



WHY THE PHONE DOESN'T RING ANYMORE

HOW DIGITAL MARKETING CAN IMPROVE YOUR SALES EFFORTS

WHY THIS IS IMPORTANT

“By 2020 customers will manage 85% of their relationships without talking to a human.”

Gartner

Your customers aren't calling you anymore. Are you still waiting for the phone to ring?

In 1983 two men set out to start a business centered around their capabilities in manufacturing cabinetry. Their business grew steadily over the years but thirty years later they suddenly closed their doors.

This was not due to a lack of customer satisfaction, operational deficiency, or illegal activity on behalf of ownership. They ran a sturdy business with loyal customers and a reputation of integrity.

What brought them to the breaking point?

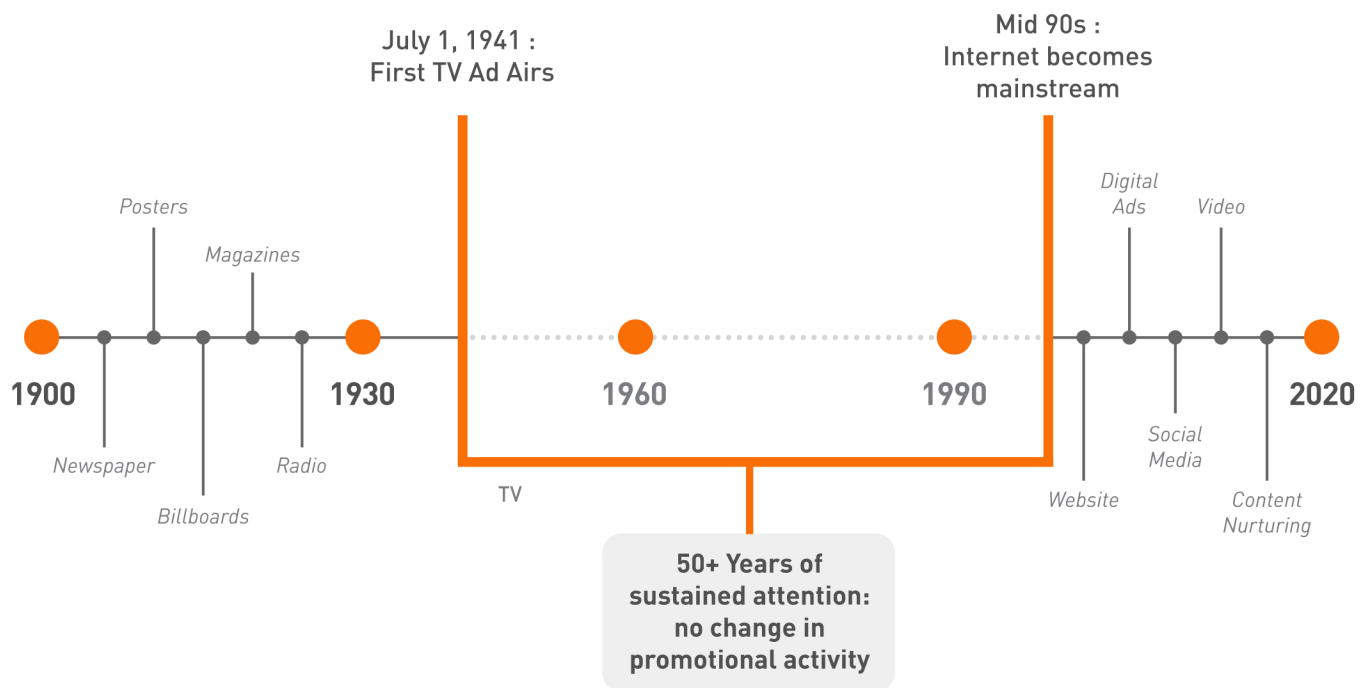
They misunderstood how technology would forever change the sales cycle.

Too much focus on traditional sales methods and inefficient spending on marketing and advertising ultimately negated the talent and expertise that had allowed the business to thrive for so long.

How can you avoid a similar fate? Let's take a look at how you can grow your business more than ever for a fraction of the costs.

HOW WE GOT HERE

Your primary advertising goal is to be where your customers' attention is. Up until the mid 90s it was a simpler task because there were a limited number of places to advertise. Fewer places to capture customer attention made it easier for companies to determine where they could be noticed.



Because of this, companies were in control of the sales process because they held the information. When a customer needed a particular product, they would contact the company and their sales representative would educate them to make the sale.

Then all hell broke loose. In the mid-90's the internet was quickly becoming a mainstream utility in people's lives. Unbeknownst to many companies at the time (and still today), this very quickly disrupted the sales process that had remained the same for nearly a century.

THE DIGITAL EARTHQUAKE

The internet dramatically shifted people's attention away from many traditional media outlets. This shift kicked up a lot of dust in the eyes of companies all over the world.

Twenty years ago customers had to contact companies to get information because there was no internet. Today customers don't turn to sales first – they self-educate. All of a sudden people don't need salesmen anymore to get the information they need.

For the first time ever companies had lost control of the sales process and the power of the economy shifted from the seller to the buyer.

What does this mean to you? Information was your initial point of leverage to get customers to call you because you had something they needed. Now that this information is available online you've lost your leverage – your lead generation tactics must adjust.

Customers contact companies much later in the sales process today. The internet has created a gap in the sales process.



"65% of business-to-business buyers only engage with a vendor sales rep after they've already made a purchase decision."

2015 IDC study, by Salesforce

WHAT THIS MEANS TO YOU:

WHICH ACTIVITIES SHOULD YOU LEVERAGE, AND WHY?

The accessibility to information today has drastically shifted people's attention away from traditional forms of media. The internet is a resource that allows you to get in front of people when their attention is on getting information. Traditional forms of advertising tend to interrupt people when their attention is on something else. Your customers are more interested in solving their problems and less interested in buying products.

"85% of business-to-business buyers only want to hear from you if you are able to be relevant and contextual."

Pardot

It's not a matter of traditional methods being completely ineffective, but they must be connected to your larger sales process – they must be measured – and they must be a center of influence for your prospective customers.

The buying cycle today is a combination of efforts to maximize your value and convenience to customers. Your sales cycle must strategically integrate advertising and marketing. With these additional efforts the sales team can improve their lead volume and quality.



WHAT THIS MEANS TO YOU:

HOW DO YOU MEASURE THESE ACTIVITIES?

"What gets measured gets managed."

Peter Drucker

Measure :

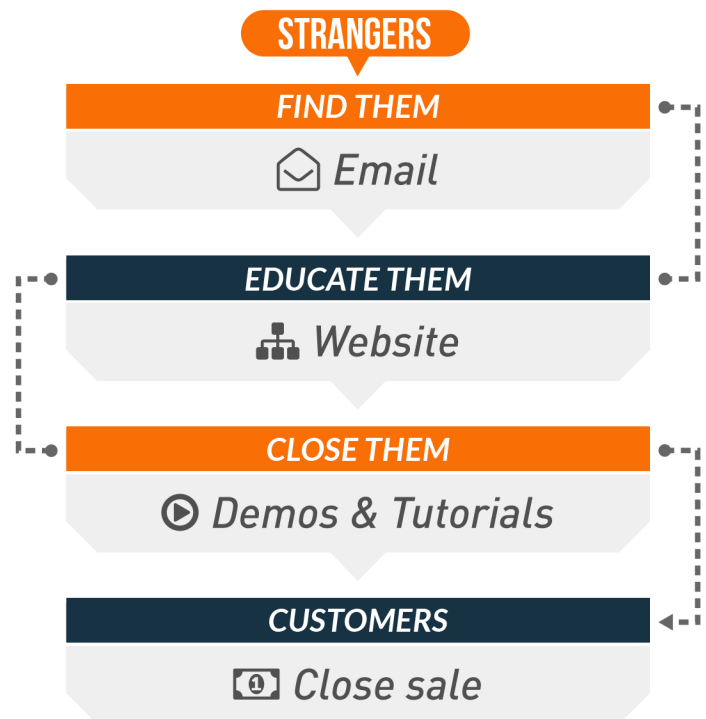
The challenge that often arises is the fact that these activities operate on their own. In order for them to be effective they need to be connected to one another and work in a system to drive the prospect closer to the point-of-purchase.

Each activity needs to have a call-to-action. A "call-to-action" is a clear statement about what the prospect should do next. They connect different activities to one another.

For instance, a call-to-action for an email could be to download a whitepaper or visit their website to read a relevant blog post.

The effectiveness of any activity is measured in its ability to push the prospect closer to the point-of-purchase.

Does this activity cause the viewer to accept the call-to-action and take the next step? If so, it's worth it. If not, then that activity needs to be adjusted.



WHAT THIS MEANS TO YOU:

HOW DO YOU HOLD PEOPLE ACCOUNTABLE?

"65% of sales reps say they can't find content to send to prospects, representing the most common complaint cited by sales teams." – **The Kapost Blog**

The buyer's journey from discovering your company to becoming a customer is very complex today. Customers manage their own education process now, which makes it harder for your sales team to get in front of them to start building a relationship. Integrating your marketing and sales efforts allows you to serve your customers on their level.

The purpose of sales has not evolved but the process has. Customers still need to be educated but they want to do so online instead of speaking with a sales rep. What's this mean for sales? They need marketing's help to create meaningful content to nurture customers toward the point-of-purchase.

	1997	2017
CUSTOMER PRIORITY	Locate most convenient source of information – call the company	Locate most convenient source of information – look online
COMPANY PRIORITY	Answer the phone to educate the customer	Educate the customer online, then answer the phone if they call

"Companies with strong sales and marketing alignment achieve 20% annual growth rate. Companies with poor sales and marketing alignment achieve a 4% revenue decline." – **Infor**

**If sales is Maverick, marketing is Goose –
Maverick pulls the trigger but it's Goose that helped put the target in his sights.**

CASE STUDY



A Cincinnati-based business-to-business organization experiences growth through digital marketing



Who are we talking about? What did they desire?

Our partner is a middle market industrial machine knife manufacturer. They have had successful year-over-year growth but wanted to take the company to the next level.



What was in the way of them achieving the results they wanted?

Our partner had a good offline sales process but little to no digital (online) marketing presence. They felt like it was a space they needed to be in but weren't sure where to start. They also didn't have the budget or the time to hire a full staff dedicated to customer acquisition.



How did we help them?

We partnered with them and put them on the Grow plan. In a three-month period they experienced a 211% increase in website traffic, received 42 new leads and have a 9X return on their investment. And these figures are increasing as we speak.

HOW DID WE DO IT?

Let's chat and we'll show you how to assemble a process to achieve similar results.

OUR OFFER TO YOU

Is your business prepared for this new sales process?

"By 2020 customers will manage 85% of their relationships without talking to a human." – Gartner

- ? Do your marketing materials or website generate any activity for your sales team?
- ? Are you frustrated with the work an ad agency or marketing agency did for you?
- ✓ We're going to take the time to review your marketing and sales approach with you. Don't have one? No problem, we'll build one with you.

LET'S GET TOGETHER FOR A BRIEF DISCUSSION ABOUT YOUR PRIORITIES AND THE QUESTIONS YOU HAVE:



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Be on the lookout for some additional information coming your way over the next few weeks. It'll help clarify how you can evolve your activities to get new customers in the modern marketplace.

ABOUT THE AUTHORS



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Zach Strauss and **Zach Murphy** are focused on helping organizations acquire more customers by connecting marketing and sales efforts. Strauss' background is in technology and sales, while Murphy's focus has been on marketing strategy.

Together they have created a process that harnesses the power of the internet to turn strangers into loyal customers. Their program merges several efforts that have traditionally been separated teams: advertising, marketing and sales.

They will work with internal teams to develop a more measurable program or manage all of your marketing and sales needs if internal teams are not available. Their process creates efficiencies that maximize the return on your investment, more so than internal efforts or outsourcing to a traditional agency.