

Creating a Personalized Sales process

- Addressing common challenges
- How can Marketing help




1. Could this sale or experience have been personalized to get more revenue ?

YES ! – Backlinks and Call to Actions at Awareness stage to capture prospect information and intent

2. Could marketing have facilitated this transaction ?

YES ! Most companies come across a standard set of questions on a regular basis. A bot on the site could have helped me book a table without making a call or filling a form! The staff would have even known my arrival time and preferences in advance

A piece of brown cardboard is shown with a jagged, torn edge. A rectangular section of the cardboard has been removed, revealing a white surface underneath. The text "People Buy... From People They Trust" is printed in a black, serif font on the white surface. The cardboard piece is positioned horizontally and is slightly offset to the left.

People Buy...
From People They Trust

From: TimesJobs.com >

Hide

To: valthavakalandani@gmail.com >

**Hi User, Get Your CEO at Your
Finger Tips...**

Yesterday at 21:53

Sun, 16 Jan 2011

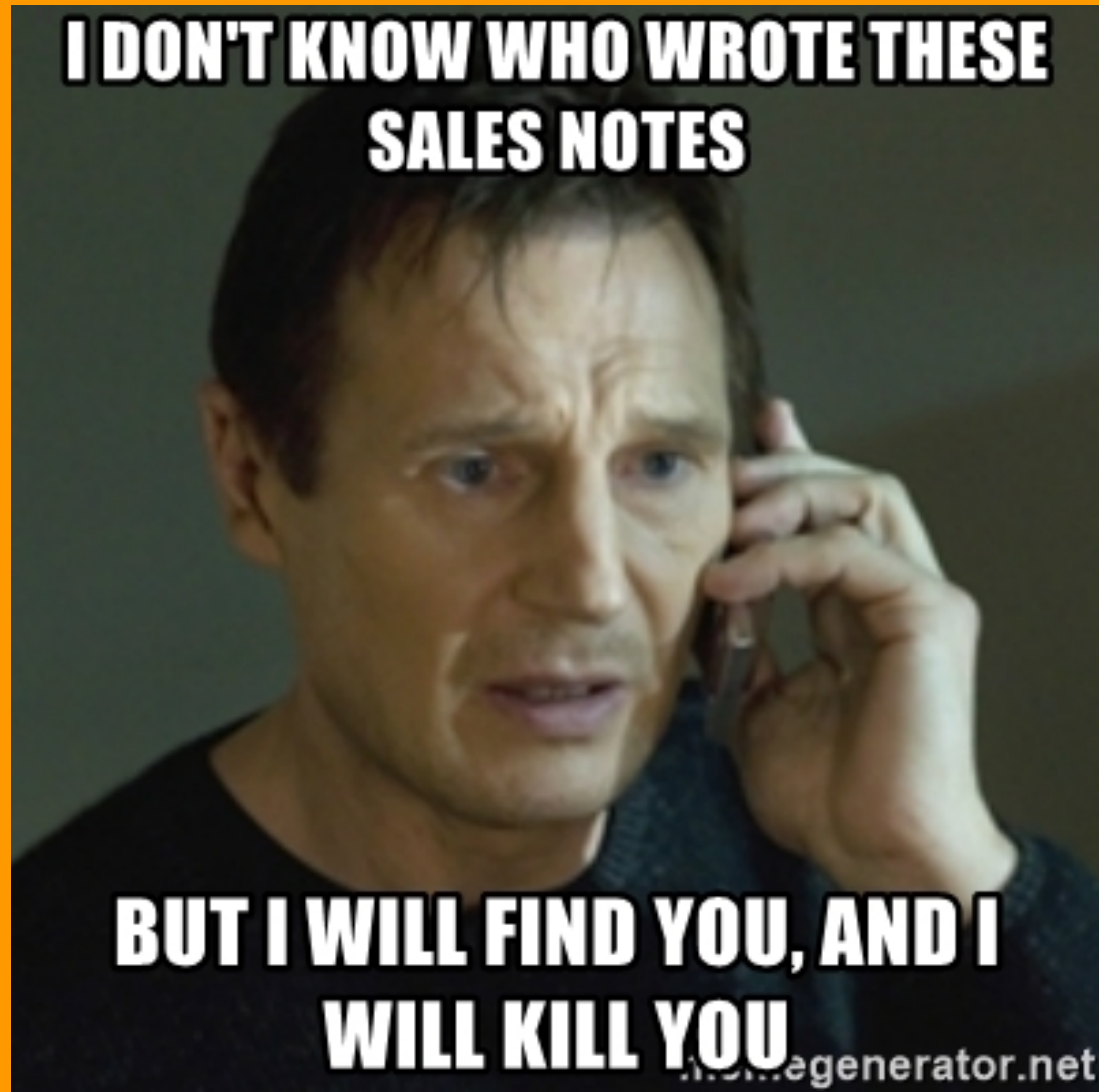


+353863132326: Congratulations!!!

Your cellphone number won £2 million pounds in the Mobile UK Promo. Promo code: UKMBL. To claim send email to:

claims@ukmobilelotto.com

Sun, 16 Jan 2011, 19:01



The Struggle:

Sales teams with lots of members and no formal account allocation system

Ask yourself now:

Does your sales team have a single window access to all contact and deal information ? Does Rep #2 really know what went on during the 'LOGGED CALL' that took place 6 months ago between the prospect and Rep #1 ?



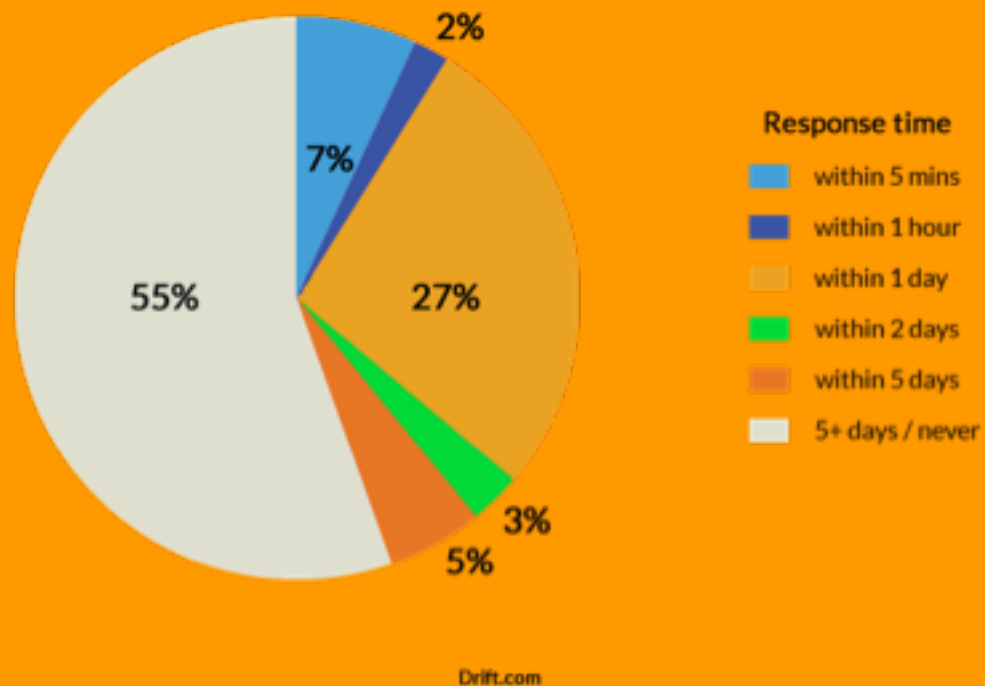
The Struggle:

HubSpot Research's survey of salespeople revealed more than half rely on their peers to get tips for improving. Forty-four percent looked to their manager, 35% to team training resources, and 24% to media.

Ask yourself now:

What tools or resources have you provided the sales team to help them constantly evolve and improve their sales process. ?

Only 7% of 433 companies tested responded to a lead request within 5 minutes



The Struggle:

Drift tested the response time of 433 companies. Only 7% responded in the first five minutes after a form submission. More than half didn't respond within five business days.

Ask yourself now:

What SLA structure is in place within your organization to ensure that the right sales rep gets assigned a lead once it is generated ? Do you segment leads by region, industry or product ? Is the lead distribution within sales still Manual or semi manual ?



The Struggle:

The chasing and the back & forth that eats up so much of a Sales rep's time. A meeting time + an agenda for the meeting at a mutually convenient time should be a standard activity and not a miraculous coincidence involving luck.

Ask yourself now:

A lot of you might already be using meeting tools but are you setting the agenda for the call or gathering relevant information at this stage ? If Not, perhaps you like suspense and read a lot of mystery novels.



Meet with Prateek Sharma

< July >

MON	TUE	WED	THU	FRI	SAT	SUN
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

How long do you need?

30 min

45 min

60 min

What time works best?

UTC +01:00 Dublin, London, and Lisbon ▾

10:00

10:30

11:00

11:30

14:30

15:00

15:30



Confirm meeting

Wednesday, 4 July 2018 10:00

First name *

Last name *

Your email address *

Select your country *

Select ▾

One marketing /sales challenge that keeps you awake at night ? *

< Back

Confirm



The Struggle:

Too many moving parts – a disjointed Sales and billing process that involves new systems that can possibly delay a customer acquisition when they're ready to purchase.

Ask yourself now:

In your organization – does your sales team have the ability to offer someone a payment link or a quote immediately (while they're still in the meeting/call) or does it have to be routed via Finance or a complex ERP system that requires technical expertise ?



Familiar with terms like Sales Rockstar,
Sales superstar, Sales top performer ?

Ever felt sad about not being called a
Marketing rockstar ? Ever.



Thank you for attending the HUG today !

Questions, feedback and Shakshuka
recipes can be sent to
psharma@hubspot.com