

# Sales Growth Solution for Manufacturers



Powerful sales strategies and CRM software to help teams close more deals, deepen relationships, and manage their pipeline more effectively.

Designed to help Sales Professionals in manufacturing who are frustrated that they have invested a lot of time, resources into their sales but disappointed with the results.

## CHALLENGES WE SOLVE:

- ✓ Lack of structured sales process
- ✓ Not meeting sales plan
- ✓ Not enough leads for sales reps
- ✓ Reps struggle to engage prospects

## COMMON PAIN POINTS WE SOLVE:

- ✓ "Our data is not organized. We don't have a single system of record that everyone uses." (CRM)
- ✓ "I feel like we have no structure to our sales process. It's not a repeatable process."
- ✓ "I feel like my team is not following up enough with their leads. Opportunities are slipping through the cracks." (SP)
- ✓ "I feel like we could be more productive. I want to automate more of the busy work."
- ✓ "I feel like we struggle to respond to leads quickly and book meetings"



**MICHIGAN**  
**MANUFACTURING**  
**TECHNOLOGY**  
**CENTER**

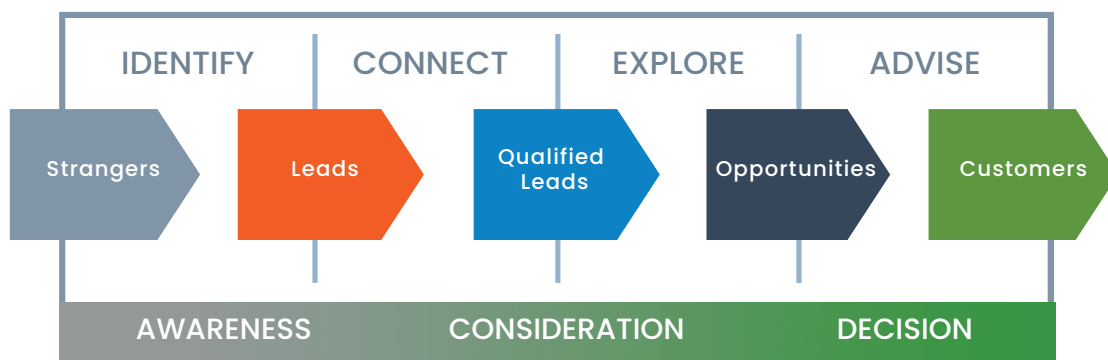
MANUFACTURE SMARTER

## We utilize proven Inbound Marketing principals that deliver measurable results.

### What Is Inbound Sales?

Due to the proliferation of marketing materials on the internet, the modern buyer is no longer dependent on salespeople for necessary purchasing decision information. Inbound salespeople see the need to personalize the sales experience to the buyer's context.

Meanwhile, inbound sales teams recognize they must transform their entire sales strategy so they're serving the buyer.



### The Methodology - Inbound Sales

Inbound sales organizations develop a sales process that supports the prospect through their buyer's journey. Note the stages that buyers move through: Awareness, Consideration, and Decision. Note as well the four actions (Identify, Connect, Explore, and Advise) inbound sales teams must implement to support qualified leads into becoming opportunities and eventually customers.

## The inbound sales methodology can be applied in four key targets:

- 1. IDENTIFY:** Identifying the right business opportunities from the start can be the difference between a thriving business and a failing one. Knowing what to look for also helps salespeople create a predictable, scalable sales funnel.

2. **CONNECT:** Inbound salespeople connect with leads to help them decide whether they should prioritize the goal or challenge they're facing. If the buyer decides to do so, these leads become qualified leads.
3. **EXPLORE:** Inbound salespeople explore their qualified leads' goals or challenges to assess whether their offering is a good fit.
4. **ADVISE:** Inbound salespeople advise prospects on why their solution is uniquely positioned to address the buyer's needs.

When customers find success and share that success with others, it attracts new prospects to your organization, creating a self-sustaining loop. This is how your organization builds momentum, and this is why the inbound methodology serves as a strong foundation for manufacturers.

## Inbound Sales Growth Services We Provide



### CRM IMPLEMENTATION

Custom Fields and View Creation | Deal Stage Setup  
Data Import & Cleansing | Integrations  
CRM Ongoing Optimization & Administration



### SALES ENABLEMENT

Setup Conversations | Setup Calling  
Setup Workflows and Automation  
Setup Messages Round-Robin Rotation  
Reporting Dashboard Setup  
Sales and Marketing Funnel/Flywheel Analysis  
Email Template Creation and Optimization | Sales Document Creation  
Sequence Creation & Optimization  
Build Rep-Specific Landing Page (w/ Meetings)  
Create Customer Case Study | Prospecting Support (Prospecting Tool)



## SALES AND MARKETING ALIGNMENT

Sales & Marketing Alignment Workshop  
MQL/ SQL Definition  
Sales and Marketing Goal Setting  
SLA Development  
Lead Hand-off Procedure & Feedback  
Sales Content Assessment and Recommendations



## SALES COACHING

Sales Rep Coaching  
Sales Rep Sales Training (1: Many)  
Sales Leadership Coaching  
Create Sales Playbooks | General Sales Management Duties  
SDR (Sales Development Rep) Services  
Sourcing Candidates | Interviewing & Hiring Salespeople  
New Hire Onboarding | Exit Interviews

For more information about our Growth Solutions for Manufacturers contact the Michigan Manufacturing Technology Center – Northeast or Inbound 281.