails and follow-ups to bring a cold lead into a sales-ready state. It is difficult to stay on top of nurturing multiple prospects and can be immensely time consuming. Unqualified leads often fall by the wayside in favor of more sales-ready prospects. However, there is a way to develop these leads into revenue-generating opportunities without sacrificing a lot of time: lead nurturing.

Nurturing basics.

Lead nurturing, also known as drip marketing, is one of the most powerful and sought-after features of a marketing automation system. With the ability to drive revenue from a database of leads that you've already built—with minimal time and resource investment – lead nurturing has the potential to transform the way you market yourself and develop leads.

A quick definition: Lead nurturing is the process of automatically “dripping” relevant information to sales leads over time, usually based on user action or a predetermined time interval. By using the nurturing capabilities of a marketing automation platform, emails can be sent to prospects at exactly the right time, reducing the manual labor involved in sales communications.



CHAPTER 2, CONTINUED

Lead nurturing

Your company probably already has a marketing automation tool in place or is looking to purchase one. While many companies view this as a tool exclusively for marketing, salespeople can have a tremendous advantage if they are granted access to the tool and can set up a few campaigns of their own. Otherwise you can request to have a few simple nurture campaigns set up for your leads in addition to the larger marketing-driven nurture campaigns. Let's take a look at some of the benefits of nurturing.

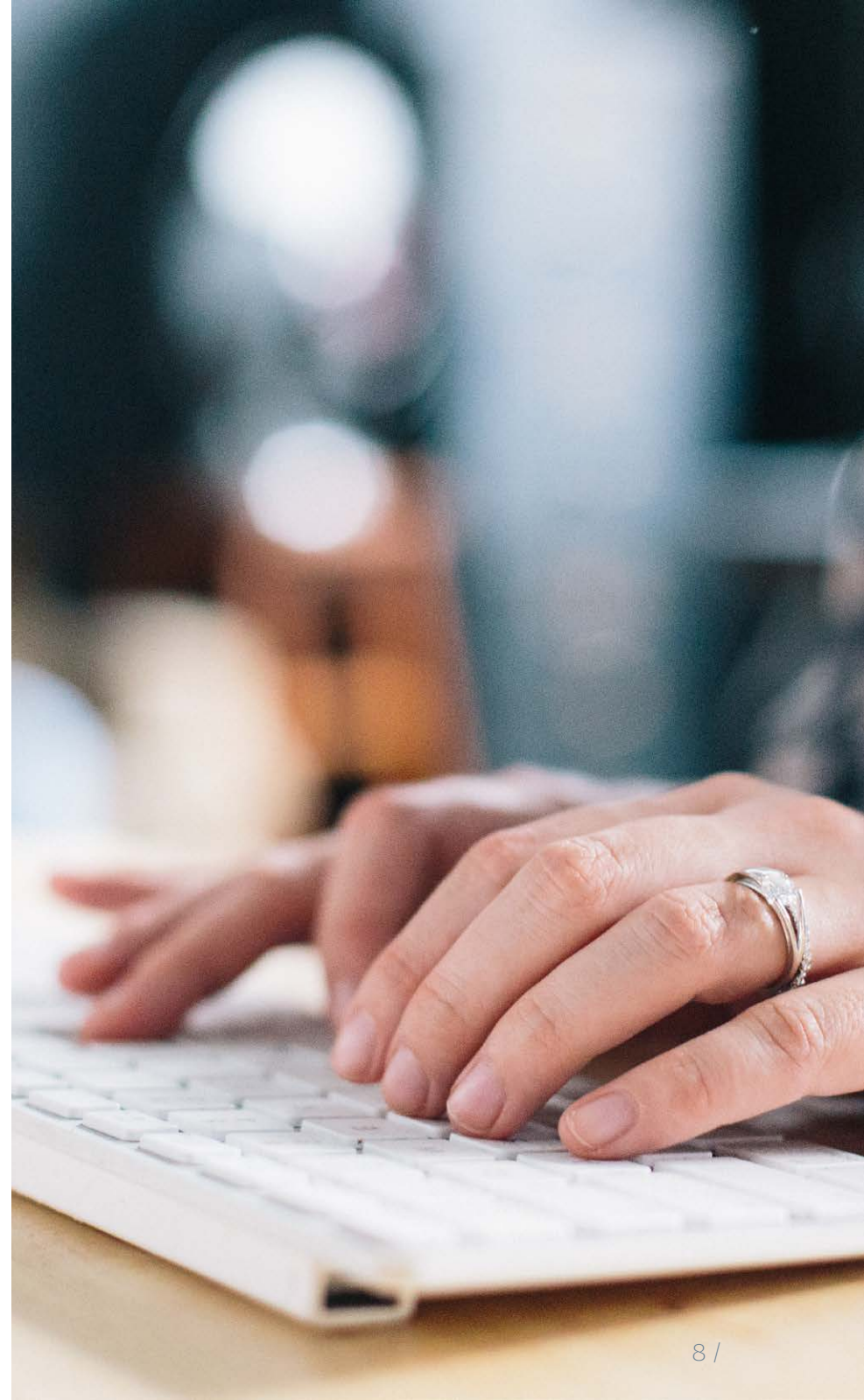
Benefits of nurturing.

Save Time and Effort

As we mentioned earlier, sales reps are busy, and simply cannot spend time on leads who aren't ready to buy. Salespeople can use lead nurturing tools to put these non sales-ready leads on nurturing tracks, which will automatically move leads through the sales cycle until they're ready to speak to a sales rep. This requires no additional time commitment or change in a salesperson's workflow. They can easily build awareness simply by sending educational materials over time, and check on a prospect's activity when he or she becomes active again.

Send personalized emails.

Not only do nurturing emails deliver the right content at the right time, they also enable salespeople to maintain the personal style of their typical email messages. In fact, according to eConsultancy, businesses that personalize web experiences see a 19% increase in sales. By using plain-text emails instead of HTML, including a personalized signature, and sending content based on your prospects' actions or interests, your sales emails can reach that 1:1 marketing ideal.



CHAPTER 2, CONTINUED

Lead nurturing

Do more with less.

Today's sales teams are strapped for time and resources. With only a limited amount of both, it's easy to let something like sales follow-ups slip through the cracks. Think of lead nurturing as a simple way to outsource many of the time-consuming manual tasks that take up your time. Now, you can use that time to pursue more sales-ready leads. Now that you understand the benefits, let's look at how to use lead nurturing effectively.

Building relationships effectively.

Target your emails

One of the biggest draws of lead nurturing is its ability to target communications on a 1:1 level. Segment your leads into lists of targeted audience groups, then develop exclusive content for each list (for example, developing different nurturing tracks for CMOs, CSOs, etc., and then creating content targeted specifically toward C-level executives). According to Juniper Communications, relevant emails drive 18x more revenue than broadcast emails.

Be strategic with your timing

The timing of your nurturing emails is important. You want to touch base with prospects between every six and 45 days. However, this doesn't mean that you should pick a standard timeframe that applies to all of your nurturing programs. Think strategically about when your prospects will see the most value from your communications. Use triggers to ensure that emails are delivered at exactly the right time, keeping in mind that 53 percent of buyers stop engaging as soon as content becomes irrelevant (Cone Consumer New Media Study).

Mastering a combination of personal emails and automated lead nurturing messages is an easy way to turn your personal marketing efforts into a promotional operation that can rival most fully staffed marketing departments.



CHAPTER 3

Social selling

Today's customers are more sophisticated, educated, and connected than ever. They have vast amounts of data at their fingertips, and can crowdsource advice and recommendations from their peer networks in seconds. Today's consumers are social, and the most successful sales reps need to be social, too.

For years, we've heard that people buy from those they know, like, and trust. Social selling accelerates the process of gaining trust. That's why every salesperson should be tapped into social media, sharing relevant content and knowledge to establish themselves and their company as experts. Facebook, Twitter, LinkedIn, forums, and blogs are all great places to monitor what prospects are saying and mine valuable insights. Let's take a look at how to master social selling.



Social selling

Creating your social platform.

All the social strategy and flawlessly executed engagement tactics will get you nowhere if you haven't put thought and time into creating compelling social profiles. How you align your social media presence across these different platforms can have the same effect, so let's spend some time getting it right.

Twitter

Create a handle that's easy for your clients and prospects to find and remember. Include your role and company's Twitter handle in your bio, as well as a personal tidbit or two that showcases your personality and adds a human element. A clean template is "Personal fact, role at company, what you tweet." This clarifies your affiliation, shows some personality, and sets expectations for what you will share.

LinkedIn

If you're on LinkedIn, make sure you've completed 100 percent of your profile. Pick a professional headshot and headline that lets people know who you are, what you look like, and your area of expertise. LinkedIn provides a helpful gauge that shows you how complete your profile is and what you have left to add.

Facebook

Review your privacy settings and make sure only your friends have access to your photos and posts to your wall. It's OK to provide access to some of your photos, but make sure they showcase your personality in a way that does not hurt your credibility. Also, be sure to update your employment status to your current position and company—this shows that you have pride in your employer.

CHAPTER 3, CONTINUED

Social selling

Listening on social media.

Social media represents an incredible opportunity for salespeople to get firsthand thoughts, concerns, and opinions directly from their target audience. It's like having a full-time focus group at your disposal—a rich source of insights, opinions, and research.

All the information a salesperson needs to close a deal is out there on social media already; it's just a matter of knowing where to look and having a strategy in place for putting that information to work for you.

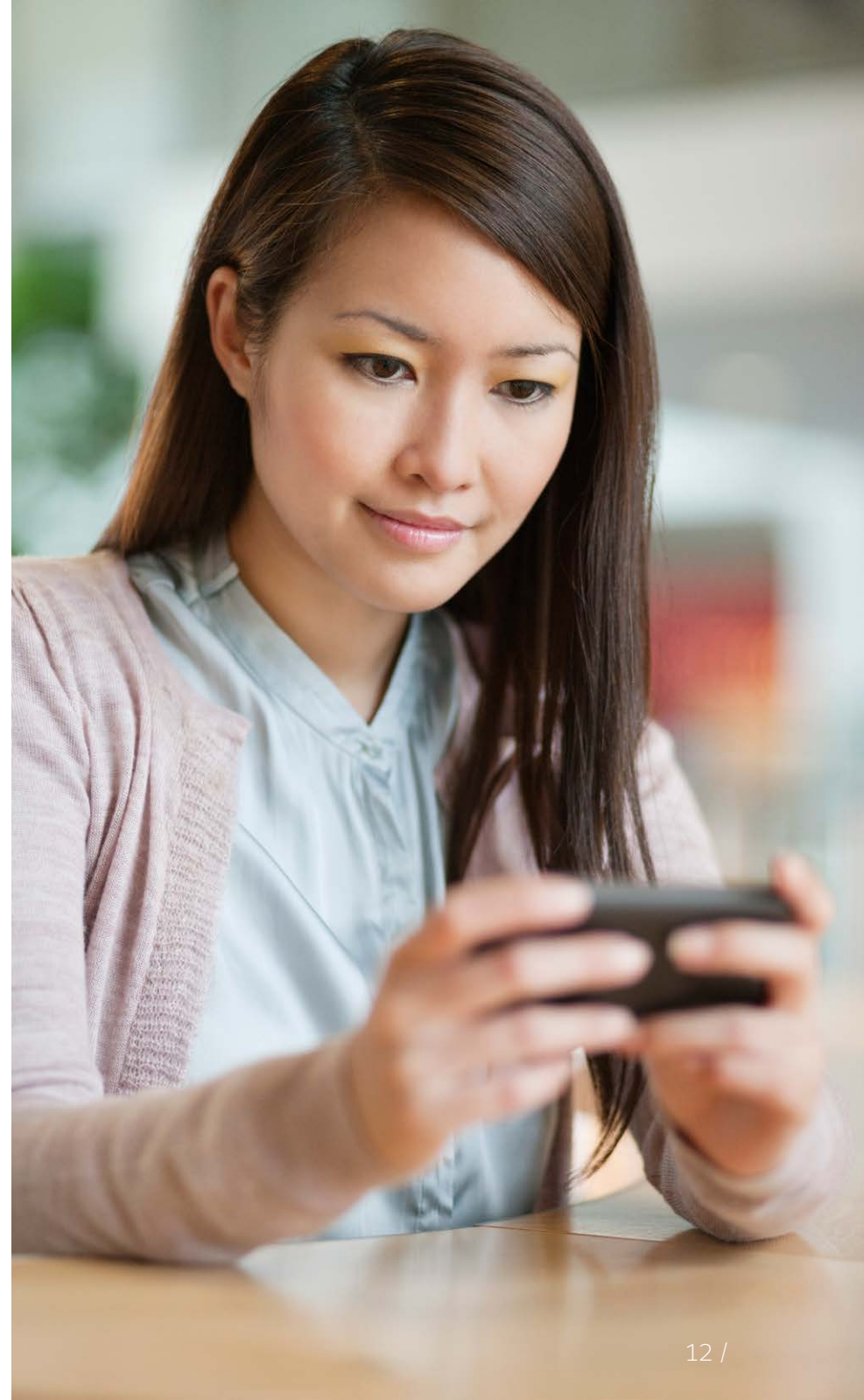
Creating a social dashboard with social listening tools like salesforce.com's Radian 6 can be an easy way to identify, at a glance, the social media information you should focus on. This means cutting the time you need to invest in social from hours down to minutes. Here are a few things you should consider listening for on social media:

Industry news: To serve your customers well and establish yourself as an industry expert, you need to stay on top of the latest industry news. This means filtering social results to return trending topics and industry developments that could have an impact on your prospects' companies or campaigns.

Buying signals: As we mentioned before, much of the sales process takes place long before a prospect ever contacts a sales rep. This means that this research stage often occurs on social media, where you can easily identify potential purchase behavior.

You should be looking for any social posts that include:

- Negative sentiment about your competitors
- Frustration over a business problem you can solve
- Questions about your product or industry
- Recommendations for provider of your product or service promotional operation that can rival most fully staffed marketing departments.





CONCLUSION

Become a sales hero.

Although there's been a lot of information claiming that solution sales are dead, the research shows that's not true, says Doerr.

However the landscape has changed. Relationships alone are not enough.

"Relationships are still important, so don't throw those out with the bathwater," he says. "But it's not enough. It's just level one, and then you have to convince, by minimizing risk and understanding the results of using your product or solution. But in the end, it's collaborating that we saw makes the final big difference."

"Sellers who win consistently demonstrate behavior in all three of these levels," says Doerr.

"If you're looking to build winning sales teams, make sure you help people to succeed in all three levels," suggests Doerr. If people only focus on level three, collaborating, and they skip out on connecting, and convincing, they aren't going to win the sale.

"You need to recognize that if you can connect, convince and collaborate, you will develop the loyalty, develop the trust, earn the right to say to that client, this is a good way to go, but I want to suggest that this is a better way."

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