


TERRA
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The Right Fit.

Making it Rain

Presented by
Jenifer Lambert, CPC
VP, Sales & Marketing

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Selling Isn't What it Used to Be




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Pathway to the Sale

- Twitter
- Blog post
- ♦ Website
- White paper
- Case study
- Email
- + PHONE



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"A recent Corporate Executive Board study of more than 1400 business customers found that those customers completed, on average, **60%** of a typical purchasing decision—researching solutions, ranking options, setting requirements, benchmarking pricing, and so on...

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...**before** even having a conversation with a supplier!"

--Harvard Business Review, July 2012

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Don't call us,
we'll call you

The Internet

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If your sales efforts hinge on your own outbound activity, you are

- Missing opportunities
- Not working smart
- Definitely working too hard

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Mindshift

Tired	Inspired
Pushing	Pulling
Interruption marketing	Permission marketing
“Selling”	Helping customers buy

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Your Customer is Looking for You!

Make sure they can find you!



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They're in The Market



Make Sure
You're
Unavoidable!

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Make It Easy for them to Buy!



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Make it Safe to Raise their Hand



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Does this mean we stop calling?


NO

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“Multi-Modal Lead Generation”

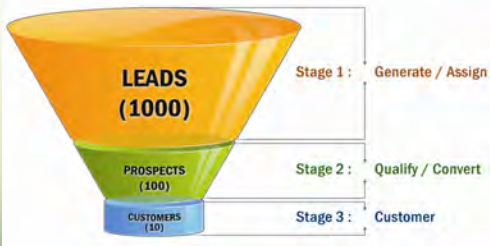
- Warmer leads
- Less expensive
- More predisposed to buy



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The Old Sales Funnel

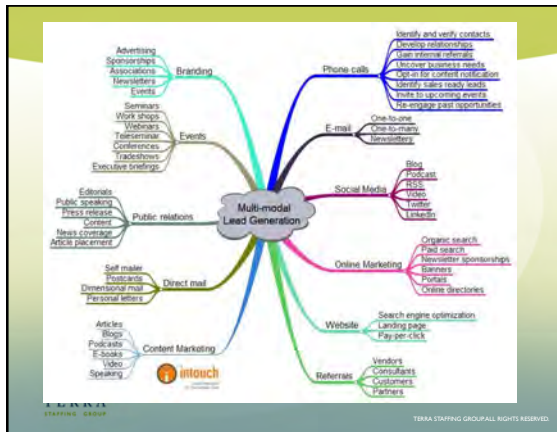


LEADS (1000)
PROSPECTS (100)
CUSTOMERS (10)

Stage 1 : Generate / Assign
Stage 2 : Quality / Convert
Stage 3 : Customer

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How to get NO value out of this session

- Get overwhelmed
- Make it an “all or nothing” proposition
- Convince yourself you can’t
 - No budget
 - No authority
 - No expertise
 - No time

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Where Do You Start?

1. Which are you already using? Is it working?
2. Which are your competitors using— “me too” or something new?
3. What fits your target audience?
4. Opportunities to outsource or automate?
5. Opportunities to partner?

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My Top 4

1. Turn your website into an ATM
2. Get smart about social media
3. Produce kick-@ss content
4. Partner up for profits



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Turn Your Website into an ATM

- It's all about SEO
- Think "Wiki"
- Mobile friendly
- Fresh content



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How Important is SEO?

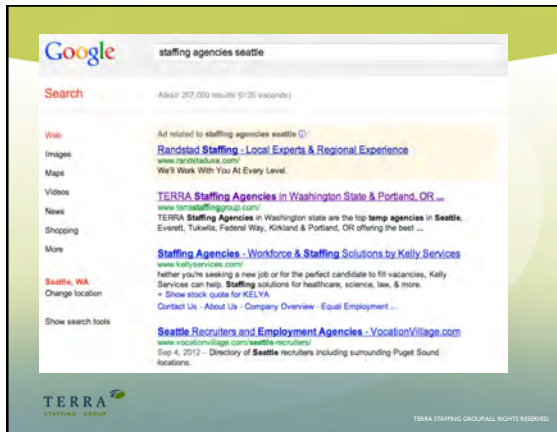
Study of search rankings:

- 18% click on first search result
- 10% on 2nd
- 7% on 3rd
- 5% on 4th

If you're not in the top 4 results, kiss 40% of the market goodbye

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SEO Tools

- SEMRush.com—lists every keyword your site ranks for, your competitors info
- SEOMoz.org—great blog
- OpenSiteExplorer.org—free tool
- Adwords.Google.com

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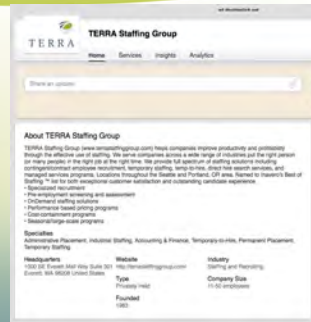
- Goal is conversion!
- Make it easy to start the conversation.

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Get Smart About Social

• LinkedIn

- Company profile page
- Groups
- Discussions
- News



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Get Smart About Social

• Facebook & Twitter

- Build brand
- Build community
- Drive traffic back to your website for conversion



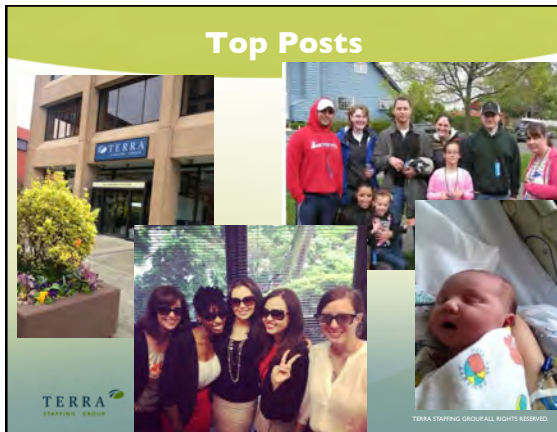
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Produce Kick @ss Content

Goal:
 Establish "thought leadership"
 Answer questions
 Entertain
 Improve SEO

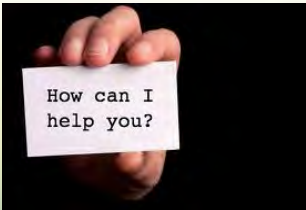


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Produce Kick @ss Content

- Webcasts
- Articles
- Blog Posts
- Public speaking
- Video



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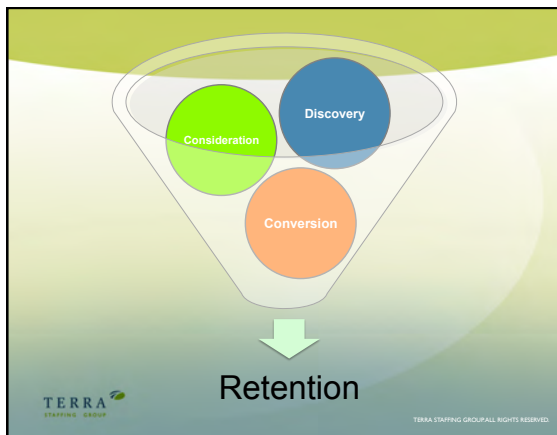
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Remember--

- Always measure ROI
- Look for opportunities to double or triple up
- Look for opportunities to involve others
- Use vendor partners wisely

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Viral & Sticky...

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There's More than One Way...



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Sorprendente trampa exterior para moscas
Altamente eficaz
No es tóxica

FLIES ~~be~~ GONE!
Super Effective, Non-Toxic Flytrap

Catches
miles de moscas!

Catches
thousands
of flies!

Effective in all outdoor areas!

- Backyards • Kennels
- Patios • Livestock Areas
- Dumpsters • Truck Racks
- Restaurants • Corals

Easy to use!

From Industry News:

- Practical
- Safe
- No chemicals
- Effective and safe
- Attracts and traps flies
- Environmentally friendly

La Drogas, la Seguridad, el Seguro

- Fácil de usar
- Seguro
- Sin químicos
- Efectivo y seguro
- Atrae y atrapa moscas
- Amigable con el medio ambiente
- Caece de moscas y no es perjudicial

For outdoor use • Para uso al aire libre

18 billion flies can't be wrong! ¡18 mil millones de moscas lo evidencian!

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Happy "Catching"!



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