



# Successful Selling for Agencies - Introduction

*How to Position Your Agency for Growth*



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# About Us



- Founded in 2006.
- Published the 'Inbound Marketing' book
- Software that helps SMB's drive traffic, leads, & sales
- Over 15,000 customers in over 50 countries
- Top ranked software by G2 Crowd
- HUBS - \$1B+ Market cap on NYSE



- Enables agencies to use Inbound Marketing to better serve clients and do so on a retainer basis.
- Drives > 35% of new company revenues
- Several thousand agencies in the program

**BUT.....**



## ...This Training Isn't About HubSpot



It's about the consultative  
selling tactics we've seen  
help thousands of agencies  
sell better

*Developed in collaboration with*



*Is this training **for you**?*

# Are You Looking to Do Something Like This?

*“Our new process has resulted in **longer-term relationships** with our clients, where we truly become invested in the client’s success and enjoy a **real sense of partnership** with many of them...We become yoked to our clients, and them to us, as though we’re on a journey together. **Our wins and losses are mutual.**”*



Mike Skeehan  
Founder, Salted Stone  
Greater Los Angeles



# This Training is For You If You Want To:

*Accelerate your agency revenues by becoming a **growth partner** with your clients*

## Becoming a growth partner

- Form deeper and **longer-term client relationships**
- Target and resonate with more **senior executives**
- **Expand services** to be more strategic and comprehensive



# Are You Still here?

*Great, let's **get started!!***

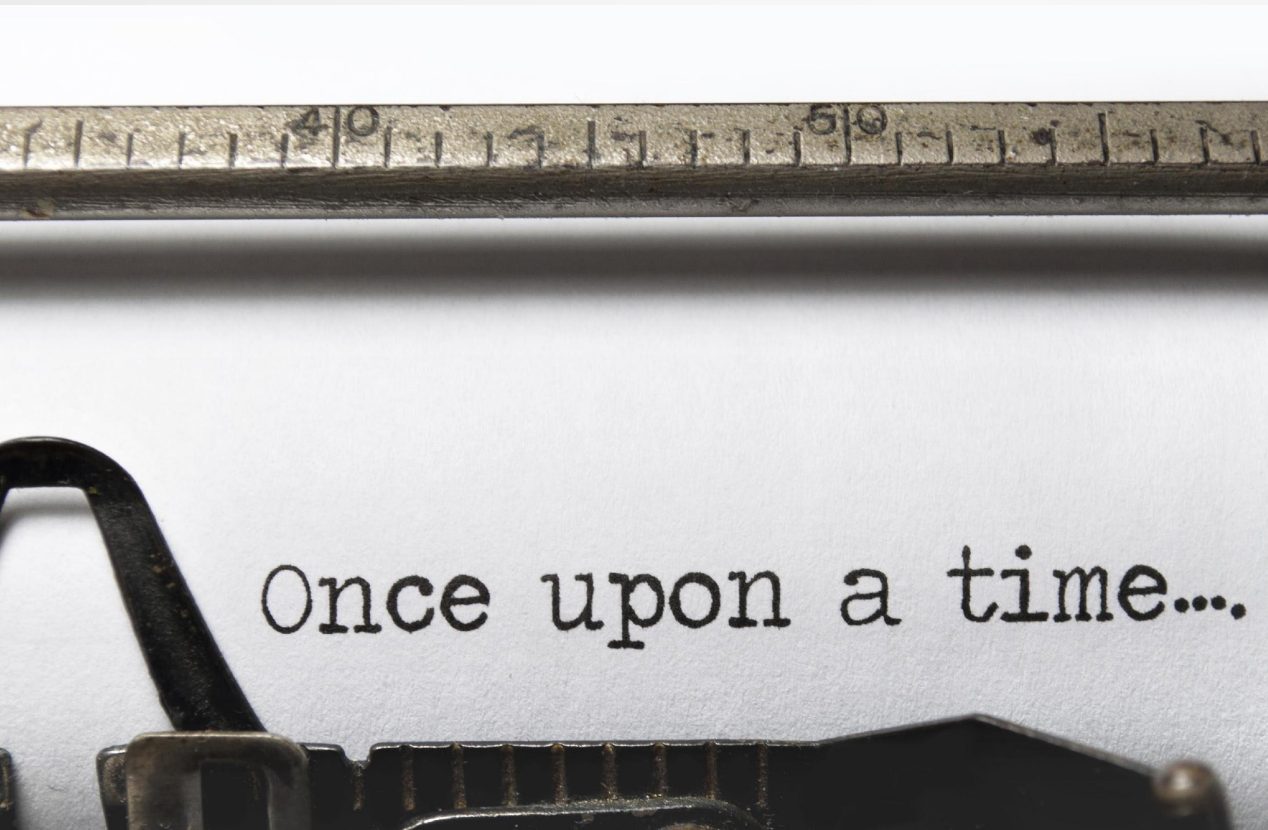


# Learning objectives - Agenda

1. Discuss the challenges of agency selling and how it is different now than just a few years ago
2. Lay out the Successful Selling for Agencies roadmap.
3. Review the common bad sales habits of many agencies & the 3 guiding principles that will help you kick them.



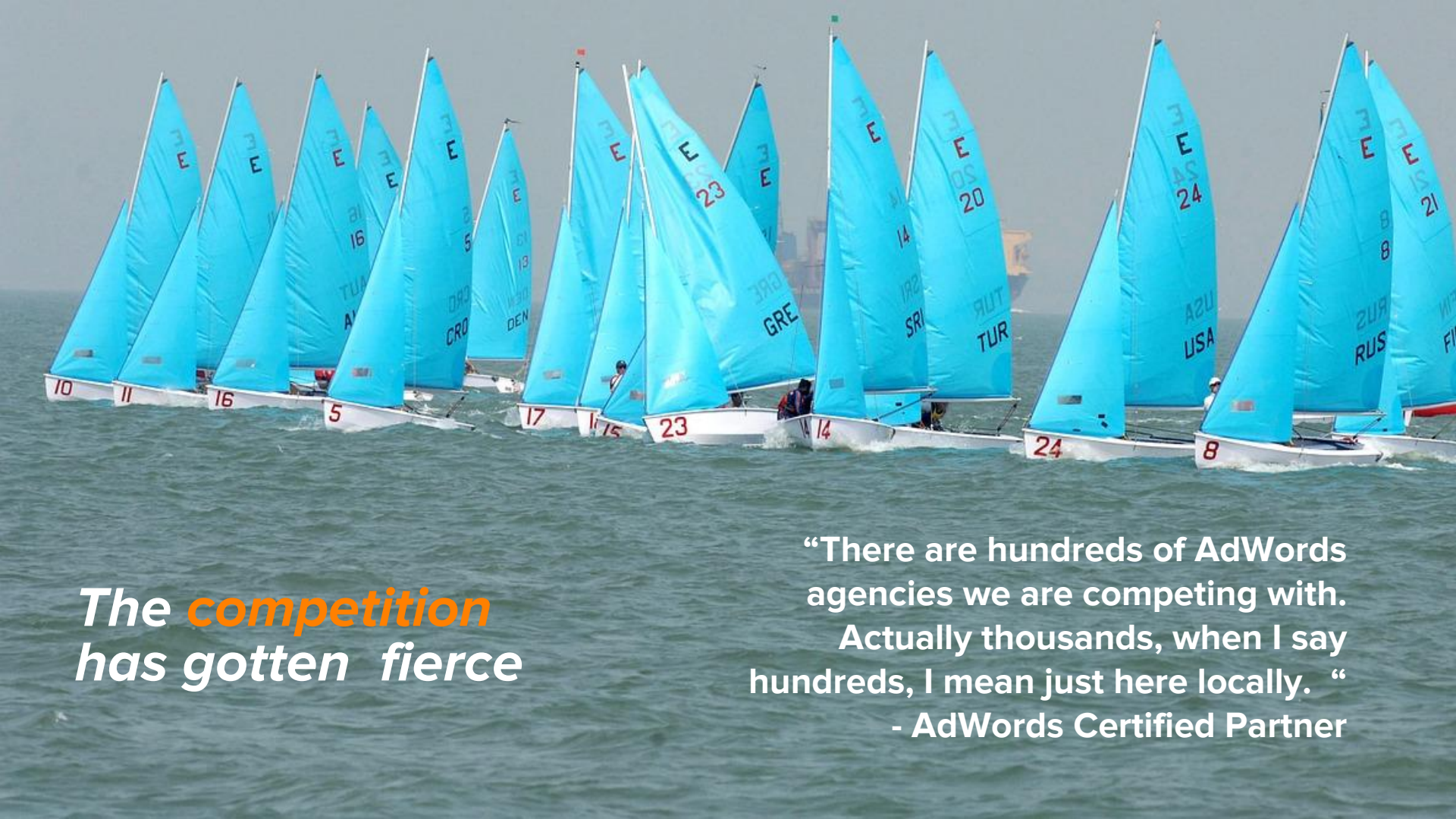
# 1 The challenges of agency selling



...life used to be simpler for online marketing agencies

- It was a relatively untapped market...
- where advertisers carried fewer scars....
- and there were Fewer competitors

*However, at some point,  
things **changed**.*



*The **competition**  
has gotten fierce*

“There are hundreds of AdWords agencies we are competing with. Actually thousands, when I say hundreds, I mean just here locally. “  
- AdWords Certified Partner

***Clients are  
jumping from  
agency to  
agency***



“Sure we run into clients all the time that are switching agencies. We’ve heard of some clients that switch 3 or 4 times a year.”

— AdWords Certified Partner



and clients  
are **slicing  
apart**  
agency  
offerings

More and more clients  
are breaking up the pie  
and dishing out pieces to  
agencies –RSW/US

# POLL QUESTION

SO WHAT'S AN  
AGENCY **TO DO?**





# 2 The successful selling for agencies roadmap

# Use the Successful Agency Selling Roadmap



# The Successful Agency Selling Series - December

## 1. Successful Agency Selling Introduction - Dec 2

*Position Your Agency For Growth*

**Today's Session!**

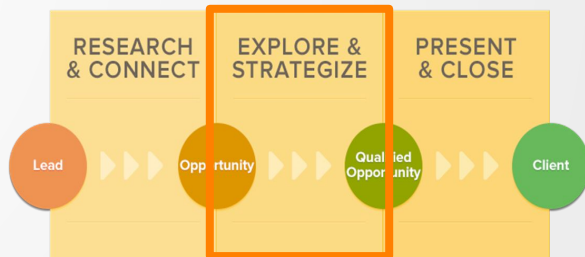
Today's session is a little high-level (but important). Remaining sessions are tactical.

## 2. Running a Top Notch Exploratory Call - Part 1 - Dec 8

*The Exploratory Call Discussion Guide*

## 3. Running a Top Notch Exploratory Call - Part 2 - Dec 15

*How to Excite and Qualify Your Prospects*



# The Successful Agency Selling Series - January

## 4. Live Lab: Agency Grader - Jan 12

*How to Use the Agency Grader to Improve Your Agency*

## 5. Proactive Prospecting - Jan 19

*Stand Out and Connect with Prospects*

## 6. Live Lab: The Connect Call - Jan 26

*Open the Sales Conversation and Book the First Meeting*



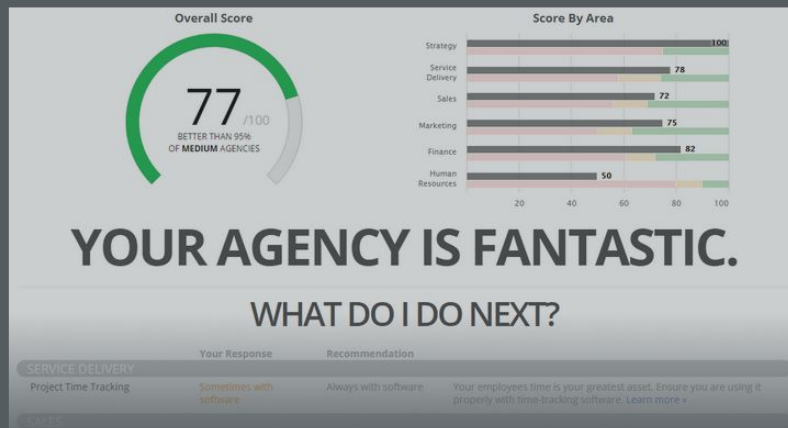
# AGENCY GRADER<sup>BETA</sup>

ANONYMOUS BENCHMARKING AGAINST 500+ MARKETING AGENCIES.

CUT THROUGH THE FOG. IDENTIFY REAL AREAS OF IMPROVEMENT.  
LAY OUT A STRATEGY FOR GROWTH.

Grade me »

Tweet 4



<http://agency.grader.com/google>



# 3 Guiding principles of successful agency selling

Agencies  
have some  
**bad sales  
habits**



BUT FOLLOWING **3 GUIDING  
PRINCIPLES** CAN HELP



# Guiding Principles

## Successful Selling for Agencies



**Stop Pitching. Aim to Help**



Sharpen Your Unique Selling Proposition



Structure Your Sales Process

**Bad Agency Sales  
Habit #1**

**We still  
pitch  
product**



# Self assess your pitch



I have a fast growing tech company. I'm unhappy with my website. It's pretty enough but I need more traffic and leads yesterday. **Can you help? How?**

*How are you likely to respond?*

## POLL QUESTION - Which is closer to your response?

#1

**We can definitely help.** Let me show you some ways how....

or

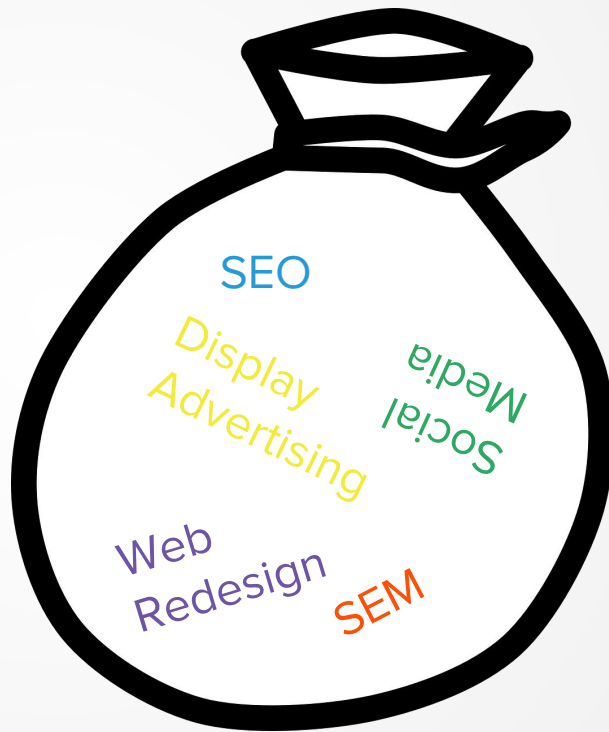
#2

**I'm not sure** if I can help. **Can I ask...?**

# Premature 'let me show you' is equivalent to pitching product

#1 **We can  
definitely help.**

Let me show  
you some ways  
how....



In a consultative approach, seek to understand before being understood



I'm not #2  
sure if I can  
help. Can I  
ask...?

# Sell how you might sell to a friend

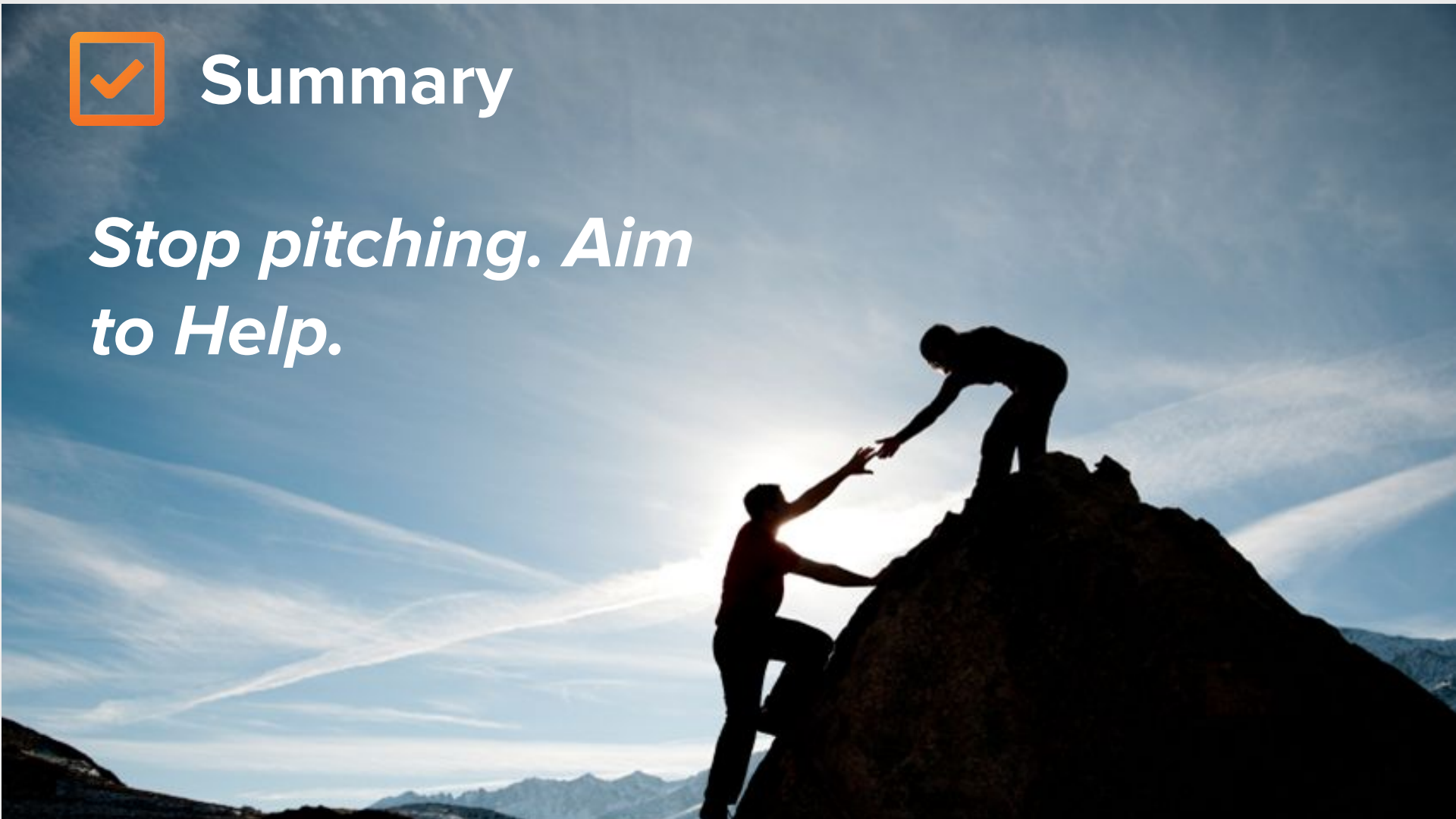






# Summary

*Stop pitching. Aim to Help.*





# Guiding Principles

## Successful Agency Selling



Stop Pitching. Aim to Help



**Sharpen Your Unique Selling Proposition**



Structure Your Sales Process

## Bad Agency Sales Habit #2

Our positioning is  
not very *focused*

and often **JUST LIKE THE NEXT GUYS**

# Self assess

You are in a first meeting with a prospect

You've asked a bunch of exploratory questions

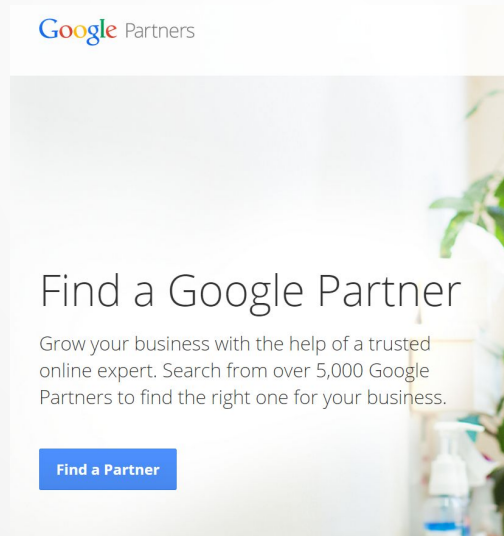
The call is going great

The prospect turns to you and asks, “**so what exactly do you do?**”

*How do you reply?*



*Let's check out some **actual answers** from the Google Partner Directory?*



# Agency descriptions from the Google Partner Directory

an **online marketing agency** providing innovative and custom-tailored **PPC (Pay-per-click)**, **SEO (Search Engine Optimization)**, **Social Media Marketing**, **Email Marketing** and **Web Design** solutions

**Fully Integrated Digital Marketing firm** offering services in **Paid Advertising, Media Planning, Mobile Advertising, Search Engine Optimization, Social Media, PR and Advanced Analytics**

A **full service web marketing company** offering: **SEO., SEM, social media, and website design....** that will bring your website to the top ranks of search engines.

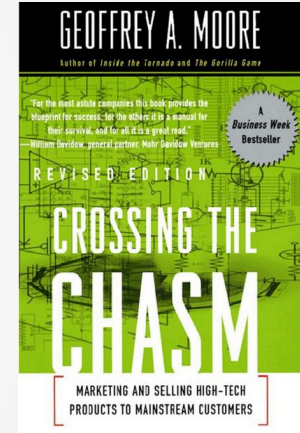
**Full service SEO and internet marketing company** that helps companies increase website visitors



# Stand Out with a Unique Selling Proposition (USP)

Include -

1. What problems you address and for whom?
2. With what solutions do you address them?
3. What makes you different?



# 1. What problems you address and for whom?

When asked '*what do you do?*'

DON'T lead with all  
about you...

i.e. “**We are** a full  
service digital  
agency.”

DO lead with all about THEM

i.e. “We work with **companies who** have  
invested in their website but are  
frustrated **it is not producing** new leads  
and customers like they had planned”

# This will help you stand out from your peers

an **online marketing agency** providing innovative and custom-tailored **PPC (Pay-per-click)**, **SEO (Search Engine Optimization)**, **Social Media Marketing**, **Email Marketing** and **Web Design** solutions

We work **with companies who have invested in their website** but are frustrated it is **not producing the new leads and customers** for which they had hoped.



## 2. What solutions do we offer to address the problems?

Don't *just* list the solution

i.e. “We offer digital marketing services including ppc, seo, and social media...”

ALSO include it's major benefit to the prospect

i.e. “...that help drive new customers and turn a companies website into a it's best performing sales person ...”

### 3. What makes you different

Highlight Your Differentiation

i.e. “Unlike other full service digital agencies, we specialize in Trucking firms in the Northeast and have the references to prove it. ”

# Example – Randall Reilly, Google Partner, serves the trucking industry among others

Randall Reilly

Services & Media Markets About Us Blog Contact Us

Markets

**Trucking**

Construction & Equipment

Driver Recruiting

Driver Recruiting Calculator

Additional Markets

Industry Research

**TRUCKING MEDIA™**

The trucking industry consists of many distinct each with unique needs and goals. Like many markets, the way you connect with customer: This evolution has made marketing campaign measurable. There is more data on customer market share, and buying cycles, and you can audience with greater efficiency and provide than ever before.

23 Stats Marketers Need to Know to Reach Owner-Operators

Do you market to owner-operators? Then you need to download this slideshow.

[Download My Slideshow](#)

Owner-Operator Preferred

Print Magazine

Print Email Radio

Randall Reilly

Services & Media Markets

## How Can You Get Noticed at a Trucking Industry Trade Show

July 15, 2015

John Burleson

trucking industry

Getting noticed at a trucking industry trade show is critical. If you aren't getting driving traffic to your booth, you're missing an opportunity to have one-on-one

SLIDESHOW

28 WAYS TO REACH THE TRUCKING INDUSTRY ON FACEBOOK

Randall Reilly | Trucking

28 Ways to Reach the Trucking Industry on Facebook

SLIDESHOW





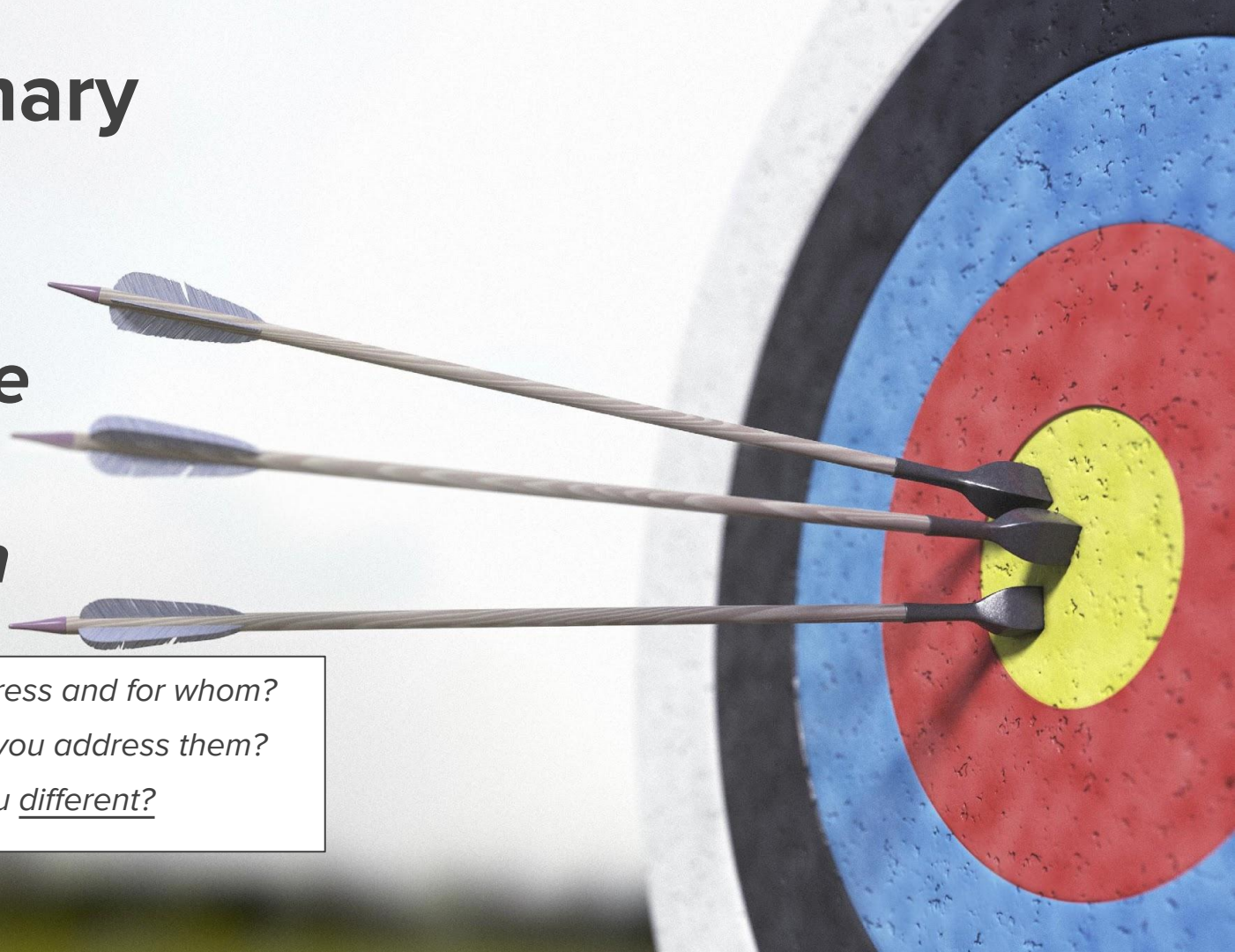
# Summary

***Sharpen  
your unique  
selling  
proposition***

What problems you address and for whom?

With what solutions do you address them?

What makes you different?



# Guiding Principles

## Successful Agency Selling



Stop Pitching. Aim to Help



Sharpen Your Unique Selling Proposition



**Structure Your Sales Process**

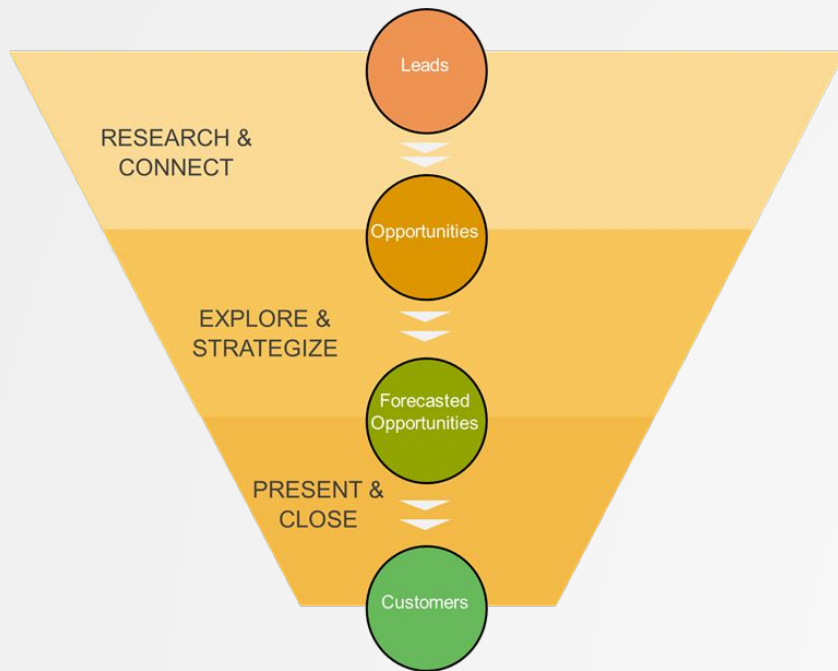
# Pipeline Report

- Grohler's??
- Footech - Going dark?  
Awaiting Yes/No
- ~~Evan's Mfg~~
- Monkey Wrench Inc.  
    ↖ For sure in June  
      July  
      August
- Ropers HOT!!!

## Bad Sales Habit #3

**Our sales  
management  
systems are  
pretty weak**

# Control your pipeline with an activity plan



## Monthly Activity Plan\*\*

40 Leads



4 1<sup>st</sup> Meetings



2 Presentations



1 Customer

\*\*Illustrative





# Then manage your pipeline – and plan for contingencies

**Sales** | Dashboard | Contacts | Companies | Deals | Tasks | Sidekick | Settings | Search | davidweinhaus.com | Hub ID: 37818

**All deals** | Standard view | Search all deals in this view... | + Add deal | Settings

Appointment Scheduled (6)	Qualified To Buy (3)	Presentation Scheduled (3)	Decision Maker Booked (1)	Contract Sent
<b>Chillingsworth</b> \$0 Close date: 09/30/2015	<b>Morganstern's</b> \$30,000 Close date: 07/30/2015	<b>Evans Mfg</b> \$65,000 Close date: 06/30/2015	<b>Jonesboro Group Web Design</b> \$45,000 Close date: 07/30/2015	<b>Howling Companies - Marketing Svcs</b> \$135,000 Close date: 07/31/2015
<b>Red Whale Group</b> \$0 Close date: 09/30/2015	<b>Technicolor Jacket - Mkt Svcs</b> \$110,000 Close date: 07/30/2015	<b>Hubble Way</b> \$115,000 Close date: 07/30/2015		
<b>Widgie Tech</b> \$0 Close date: 09/30/2015	<b>FooTech</b> \$120,000 Close date: 07/31/2015	<b>Centicor Tooling - Strategy</b> \$15,000 Close date: 07/30/2015		
<b>Groupers Landing - Strategy Project</b> \$95,000 Close date: 09/30/2015				
<b>Brooks Families Consolidated</b> \$0 Close date: 09/30/2015				
<b>Grohlers</b> \$60,000 Close date: 09/30/2015				
<b>Total: \$155,000</b>	<b>Total: \$260,000</b>	<b>Total: \$195,000</b>	<b>Total: \$45,000</b>	<b>Total: \$135,000</b>

**View options:**  
Create view  
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Make this view default  
Export all in view







## Summary

# *Structure Your Sales Process*



# 4 Review and next steps

# Learning objectives - What we reviewed

1. Discussed the challenges of agency selling and how it is different now than just a few years ago
2. Laid out the Successful Selling for Agencies roadmap.
3. Reviewed the common bad sales habits of many agencies & the 3 guiding principles that will help you kick them.

# NEXT STEPS

1. Be mindful of helping versus pitching
  - Are you helping the prospect like you would help a close friend?
2. Define your agency's Unique Selling Proposition
  - Who you help, with what solutions, and how are you different
3. Structure your sales process
  - Set activity goals, track productivity, monitor your pipeline in a CRM

What was **ONE**  
**KEY TAKEAWAY**  
from the session?



# QUESTIONS?



Google HubSpot

THANK YOU