

Sales Strategy

Strategy

Effort

Skill

- Landing Page Created on Website
- Specific Email Crafted
- 500 Emails Sent

5% - Email Sent

- phone call follow up with clicks
- phone call follow up with opens
- phone call follow up with remarketing
- make free assessment pitch

10% First Contact
180 goal

Run free assessment

25% - Assessment

60 goal

Meeting scheduled

50% - Meeting

32 goal

Proposal

75% - Proposal

16 goal

won

Lost - Price

Lost - Timeline

Lost - Unknown

W

Blogging - 4 post per month on industry specific topic

W

LinkedIn - 1 hour per week prospecting and connecting

Networking - 4 events per month

Account Management - 1 hour per week checking in with previous clients

Trade Shows - 1 per month

Referrals - Ask for referrals Generate 1 referral per week