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11 Considerations for Engaging Setters and Closers for Your Business

- 1. Authenticity is key:** Avoid deceptive practices and ensure transparency in your interactions with potential clients. Use alternate personas or representatives ethically without pretending to be someone else.
- 2. Asynchronous communication:** Consider using asynchronous communication methods, like email or help desk support, to provide accurate and well-thought-out responses to potential clients, optimizing conversions.
- 3. Lead magnets:** Be intentional with your lead magnets to attract potential clients with the right intent. Experiment with different offers and positions to generate motivated leads.
- 4. Collaboration between marketing and sales:** Foster collaboration between marketing and sales teams to fine-tune lead intent and improve overall performance. Share successful sales tactics across the team.
- 5. Multiple communication channels:** Utilize various communication channels (phone calls, text messages, emails, and social media) to increase lead generation opportunities and test different methods for conversion.
- 6. Pay arrangement:** Consider commission-based pay for closers and setters selling higher-priced products, with incentives based on sales. Choose a pay model that aligns with your business needs and objectives.
- 7. Quality control:** Implement 'clawbacks' to protect the business from financial losses if a deal goes sour. Conduct audits or reviews of setters and closers to ensure the quality of their work and hold employees accountable.

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- 8. Capacity management:** Ensure there are enough opportunities for salespeople to make a decent income. Balance marketing and sales capacity to avoid overwhelming or underutilizing your sales team.
- 9. Business audit:** Have an expert do a thorough audit or review of your current situation to understand your needs and recommend the most effective strategies tailored to your specific requirements.
- 10. Diversity in platforms:** Avoid over-reliance on a single platform for marketing efforts. Diversify your marketing strategies and embrace different platforms to mitigate risks and maintain stability.
- 11. Learn from positive experiences:** Don't dismiss the setter-closer model based on a single negative experience. Continuously learn and adapt based on successful strategies and experiences.

Remember that each business is unique, so it's essential to adapt these considerations to your specific industry, target audience, and business goals. By doing so, you can optimize your engagement with setters and closers, leading to increased conversions and business growth.

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