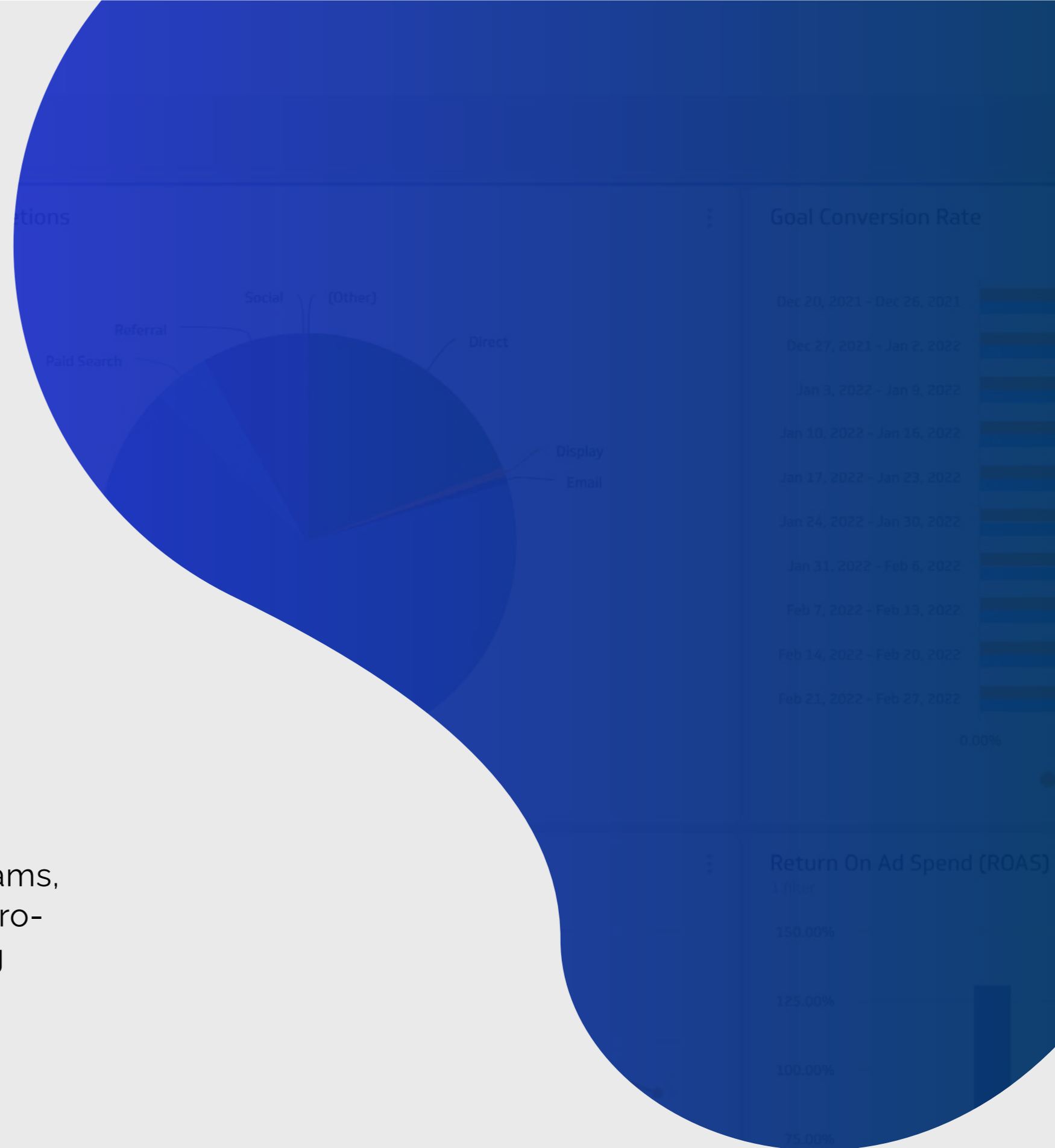# Inbound Sales Systems

Take The Grind Out Of Lead Generation

Leave ineffective sales results behind, and jump into the future of sales through modern & advanced sales tools, teams, strategies & software. Inbound systems are buyer centric processes that focus on pulling new leads in instead of forcing your sales team to push outward for sales leads.

Align With Your Buyer On A Whole New Level

The power dynamic between B2B buyers & salespeople has changed, leaving sales teams watching their cold outreach dwindle. What's the solution? The solution is for sales teams to stop prioritizing cold outreach & take the time to develop lead generation systems that bring the qualified leads to them.

Trusted By:

Novamen   olsen consulting   nicejob   ARISTOTLE PERFORMANCE   ORIGEN AIR

Why Inbound Systems?

Focus on education vs selling (Pull vs Push)

Buyers' behaviors have clearly transitioned to preferring to self-educate prior to making a buying decision. This has changed the role of an effective salesperson from pushing for sales to providing the information & awareness needed to pull them in.

Increases Conversions

Inbound strategies target & communicate to your specific buyer types at the specific step of the buyer's journey that they are at. Qualifying & nurturing them over time through multiple layers of content & guidance, so when it's time for your salespeople to step they are speaking to an educated, warm & qualified lead.

Simpler to Manage

An inbound system maximizes the quality of your salespeople's time by eliminating the tedious & time-consuming tasks that cold outreach demands, allowing your team to stay leaner. Additionally, the systems & processes your team follow are straight and easy to train & repeat as you scale.

Highly Scalable (ads, Content, social media)

In a traditional cold outreach approach, the only way you scale your sales program is to hire more staff to execute the outreach. The amount of automation & digital processes of inbound sales systems make it simple to scale without having to deal with bloated sales teams.

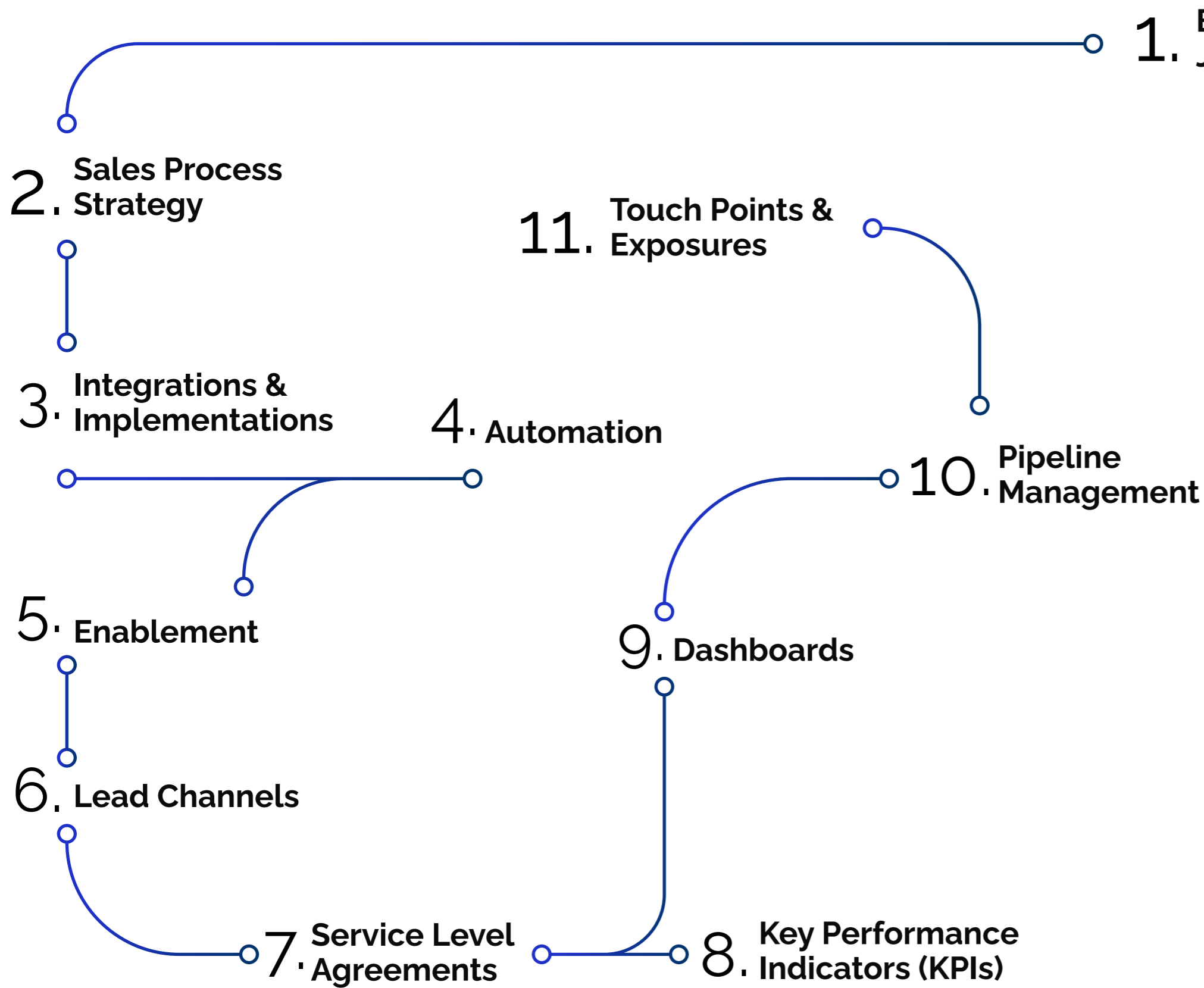### Decreases salesperson burnout

Eliminate the tedious & mentally straining tasks of constant prospecting, email pitches, cold calls & rejection for your team. With the new inbound sales strategies, your team focuses on providing value to interested audiences, while only speaking with leads that are qualified & already educated on your solution.

Builds Brand Image & Trust

The more information you provide online to allow your prospects to self-educate prior to shoving a salesperson in their face the more trusted your company will be. Allowing you to stay a step ahead of your competitors.

The Process

1. Buyer Persona & Job Theories

2. Sales Process Strategy

3. Integrations & Implementations

4. Automation

5. Enablement

6. Lead Channels

7. Service Level Agreements

8. Key Performance Indicators (KPIs)

9. Dashboards

10. Pipeline Management

11. Touch Points & Exposures

Our inbound sales systems are 100% buyer centric. We make sure each step along your customer's journey is systematized &/or automated touch points to maximize conversions. Using email marketing, ad campaigns, LinkedIn Outreach, and masterful phone qualification. This will produce more leads, increase scalability and make revenue prediction simple.

Personas & Job Theories

Our inbound systems revolve around your buyer personas and job theories. Focusing on who your ideal customer is, where they live, what industry they work in, their job position, their unique pain points & goals, and more. With this information, we are able to understand how we can better serve them at each stage of their buying journey.

⟶ **Define demographics, interests, and ambitions.**

⟶ **Understand your buyers and their needs.**

⟶ **Know what stage of buying they are in (awareness, consideration, and decision).**

⟶ **Sell by stage and educate customers with the suitable material at the right time.**

⟶ **Understand buying signals and process stage development.**

Sales Process Strategy

As the buyer personas & job theories become understood we can then move on to developing processes that align with them as much as possible. Mapping the steps and transitions it takes to move from a viewer to lead for your setters, to a lead for your closers, as well as the tools needed to achieve it & the content/sales collateral that needs to be developed.

⟶ **Having a clear understanding of the sales cycle.**

⟶ **Understanding how to move leads to conversions.**

⟶ **Knowing what education is important to build trust and lead to a sale.**

⟶ **Mapping transitions from setters to closers.**

⟶ **Understanding important metrics to move results/the needle.**

⟶ **Using Frequently asked questions (FAQ) selling.**

Integrations

Our team of experts will implement the modern technologies & tools you need in place to maximize your team's workflow & efficiency. This includes CRM setup and all third-party app setups & integrations so they can communicate with each other.

⟶ **Make your programs talk to each other.**

⟶ **Allow perfect data flow without manual re-entry.**

⟶ **Simple integrated selling interface which is simple to master.**

⟶ **Increase engagement as sales tools all talk to each other.**

⟶ **Track data, email conversations, social media engagement, website behavior, document engagement & more automatically.**

Automation

Develop advanced automation tools that allow you to automate email sending to multiple contacts at once, segment your contacts into buyer types, engagement levels, etc and automatically adjust prospects' positions in your pipeline based on behavior & more.

⟶ **Keep salespeople selling instead of wasting time with data entry or operational tasks.**

⟶ **Pre-build emails and workflows to take the thinking about what's next off sales shoulders allowing them to follow a process naturally with the easy engagement of customers.**

⟶ **Simplify customer touch points and provide lead scoring so salespeople can see intention data reaching out to customers when they are ready to buy.**

⟶ **Map and automatically deliver the right material at the right time to speed buying decision.**

Enablement

Ensure your team is equipped with the tools they need to assist your prospects at the highest level as efficiently as possible no matter what buyer stage they are in.

→ **Custom sales sequences to promote maximum task efficiency and lead development.**

→ **Templated correspondences to speed sales activities and effectiveness.**

→ **Conversation scoring to map buyer intention to show salesperson who and when to call, email, or visit.**

→ **Sales collateral supports staff at the right time to educate the customer build trust, overcome objections proactively, and speed sales cycles.**

→ **Notifications let the sales staff know when the customer is viewing documents, reading emails and what is important to them allowing us to tailor content to specific value propositions automatically.**

Lead Channels

Implement multiple lead channels to increase the number of leads that are booking into your sales team's calendars.

→ **Linkedin Prospecting.**

→ **Email Outbound Engagement.**

→ **List Building.**

→ **Outbound.**

→ **Value Content (Social Media & Blogs).**

→ **Online Ads.**

Service Level Agreements (SLA)s

Set the expectations between your different departments to ensure your processes run smoothly, your departments are collaborating at the fullest potential, and that no sales are lost.

⟶ **Performance agreements between sales and marketing.**

⟶ **Ensure leads are monetized.**

⟶ **Provides strong guidance for marketing performance.**

⟶ **Accountability can exist between sales and marketing without argument.**

Key Performance Indicators (KPIs)

Implement clear, concise & measurable key performance indicators that keep your teams on track, motivated & accountable.

⟶ **Key Metrics that when moved crate revenue for the company.**

⟶ **Metrics that we understand the control and how to scale them.**

⟶ **Metrics that provide us leading indicators to make quick adjustments as we see the market move.**

⟶ **Lagging correlation mapping to make sure our leading indicators are on the mark.**

Pipeline Management

Develop a detailed pipeline that ensures no leads go missing and effectively tracks your prospects at each stage of the buyer's journey.

→ **Your pipeline is never static and moves via automation, workflows, and sequences which eliminates human error**

→ **Buyer centric pipelines & processes that are designed to put the sales person into the buyer's shoes. Keeping them aware of needs and how to progress sales.**

Dashboards

Develop easy-to-use data dashboards that show all your important metrics in one place, to help your team effectively review & optimize, and help your management team to stay in the know to effectively strategize.

→ **KPIs form a board to make rapid and accurate decisions for sales & marketing.**

→ **You understand each metric and how to control them based on operational requirement.**

→ **Salespeople performance tracking is daily vs monthly or quarterly.**

→ **You can forecast with much higher accuracy and make immediately adaptations.**

Touch Points/Exposures

Maximize the number of opportunities your company has to touch base with your prospects to stay top of mind.

→ **Give your prospect the right information at the right time while keeping the sales person aware of all the data.**

→ **A tracking and engagement model that promotes higher conversions and ensures opportunities are identified & capitalize on quickly.**

→ **Good inbound sales systems can reach 20+ exposures before the buying decision in less time than conventional systems.**

Getting Started Is Easy!

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Set 2 Close