How I sold

$700K IN MY FIRST 100 DAYS WITH NOTHING BUT INBOUND SALES AND INBOUND MARKETING

Jen Spencer

Hey! It's nice to meet you. I'm Jen.

Some Fun Facts

- VP sales and marketing

- Agency newbie

- Former high school teacher

- Mom of twin teenagers

- Lover of animals, technology, the arts, and really good Scotch

@jenspencer | #intelligentinbound

#PARTNERDAY18

Let's get

REAL

Problem:

The cobbler's children have no shoes.

What I heard:

- We're too busy working *in* the business to work *on* the business.

- Our clients come from referrals so we don't need to do marketing.

- We tried it, and it didn't work. 😳

@jenspencer | #intelligentinbound

1 Too busy working *in* the business to work *on* the business.

Prioritize resources

What would you tell your clients if they told you they didn't have time or resources for marketing?

2 Our clients come from referrals so we don't need to do marketing.

Practice what you preach

Would you trust this dentist with your smile?

Yes, you're generating new business *today*, but buyers will only continue to have more choices tomorrow.

@jenspencer | #intelligentinbound

3 We tried it and it didn't work. 😳

Time out

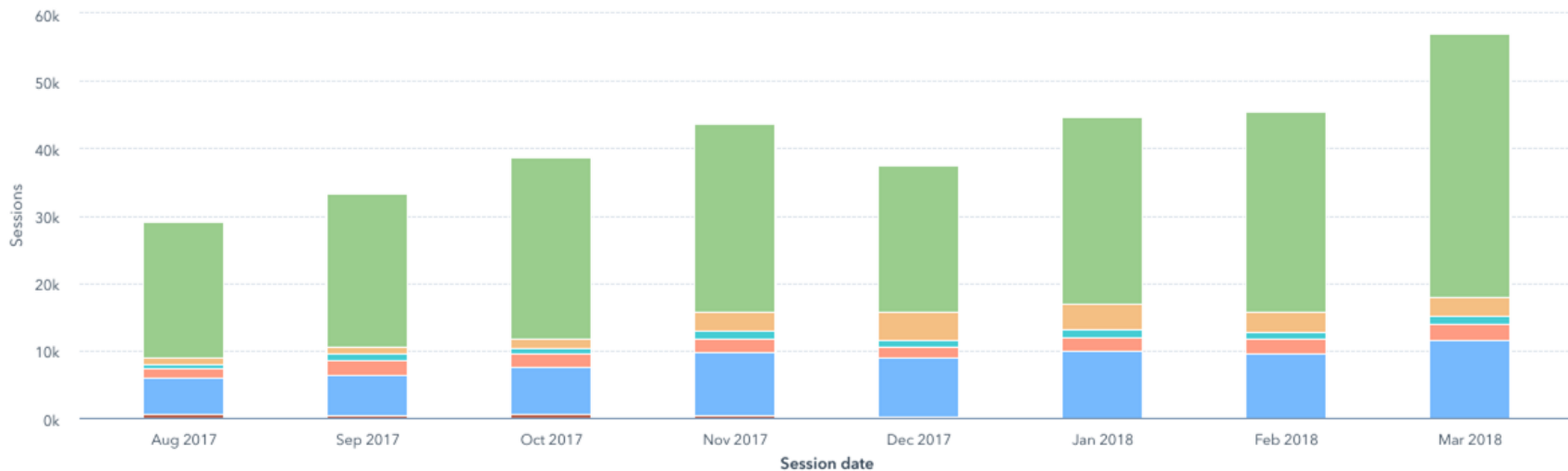If you're not successful executing inbound for yourselves, what business do you have doing it for others?

A typical week

Where does it all come from?

But first

MARKETING

Establish your buyer profile

Create a high-level list of characteristics that must be present for the lead or account to be an ideal potential buyer for **your agency**.

@jenspencer | #intelligentinbound

Points of consideration

- Which of your clients have you made wildly successful? Why?
- What do you offer (service or expertise) that is unique to your agency?
- Is there a type of client you should **not** work with?

SmartBug's Buyer Profile

- North America or Western Europe; English-speaking

- Using (or desire to use) HubSpot

- $5M in revenue or venture-backed

- Sales + marketing goals exist, can be documented, and are realistic

Develop your own personas

Your buyer personas should define the specific people within your buyer profile and what drives them to buy marketing and sales services.

Points of consideration

- Don't rely solely on HubSpot's personas.
- Embrace the concept of a negative persona.
- Generate feedback from sales and client services.
- Evangelize internally.

SmartBug's Buyer Personas

Strategic Steve

Producer Patti

Sales Leader Sam

Founder Frank

Audit your content and campaigns

- Which efforts have yielded the highest conversion?
- Are you doing anything that "looks" better than it actually performs?
- Check ego at the door.

@jenspencer | #intelligentinbound
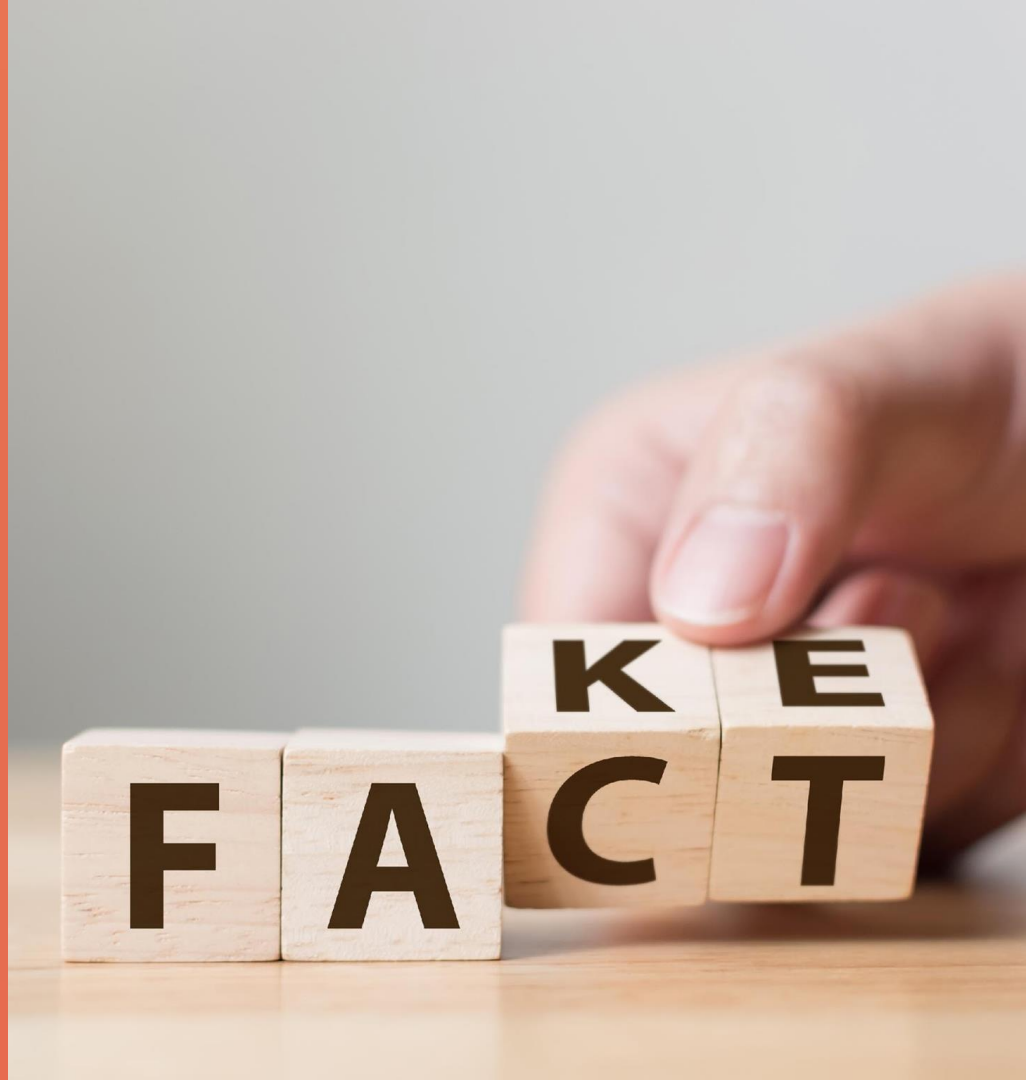
Cut the crap & offer extraordinary value

- How can you help **your personas** in ways that others aren't?
- Be **the source of truth** for them.
- Lose generic posts and hacks.

@jenspencer | #intelligentinbound

Make a commitment

- Write daily.
- Listen, consume and learn.
- Embrace change.
- Carve out necessary resources (time **and** money).

@jenspencer | #intelligentinbound

And now

SALES

Document your sales processes

- Does your process vary by service offering?
- Do you have the proper sales enablement resources in place?
- Is your technology aligned?

@jenspencer | #intelligentinbound

Lead submits consultation request online

Sales reviews submission for cursory qualification

Potential disqualifiers:
- Market
- Platform
- Past Experience

Sales sends disqualification email + marks lead status as disqualified

Sales sends inbound lead follow up email template

Template includes starting retainer ($7k/mo) + meeting link (30 minutes)

Sales schedules task to follow up in 2 business days

Meeting link requests monthly web traffic, lead volume + revenue goals.

If lead has not booked time, sales sends stagnant inbound lead email template

Sales holds 30 minute meeting via Zoom with lead, screen sharing current site.

Discovery to include:

- Why now?
- Goals
- Platform
- Current strategy
- Timeline
- Budget

Discovery to also include:

- SmartBug process
- Team structure
- Engagement expectations
- Request for access to HubSpot or Google Analytics, as required

Deal Stage: Assessment Scheduled

Schedule proposal review meeting.

Within 1 day, sales follows up with playbook TOC, case study + link to reviews.

Other items may be requested as well.

Deal Stage: Assessment Completed

Assessment to include:

- Traffic analysis
- Blog/website mini gap analysis
- Email + contact engagement analysis (if we have access to HubSpot)
- Inbound viability

#PARTNERDAY18

Sales holds 60 minute meeting via Zoom with lead, screen sharing proposal.

Proposal to include:

- Recap of needs + goals
- SmartBug process + team
- Light gap analysis
- Recommended strategy
- Pricing + timeline

Sales requests to send contract + verifies signer.

Sales sends contract via PandaDoc.

Customer signs contract.

Sales sends intro email to Client Services + includes PDF of contract, W-9

Deal Stage: Quote Delivered

Deal Stage: Contract Review

Deal Stage: Closed/Won

#PARTNERDAY18

Use HubSpot sales tools

- Configure Meetings links.
- Develop and organize Templates and Sequences.
- Share content via Documents.
- Enable Messages **if you can support them.**

@jenspencer | #intelligentinbound

Embody inbound sales

- Practice empathy.
- Be honest.
- Come prepared.
- Define goals, set expectations, and do what you say you will do.

@jenspencer | #intelligentinbound

Who wants
EXTRA CREDIT?

What SmartBug does well

- Company-wide marketing
- Celebration of personal brand-building
- Strong interdepartmental rapport
- Empathetic and honest feedback loop

What I do well

- I'm a human being.
- I treat our clients *(and future clients)* as if I was personally responsible for their revenue.
- I experiment, track results, and share the good **and** the bad.
- I'm freakin' tenacious.

@jenspencer | #intelligentinbound

THANK YOU

Email me at
jspencer@smartbugmedia.com

Tweet with me at **@jenspencer**