



CLASS 11

# Taking Your Sales Process Inbound

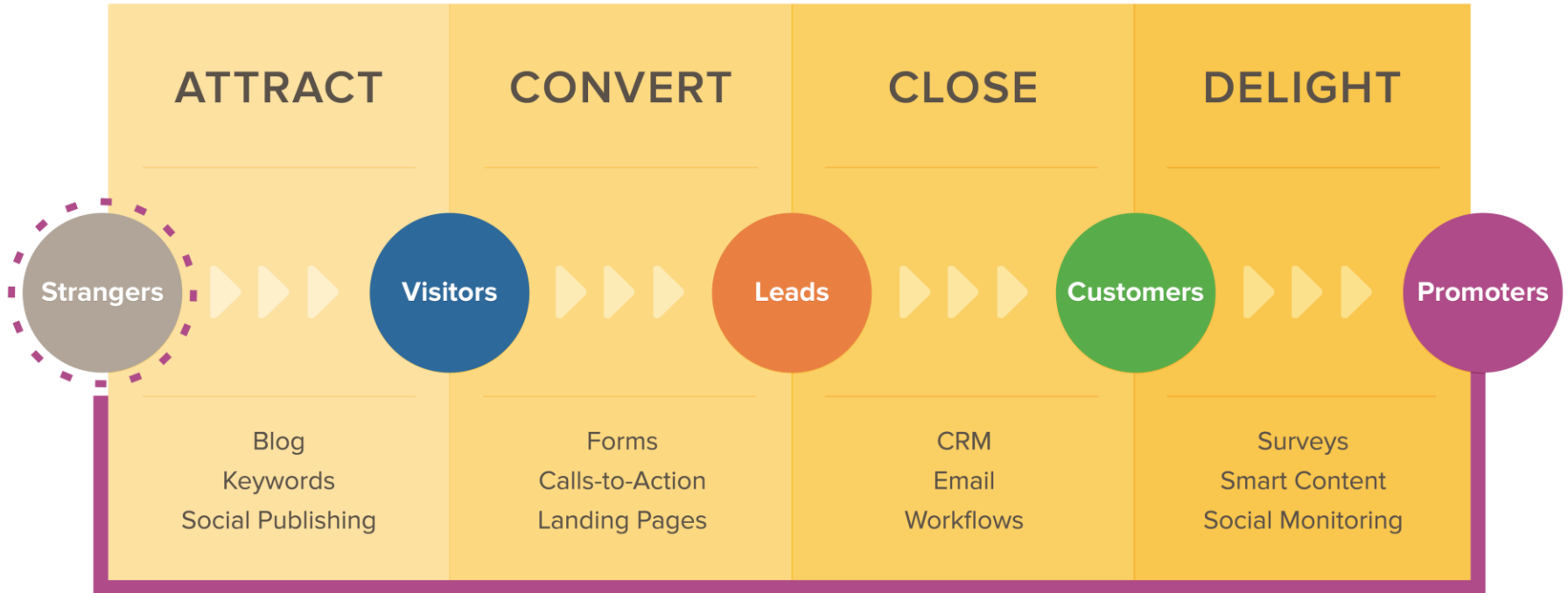
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Professor: David Shepherd

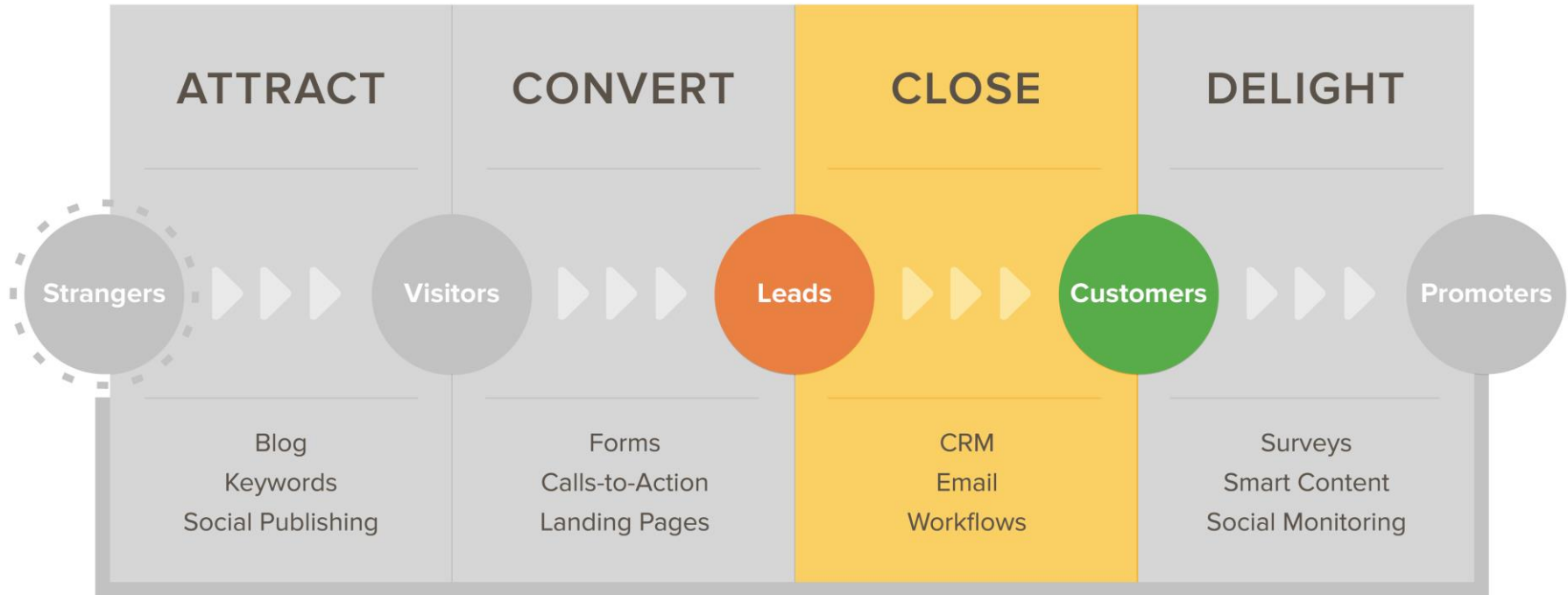
1

# WHAT IS INBOUND SALES?

# Inbound Methodology



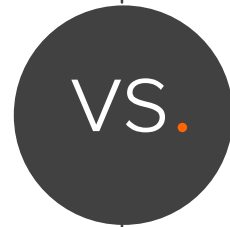
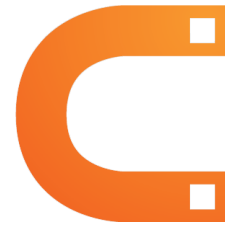
# Inbound Methodology



TRADITIONAL



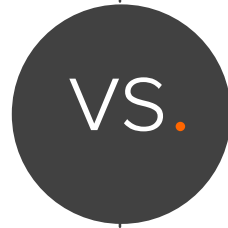
INBOUND



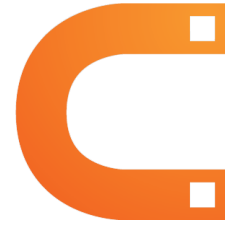
# TRADITIONAL



Cold Calling  
Information gatekeepers  
Static pitch  
**Seller - Centric**



# INBOUND



Attract with content  
Be an open book  
Leverage the buyer's context  
**Buyer - Centric**



What defines  
**inbound sales?**



**“Buyers have more information available to them,** and higher expectations for a relevant, personal experience when making a purchase.

Giving them that relevant, personal, “delightful” experience that is driven by their needs and happens on their timeline is what an inbound approach to sales is all about.”

-Brian Halligan



The background of the slide is a dark blue-grey color with a repeating pattern of small, light-colored lightbulb icons. The icons are arranged in a grid-like fashion, with some appearing slightly more prominent than others.

# 60%

of a buyer's purchase decision has already been made before even talking to a sales rep.

**Evolve** our selling in order to keep up with your customer's buying habits.





# 2 HOW CAN YOU TRANSFORM THE WAY YOU SELL?

# BEST PRACTICES FOR EFFECTIVELY TRANSFORMING THE WAY YOU SELL

- Transform the way you target accounts.
- Transform the way you prospect accounts.
- Transform the way you connect with accounts.
- Transform the way your prospects perceive you as a salesperson.

# BEST PRACTICES FOR EFFECTIVELY TRANSFORMING THE WAY YOU SELL

- Transform the way you target accounts.
- Transform the way you prospect accounts.
- Transform the way you connect with accounts.
- Transform the way your prospects perceive you as a salesperson.

Make sure you are targeting  
the **right people.**

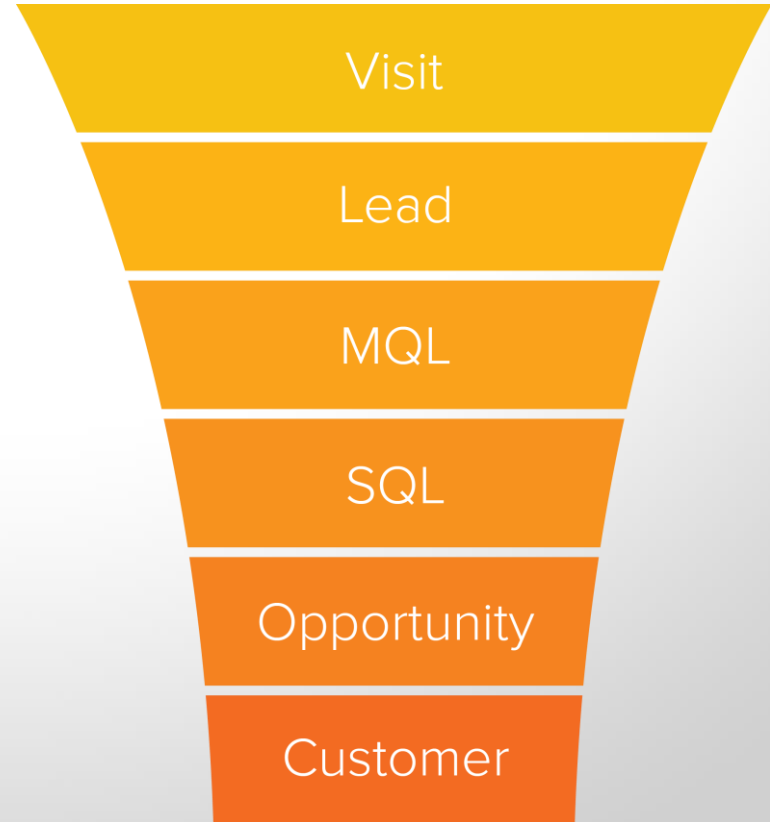
# The **Buyer's Journey**

From the buyer's perspective



# **Lifecycle** stages

From the marketer's perspective



**ALL LEADS THAT YOU CONVERT  
SHOULD BE PASSED ONTO SALES**

True or false?



# ALL LEADS THAT YOU CONVERT SHOULD BE PASSED ONTO SALES

True or false?

**Answer:** False!

Not all leads are a good fit and not all leads will be ready to buy. Ideally, leads will be filtered before they get passed on to sales. That's why it's extremely important to understand your prospect's lifecycle stage, and where they fall in the buyer's journey.

# BEST PRACTICES FOR EFFECTIVELY TRANSFORMING THE WAY YOU SELL

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- Transform the way you prospect accounts.
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- Transform the way your prospects perceive you as a salesperson.

# RESEARCH YOUR LEAD THOROUGHLY

1. Company information
2. Read about their industry
3. Check social media
4. Lead intelligence



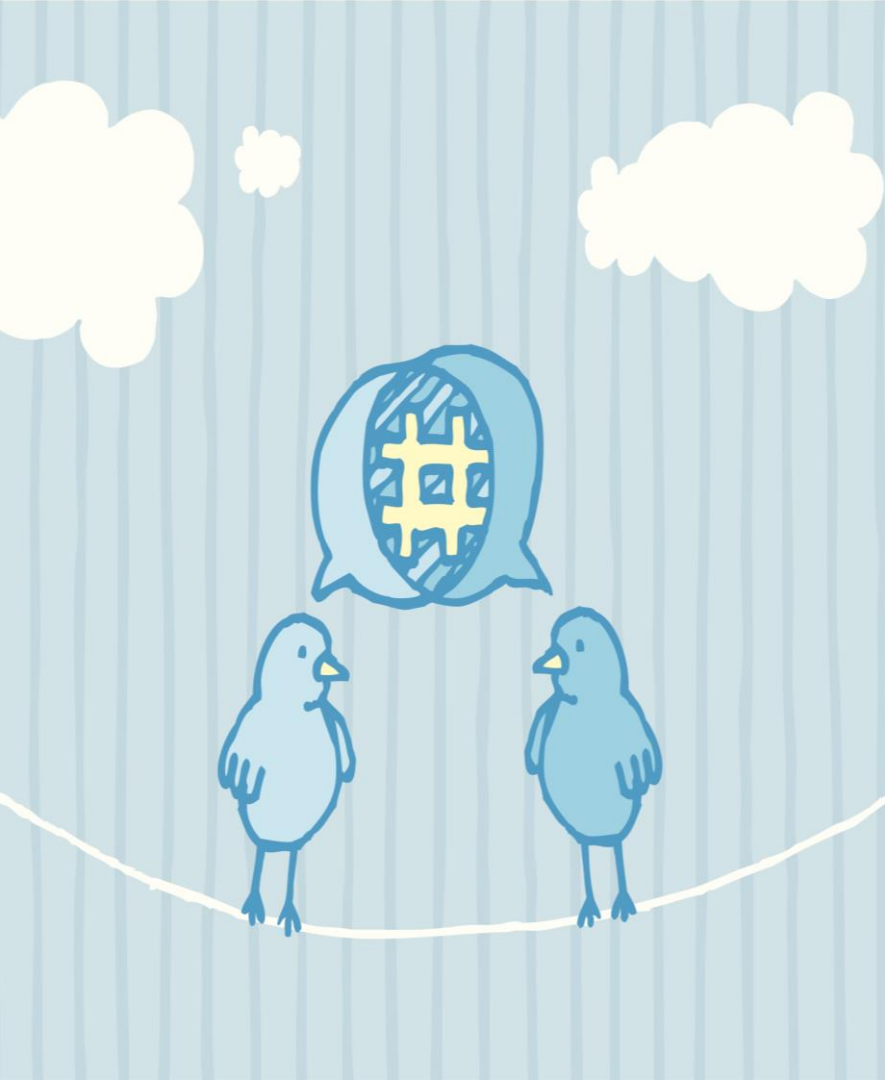
# COMPANY INFORMATION

- Company size
- Annual revenue
- What they sell
- Who they sell to
- Role of lead within the company
- Are there any other key players that may be involved?



## UNDERSTAND THE BUSINESS

- Company news
- New funding
- Are they hiring?
- Territory expansion
- Upcoming events
- LinkedIn profiles
- Shared contacts
- Shared groups



## SOCIAL MEDIA

- 73% of salespeople using social media actually outperformed their colleagues who weren't using it.
- Is your lead actively talking with other companies?
- Is your lead researching other needs?

Andy Pitre

HubSpot



[Return to All Contacts](#)

Contact Details

Overview

Properties

Account

Lists

Property History

Workflows

Contact Research

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First Touch

2 Years Ago

Last Touch

4 Days Ago

[Opened Email](#)

Lifecycle Stage

Opportunity

Since Oct 30, 2012

Starred

First Name:  = ★ ⓘ

Follower Count:  = ★ ⓘ

Last Name:  = ★ ⓘ

Original Source Type:  = ★ ⓘ

Recent Conversion:  = ★ ⓘ

Twitter Username:  = ★ ⓘ

Showing All 300 Interac... ⚙

March

- 2 Emails
- 2 List Memberships
- 1 Sync
- 1 Twitter Event

Added to Existing Hot Leads - Independents  
Mon Mar 10, 2014 at 1:51pm

The WIN - The "Spring Training" Edition  
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That you are here! That life exists! That you submit to the WIN!  
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[Show all 6 interactions from March](#)

February

- 11 Emails
- 4 Automation Events
- 3 Twitter Events
- 8 List Memberships

The WIN - The "Fal Tuesday" Edition  
Fri Feb 28, 2014 at 9:00am

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Receive total consciousness when you submit to the WIN  
Wed Feb 26, 2014 at 6:32pm

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Fri Feb 21, 2014 at 11:15am

Opened

# LEAD INTELLIGENCE

Monitor the lead's engagement with your company.

- What did they download?
- What pages did they look at?
- What emails are they reading?
- What is resonating with them?

Determine the goal of the call  
**before** getting on the phone.



# BEST PRACTICES FOR EFFECTIVELY TRANSFORMING THE WAY YOU SELL

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# GUIDELINES FOR TRANSFORMING THE WAY YOU CONNECT

- Build rapport

# GUIDELINES FOR TRANSFORMING THE WAY YOU CONNECT

- Build rapport
- Know your audience

# GUIDELINES FOR TRANSFORMING THE WAY YOU CONNECT

- Build rapport
- Know your audience
- Speak the prospect's language

# GUIDELINES FOR TRANSFORMING THE WAY YOU CONNECT

- Build rapport
- Know your audience
- Speak the prospect's language
- Be helpful

# BEST PRACTICES FOR EFFECTIVELY TRANSFORMING THE WAY YOU SELL

- Transform the way you target accounts.
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# Be a sales **educator**.

In order to put yourself in the position to educate your prospects, you need to become the ultimate listening machine and truly understand your prospect's pains and challenges.





Make your sales organization **human** again.

People buy from people. You need to break down the walls of humanity and not come off as a sales robot that is static no matter who you are talking to.





Become trusted **advisors.**

Focus on building your personal brand as a thought leader in your space.  
Remember, people buy from people that they like and trust.

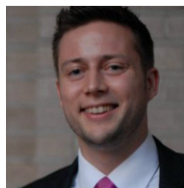
# BEST PRACTICES FOR EFFECTIVELY TRANSFORMING THE WAY YOU SELL

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# 3 WHAT DOES A DAY IN THE LIFE OF AN INBOUND SALES REP LOOK LIKE?

Andy Pitre

HubSpot



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[+ Add/Remove from Lists](#) [x Resync With Salesforce](#) [✉ Opt Out of Email](#) [✓ Close as Customer](#) [🗑 Delete](#)

First Touch

**1 Hour Ago**

Last Touch

**1 Hour Ago**

[Opened Email](#)

Lifecycle Stage

**Lead**

Since March 10, 2014

Starred

First Name:  = ★ ⓘ

Follower Count:  = ★ ⓘ

Last Name:  = ★ ⓘ

Original Source Type:  = ★ ⓘ

Recent Conversion:  = ★ ⓘ

Twitter Username:  = ★ ⓘ

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March

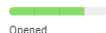
- 2 Emails
- 1 Automation Event
- 2 Twitter Events
- 2 List Memberships
- 1 Sync

Completed workflow [Signed up for Free Trial](#)  
Tue Mar 11, 2014 at 1:08pm

[The WIN - The "Spring Training" Edition](#)  
Fri Mar 7, 2014 at 10:26am



[That you are here! That life exists! That you submit to the WIN!](#)  
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[Show all 8 interactions from March](#)

February

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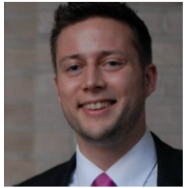
[The WIN - The "Poetic License" Edition](#)  
Fri Feb 21, 2014 at 11:15am



Imagine you work for a software development company and this inbound lead appears in your inbox.

Andy Pitre

HubSpot



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First Touch

**1 Hour Ago**

Last Touch

**1 Hour Ago**

[Opened Email](#)

Lifecycle Stage

**Lead**

Since March 10, 2014

Starred

First Name:	<input type="text" value="Andy"/>	=	★	?
Follower Count:	<input type="text" value="0"/>	=	★	?
Last Name:	<input type="text" value="Pitre"/>	=	★	?
Original Source Type:	<input type="text" value="Direct Traffic"/>	=	★	?
Recent Conversion:	<input type="text" value="E-Book Download: Business Blogging 101"/>	=	★	?
Twitter Username:	<input type="text" value="andypitre"/>	=	★	?

Showing All 302 Interac...



March

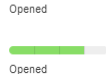
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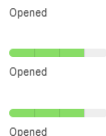
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First, you need to do **research.**

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Releases

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Management

Directors & Advisors

Our Speakers

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### Who we are

HubSpot is the world's [#1 marketing software platform](#). We help more than 10,000 companies in 56 countries attract leads and convert them into customers. A pioneer in inbound marketing, HubSpot aims to help its customers make marketing that people actually love. (Learn more about [HubSpot software](#) and [Inbound Marketing](#).)



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- Past/upcoming events
- Management
- Directors & advisors
- HubSpot in the press

Proven success with over 10,000 companies across a variety of industries.

[PARTNER CASE STUDIES](#) [CUSTOMER REVIEWS](#) [EXPERT REVIEWS](#) [ROI](#) [CUSTOMER TESTIMONIALS](#)

### ShoreTel Moves From Marketing Automation to Inbound Marketing with HubSpot

The Demand Generation team at ShoreTel believed in inbound marketing, but didn't have the right toolset to implement it. The main system they used was Eloqua, which they found to be inflexible, slow and not user friendly. When the opportunity came up to evaluate other marketing software options, they jumped on it and soon chose HubSpot.



- ✓ 60% year-over-year organic search traffic increase
- ✓ 36% year-over-year increase in leads
- ✓ 110% year-over-year increase in qualified leads

Are YOU evaluating marketing software?

Yes I am!

#### Browse Our Case Studies

BY COMPANY SIZE

[Small Business](#) [Mid-Market](#)

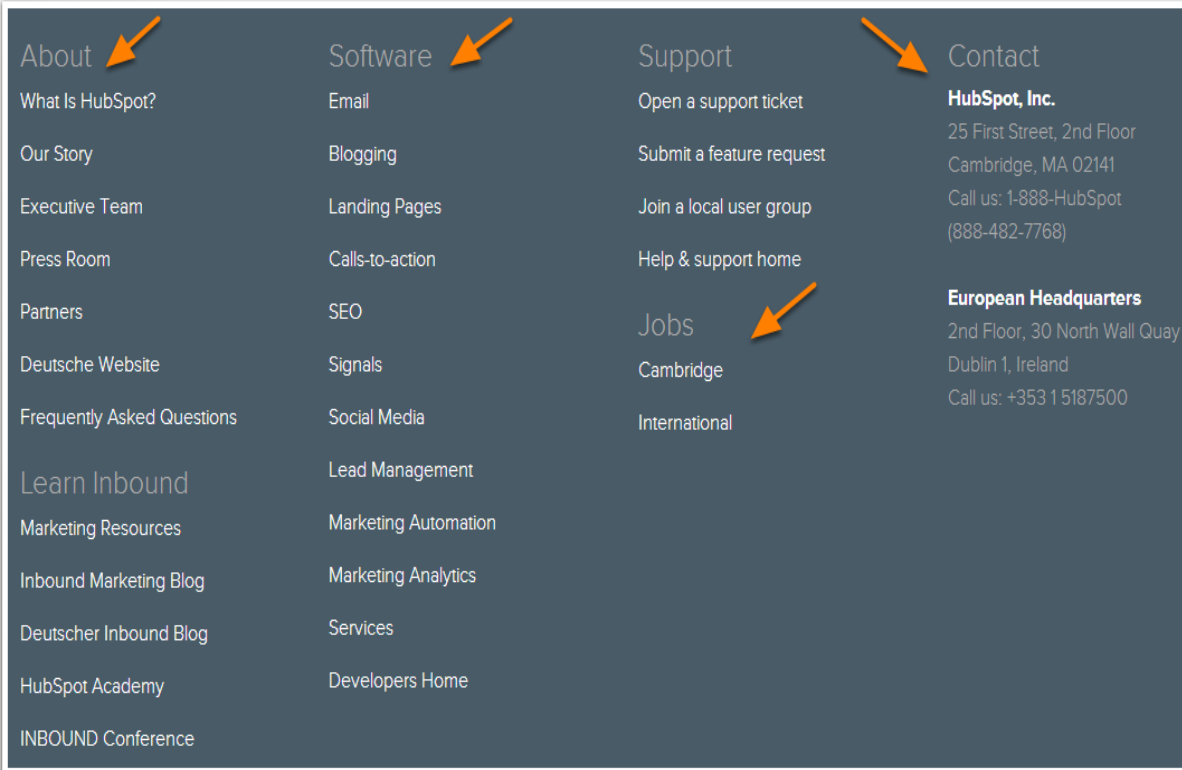
[Enterprise](#)

BY ORGANIZATION TYPE

[B2B](#) [B2C](#)

## CASE STUDIES

- HubSpot case studies
- Who are they working with?
- Who do they typically sell to?



## HOME PAGE FOOTER

- Locations
- Contact information
- Are they hiring?
- What do they sell?





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Images

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Mar 4, 2014 - HubSpot company and product news blog - Get the latest info on HubSpot: the company, the people, the software and more. - Viewing all posts.

### News Coverage - HubSpot



[www.hubspot.com/news-coverage](http://www.hubspot.com/news-coverage) ▾ HubSpot, Inc. ▾

by Dharmesh Shah - in 14,635 Google+ circles

120+ items - HubSpot, our products, our culture, our employees and our ...

3/13/14: The NFL's New Moneyball: Recruiting Lessons from the Gridiron Inc

3/12/14: Every Great Interview Starts With One Question Inc

### In the News, Inc. Drives 676% More Leads with HubSpot an...

[www.hubspot.com/customers/in-the-news-inc](http://www.hubspot.com/customers/in-the-news-inc) ▾ HubSpot, Inc. ▾

In the News Tampa Florida B2B 51-200 Employees Laminating and Printing Established in 1987, In the News, Inc. is the largest c.

### HubSpot Ranks #1 in VentureBeat Marketing Automation Index

[www.hubspot.com/...news/hubspot-ranks-1-in-venturebeat...](http://www.hubspot.com/...news/hubspot-ranks-1-in-venturebeat...) ▾ HubSpot, Inc. ▾


Feb 26, 2014 - Company News. ... results, expert commentary, customer stories, and news analysis to help companies globally make better buying decisions.

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- Industry terminology
- Recent press releases


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**HubSpot** Make more persuasive inbound marketing pitches to your boss with these 100 stats, charts, and graphs: <http://hub.am/1gCT68p>



**100 Stats, Charts, and Graphs to Get Inbound Marketing Buy-in**

hub.am · Access 100 stats, charts, and graphs to get inbound marketing buy-in for your next presentation. You can even copy and past entire slides into your own presentations.

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**HubSpot** Here's what's important to know to differentiate Showcase Pages in your head from the other LinkedIn Pages:

[A Beginner's Guide to LinkedIn Showcase Pages](#)


**How You're Connected**



**136** first-degree connections  
**591** second-degree connections  
**812** Employees on LinkedIn


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**Andrew Pitre** 2nd


Inbound Marketer at HubSpot  
Greater Boston Area | Marketing and Advertising

Current HubSpot, A3C Hip Hop Festival  
Previous HubSpot, LEWIS PR, Atlantis Music Conference & Festival  
Education The University of Connecticut

[Connect](#) 500+ connections

☆ Contact Info [www.linkedin.com/in/andrewpitre](http://www.linkedin.com/in/andrewpitre)

**Background**

 Summary

I am an inbound marketing consultant at HubSpot, an online marketing software company that helps businesses get found and generate leads. I spend my days helping our customers become masters of online marketing and ensuring that they run successful, lucrative marketing programs.

Prior to HubSpot, I was employed by LEWIS PR, a global, high tech PR agency, working with leading and emerging brands in the most demanding industry sectors around the world. During my time there, I oversaw the company's marketing efforts on the East Coast and helped build and transform our online marketing program. My efforts generated some of our biggest leads and wins.


Before LEWIS, I helped found a boutique, music and event marketing consultancy in New York, where I greatly expanded my core competencies in online marketing, social media, SEO, experiential marketing, project management and business development.

I moonlight as a marketing consultant for the A3C Hip Hop Festival in Atlanta, which was founded, and is run by, my former business partner Brian Knott. Through my efforts, and those of our exceptional team, the A3C has grown from a local gathering into a national destination for music enthusiasts.


Whatever spare time I have outside of my work and work-like hobby, I spend teaching myself PHP and Javascript.

If you're looking to connect with me on any level, please don't hesitate to reach out. I am very friendly.

**People Similar to Andrew**





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Principal Inbound Marketing Consultant at Hu...  
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 **Amanda Iglesias**  
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 **Mark Roberge**  
SVP of Sales and Services at HubSpot

# INDIVIDUAL LINKEDIN

- His exact title
- Where he used to work
- Shared connections
- Shared groups
- Relevant “specialties”
- Andy says he’s friendly
- His hobbies
- Recommendations

# Always look at company/individual **Twitter** pages.

**Andrew Pitre**  
@andypitre FOLLOWS YOU  
Inbound Marketing Gentleman working at HubSpot.  
Boston, MA · hubspot.com

TWEETS **1,665** FOLLOWING **474** FOLLOWERS **1,036** Following

Followed by Rachel Goodman Moore, Sarah Bedrick, Danielle Herzberg and 84 others.

**Tweets**

- Andrew Pitre** @andypitre · Mar 24  
Why I Redesigned My Website [nyl.ms/1eESd2W](http://nyl.ms/1eESd2W)  
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- Andrew Pitre** @andypitre · Mar 20  
How To Close More Inbound Sales Deals With Timely Trigger Events  
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TWEETS **36.5K** FOLLOWING **44.7K** FOLLOWERS **379K** Following

Followed by Ryan Connors, Peter Caputa, Kinetek Media and 100+ others.

**Tweets** All / No replies

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### **An example of how to start:**

“Hi Andy, it’s Dave from Inbound Corporation. I saw that you recently downloaded our eBook on how to generate more business on Facebook. I had a chance to take a look at your Facebook page and website and have a few suggestions for how you can get more business. Was there anything in particular you were looking for help with?”



**Then you can take one of the two paths:**

- A. “What are you looking for help with?”
- B. “Well, I’ve been talking to a number of marketing agencies recently, and I keep running across two issues that they’re facing right now. First off, they’re trying to figure out what is the best messaging to use on social media. Secondly, they’re struggling to prove an ROI with social media to their clients. Have you or your team ever dealt with these issues?”

# DEFINITION OF A **POSITIONING STATEMENT:**

An expression of how a given product, service, or brand fills a particular consumer need in a way that its competitors don't.

# THREE PARTS OF A POSITIONING STATEMENT

- The root, which must contain a reference to talking to a bunch of people, just like them.



# THREE PARTS OF A POSITIONING STATEMENT

- The root, which must contain a reference to talking to a bunch of people, just like them.
- Two separate positions, so that you have twice the chance that what you say will resonate with the prospect.

# THREE PARTS OF A POSITIONING STATEMENT

- The root, which must contain a reference to talking to a bunch of people, just like them.
- Two separate positions, so that you have twice the chance that what you say will resonate with the prospect.
- Ask a question that gets them to elaborate on their experience with the two positioning statements.

What happens if they don't  
**pick up the phone?**



## Voicemail 1

Hi Andy,

You recently downloaded information on how to grow your business with Facebook.

I researched your company, and have a few suggestions on how Facebook can actually help you drive more traffic to your website.

Please let me know when you have a few moments to speak. My name is Dave, and I'm calling from Inbound Corporation, My phone number is 857.555.5555.



## E-mail 1

**Subject Line:**

Using Facebook to Grow your Business

Hi Andy, per my message today –

You recently downloaded information on how to grow your business with Facebook.

I've researched your company and have suggestions on how Facebook can actually help you drive more visitors to your website.

When do you have a few moments to connect?

Best,  
Dave



## Voicemail 2

Hi Andy,

You've been to our website and utilized our resources. I've researched your company and have a couple of suggestions on how Facebook can drive more traffic to your website. For example, by posting more educational content to your Facebook page, you can drive a lot more visitors.

I thought you might enjoy a 20 minute free assessment of your website where we can review more tips and suggestions that can help you drive more traffic.

Please let me know when you have a few minutes to speak. My name is Dave, and I'm calling from Inbound Corporation. My phone number is 857-555-5555. Let me know when you have a chance to speak.



## E-mail 2

**Subject Line:**

Inbound Corporation Free Assessment

Hi Andy, per my message today –

You've been to our website and utilized our resources. I've researched your company and have suggestions on how Facebook can drive more traffic to your website. For example, you can help drive more traffic to your website by posting more educational content.

Inbound Corporation offers a free 20 minute assessment where we can review more tips and suggestions that you can implement today.

When is the best time to connect?

Best,  
Dave



## Break-up Voicemail

Hi Andy,

I wanted to reach out to you one last time as I have suggestions on how your site can work harder for you. If I do not hear back from you, I'll assume the timing isn't right.

Give me a call if you would like to speak further. This is Dave, and I'm calling from Inbound Corporation. My phone number is 857.555.5555.



## Break-up E-mail

**Subject Line:** Best Regards from Inbound Corp

Hi Andy, per my message today –

I wanted to reach out to you one last time. I have suggestions on how your site can work harder for you. If I don't hear back from you, I'll assume timing isn't right.

My information is below should you have any questions.

Best,  
Dave

Provide a **relevant, personal,** and **delightful** experience for each of your prospects from start to finish.

THANK YOU.

