

JAMES SCHRAMKO

5 Steps In Landing a Million-Dollar B2B Deal

1. Research and reworking your offer and USP

The very first step in your bid for a deal is research. You need to think through the campaign - the business, the market, the offer, and the USP (unique selling proposition).

Understand the industry you're targeting: what makes it special, how does it work, and why they would need someone like you in their corner.

Part of this is testing, perhaps little campaigns, starting with what you've done in the past. And it's thinking about what the market is doing, how sophisticated it is, and how many offers from businesses like yours they've seen before.

2. Building your list and relevant message

Once you've done step one, it's time to look at list building and crafting a relevant message. Because once you know who your people are and what unique thing you can offer, now you've got to get in front of them.

For this part, you need to make sure you're targeting the right person at the right company, and that the company has a need for what you do. Knowing their pains and the solutions they're looking for will help you write the message that will get a response from them.

Go deep into personalization. What blogs has the business written, what content is being created by them? Do they do podcasts? Have they won an award locally or internationally? What else is relevant in the industry or around the business?

3. The multi-channel approach

Knowing how valuable every single lead is, it makes sense to try and get in front of them as much as possible. So place your marketing on multiple channels where you know they hang out. You might, for instance, have email, and direct mail, and LinkedIn outreach.

4. Nurturing your leads

Something a lot of companies overlook is the lead nurturing process. It's one thing to get a prospect onto a sales call; it's another to nurture and qualify them along the way so that when they reach the call you have a

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quality lead who's much more likely to convert.

The nurturing process might be a combination of email marketing, video campaigns, a webinar or a workshop, SMS. Something around the solution you offer or awareness of the problem you solve.

5. The sales

An important factor in whether or not you get a sale is the speed of your response to an interested customer. You might have a highly qualified lead, but if your follow-up is slow you could lose the sale. Half an hour or less is an optimal timeframe within which to get back to a customer. Longer than that, and you may need additional nurturing.

Get those quality leads your business needs - look up Will Wang at growthlabz.com