A PUBLICATION OF ASSURED SEO

THE COMPLETE GUIDE
TO INBOUND SALES

http://seoespecialista.com

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SALES HAS ALWAYS FOCUSED ON TWO THINGS:

chasing & closing

The traditional sales team would spend its time hustling any and all prospects, trying every trick in the book to get the deal signed. It didn't care if the solution it was selling would even benefit its potential customer. It was driven by numbers and measured by numbers, and therefore numbers controlled conversations.

But our world is shifting. Buyers are getting smarter, salespeople are focusing on value, and the buying experience is actually enjoyable.

That's because the stereotypical salesperson (who used to say anything to close the deal) is **no longer effective**. Fundamentally, humans have changed the way they make business decisions, but most sales organizations have not evolved along with them.

Prospects and customers are becoming increasingly selective in the businesses that they trust. This means your marketing and sales teams need to be working cohesively to break through the clutter, and *focus on attracting qualified leads and closing the right customers*.

INTRODUCTION

In This Guide...

In this e-book we will dive into this new *age of inbound sales*, and ultimately discuss how using these new selling strategies can help you achieve growth.

We will begin by walking through the shift from an outbound to inbound sales model and share what “inbound sales” means. Then, we’ll cover how to build a service level agreement to bolster alignment between marketing and sales.

Following those sections, we’ll get down to the nitty gritty and share:

- **What inbound sales is**
- **How to structure your sales team for growth**
- **Incredible sales tools and hacks you can leverage**

Now let’s get to selling!

WHAT IS **INBOUND SALES?**

WHAT IS INBOUND SALES?

Understanding what it takes to sell your product or service

is the key to business success

We live in a world of new sales, a consultative world. One in which leads find you, and prospects perform research and educate themselves on your product or service before they even consider speaking with a member of your team.

90% *of the buying process is complete by B2B buyers before reaching out*

Source: HubSpot

With this evolution, the role of the salesperson has also dramatically changed. Compared to traditional sales reps, who were attached to the phone 24/7, inbound sales reps are advisors who share thoughtful answers and insights to questions, while modeling business process change. Today's sales professionals help prospects decide how, what and whether to buy.

Sales is no longer about closing, it's about **helping**.

WHAT IS INBOUND SALES?

The key ingredient to the inbound sales process is having context regarding who your key buyers are. It is all about understanding their interests, being able to identify their pain points and finding a solution that will add value to their lives.

The inbound sales process is much more personal. In the past, sales reps were the gatekeepers of information between your business and potential customers. They held all the product information and pricing, and controlled the ordering process. *They had all the power*. There was no transparency and it meant that the buyer was forced to trust them.

We now live in a content-centric world, where you can find anything and everything on the Internet. This has stripped the sales reps of their power and given it to consumers. They can educate themselves independently–no need to speak to a sales rep to find infomation on the product or determine how your pricing compares to that of your competitor. They can find all that information on their own and they will use it to their advantage.

Due to the sheer volume of content that is available to them, they simply don't need to reach out to sales early on in the buying cycle anymore. This means the selling strategy needs to change. We need to transition our sales arsenal from one that is filled with outbound sales tools to one that is made up of inbound-selling tactics.

WHAT IS INBOUND SALES?

Out with the old:

Trade Shows

Messaging

Pitch Decks

List Building

Cold Calling

Elevator Pitches

In with the New...

Blogging

Social Selling

Content Offers

Landing Pages

Sales-Ready Website

SEM & SEO

MARKETING + SALES
SERVICE-LEVEL AGREEMENTS

How is a business supposed to move foward when its *revenue department can't get along?*

The truth of the matter is, it can't. Without marketing and sales alignment, growth will be a constant uphill battle. But when these two teams can work collaboratively, and see they are both working toward a common goal, those barriers come down and company growth is quickly accelerated.

The first step you need to take in building your inbound sales team and executing new strategies is to create a dialogue between sales and marketing. Historically, sales and marketing have operated on completely separate wavelengths. Sales complains about the quality of the leads and marketing is frustrated by the lack of follow up and leg work put in when engaging with prospects.

A critical piece of the missing link between marketing-and-sales alignment is likely the lack of visibility between these two departments. There aren't clear data points to measure, and therefore either team can't see when the other is delivering (or not) on their agreed upon metrics. Without this understanding, you're bound to wind up back in your starting position, with marketing and sales bickering like siblings.

The easiest way to build this cohesion is to have a service-level agreement.

What is an SLA?

A marketing and sales SLA is an agreement, almost like a contract, between the two teams, designed to help them work cohesively, put equal effort into the process and hold each other accountable for the results.

In an SLA, marketing commits to generating a certain quantity of qualified leads and sales agrees follow up with leads and opportunities appropriately. An SLA is all about the numbers and makes it much easier for these two teams to work together.

How to Create a Marketing + Sales SLA

1. Calculate the Marketing Side

To calculate the marketing side of your SLA, you'll need the following four metrics:

- Total sales goal in terms of revenue quota
- Percentage of revenue from marketing- vs. sales-generated leads
- Average sales deal size
- Average lead to customer close percentage

Then you'll need to do some calculating...

Sales quota **x** % revenue from marketing leads

= Marketing-sourced revenue goal

$$\frac{\text{Marketing revenue goal}}{\text{Average sales deal size}} = \text{\# of customers needed}$$

$$\frac{\text{Customers}}{\text{Avg. lead-to-customer close \%}} = \text{\# of leads needed}$$

2. Calculate the Sales Side

The sales side of the SLA details the speed and depth of follow up of marketing-generated leads. If you have the time and resources to analyze and determine the optimal number and frequency of follow-up attempts for each lead, you most definitely should. If you don't have the resources, InsideSales.com completed extensive analysis and found that:

- The first five minutes are critical to higher contact and qualification rates.
- If leads are responded to within the first few minutes, the odds of contacting them are 100 percent higher.
- The recommended number of follow up attempts is between six and nine calls (depending on the lead type).

3. Set Up Marketing SLA Reporting

Now that you have your SLA goals, it's time to put those metrics into a report where your teams can track their progress against their goals on a regular basis. If you want to go daily, start by creating a graph for your goal line by multiplying 1/n (n = # days in the month) by your monthly goal to determine what portion of your monthly goal you need to achieve every day. They create a waterfall graph to track progress throughout the month.

4. Set up Sales SLA Reporting

For the sales SLA reporting, you'll need to create two graphs–one monitoring speed to follow up, and the other monitoring depth of follow up.

To graph the speed of follow up, you'll need the data/time the lead was presented to sales and the data/time the lead got its first follow up. The difference is the time it took sales to follow up.

To graph the depth of follow up (i.e. number of attempts), look specifically at leads that have not been reached. Create a bar graph to track the percentage of leads being followed up with. This will help you see how your sales team trends over time. For leads over a certain timeframe (one week, two weeks, one month, etc.) that have not gotten a touch from sales, look at the average number of follow up attempts made. Then graph the number of attempts made for each week or month against the SLA goal.

There are also templates you can use that make this process much less manual.

It's important to keep in mind that not all leads generated by marketing will be ready to send to sales. Some may need further nurturing or qualification.

You also want to make sure that your business connects with each lead, whether sales or marketing is making that contact. The first moments after a lead converts are critical in maintaining a relationship with that prospect and encouraging his or her excitement about your company.

When creating your SLA, you also need to factor in sales bandwidth. While six to nine follow-up attempts is ideal, it might be the case that your sales reps are simply unable to follow-up with every single MQL. Therefore, try to factor in you inbound lead velocity, how much time they spend on marketing-generated leads vs. sales-generated leads and how much time they have to spend on each lead.

Finally, you should be reviewing these metrics on a daily basis in order to monitor your progress. The end goal is to generate more qualified leads and accelerate business growth, and the first step is to bring marketing and sales teams together to create a high-functioning working relationship. Once marketing and sales is aligned, you can focus on building and strengthening your internal sales team.

INBOUND SALES TEAM
STRUCTURE & TASKS

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Building Your Inbound Sales Team

Your business is growing...and quickly. Now that you have generated a demand for your product, you need to invest in expanding your sales team. Bringing on new team members should not be handled haphazardly, regardless of need.

It may feel critical to hire now, but there are many elements to consider in hiring (regardless of MRR and company size). Along with being a good cultural fit for your organization, there are also a set of skills and degree of knowledge you should be searching for in a sales rep. Always keep in mind, you're hiring someone who you need to trust to help grow your business. That's a significant responsibility.

Step 1: Hiring Process

During the hiring process of a potential new sales rep, in addition to reviewing his or her experience, there are a few key attributes you can look for that will give you a good indication of whether or not he or she will be successful in this role. To be a great inbound sales reps you need to have certain skills that set you apart from that a traditional rep.

While screening (over the phone, via email, or in person), you should be looking for a candidate that:

1. Uses easy-to-understand language
2. Is articulate and can clearly communicate his or her point of view
3. Is punctual and responds in a timely manner
4. Does research and they come to each conversation prepared
5. Has an entrepreneurial spirit and isn't afraid to make decisions
6. Is transparent and open–this can help build trust
7. Stays up-to-date on trends and happenings in your industry
8. Understands the big picture and can work with diverse teams
9. Has a strong curiousity and interest in learning
10. Is knowledgeable of your product or service
11. Has an active social-media presence and online reputation
12. Naturally enjoys helping people

Step 2: Fostering a Successful Sales Rep

Once you've found and hired your reps, it's time to switch gears and think about how you can retain them and make them the best employees possible. When your employees are happy, it makes for a better buying experience for your potential customers.

Here are a few tips that we've taken from experience that can help accelerate team growth and help you get the most out of each team member.

Encourage them to get sleep

It's hard to stay focused when you are sleep deprived. Lack of sleep will result in not only a less focused employee, but also a less motivated, less effective, and less articulate one.

Encourage your team to get eight hours of sleep every night, and set the example by doing it yourself. You'll see an instant improvement in morale, efficiencies and win rates.

Educate them on your product

As the world continues to go inbound, the way people make business and purchasing decisions has changed.

To compensate, sales people must know what they are selling top to bottom. For efficiency, set up a training program to get sales reps up to speed quickly so they can better understand your product. This will help them have more meaningful conversations with prospects.

Set goals

Most sales reps are motivated by reaching monthly numbers. In order to keep them engaged and working hard, set goals at both the team and individual level.

Think about setting goals that are lofty but still attainable. With this strategy, you will see which of your reps rises to the top. A sign of a successful sales rep is someone who wants to blow his or her metrics out of the water each month, not simply reach them. Keep your eye on the reps that keep working hard once they've hit their quota; these are the ones you'll want to think about promoting or giving your larger deals.

Instill core values

Motivation: It may be hard for your reps not to let a loss break their motivation. As a manager don't focus too much energy on lost opportunities.

Honesty: Sales reps need to be open and honest with their prospects. An extremely powerful result of honesty is trust.

Helpfulness: When your sales rep truly understand the pain points of your potential customers, your product transforms into a solution

Leverage sales enablement tools

Empower your team with tools that can help it organize, prioritize and ultimately sell better.

The last thing you want is for your sales reps to be so busy that they're overwhelmed, missing meetings and losing track of proposals. We'll talk further about sales tools in the following section.

Maximize CRM

As your team grows, it will become increasingly more critical that you have a system to track activities, deal progress and your close rates accurately.

Having a CRM not only allows other members of your team to access your contacts, but also helps your sales reps keep track of what they've covered with each prospect. This ensures that each conversation is meaningful and engaging. Also leverage your CRM to set tasks and reminders for your team. Have a follow-up schedule that you know works and that you want your reps to follow. Your CRM system can help everyone more effectively manage all of their leads at once and help ensure that nothing slips through the cracks.

Step 3: Optimize for Greater Success

Now that your sales team is humming along, and you're continuing to add new reps as your business is growing, it's time to think about optimization. Sure, you could just keep doing things the way you've always done them, but without making tweaks to your process, you'll never know if you could be doing even better.

Change is hard, but without change, it's even harder to grow.

SECTION FOUR

INBOUND SALES **TOOLS**

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Sales has traditionally been very manual

but today's technology has revolutionized the industry

It started with people walking door to door, then moved to cold-calling, and now has moved on to emails, social media and consultations. With each of these phases of sales, we've had a variety of tools to help us be more effective at our job.

Fortunately, we live in the digital sales age, which is why it's not surprising that more and more software tools are popping up to make our jobs easier. To help you dig through the clutter, we've handpicked our favorite sales tools that help increase the efficiency and effectiveness of your team.

SIDEKICK

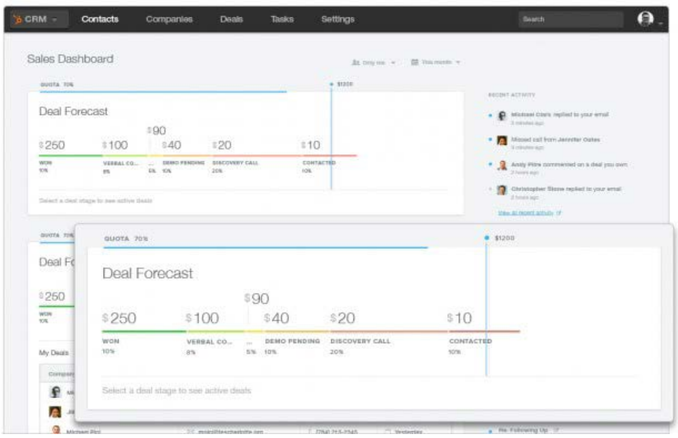
Sidekick is a powerful Google Chrome extension, with which each rep will receive real-time notifications of when, where and how prospects are engaging with your emails or website.

With Sidekick you can also obtain insights such as company size, industry, key employees, contacts in your CRM, annual revenue and even similar companies that you might consider prospecting. This is all possible by simply visiting the company's website.

One of our sales team's favorite features is the Sidekick integration with HubSpot's new CRM (which we'll talk about next). With just one click of the mouse, you can add your contacts into your CRM and all your data-entry work will be done for you. It scrapes the info out of Sidekick and populates the fields within the contact's profile inside your CRM.

HUBSPOT CRM

The newly released CRM from HubSpot has quickly become an integral part of our sales management process. Upon implementation, we almost immediately saw that it helped cut down on data entry time, freeing our reps to spend more time focusing on preparing for meetings and nurturing their leads.

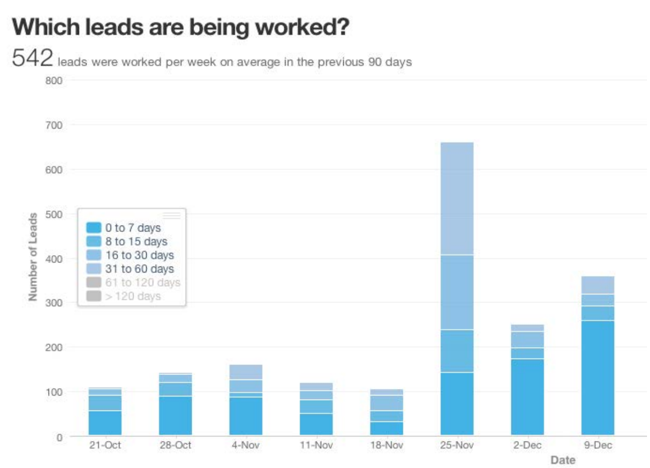


What we like about the HubSpot CRM is that it's designed with the reps in mind. The industry leader, Salesforce.com, is more for the sales VP or someone on the executive team, and actually ends up costing reps a lot of time in the sales process. We have been making the switch for our reps to start using the HubSpot CRM, and they have found their days to be more productive.

The HubSpot CRM is now available for all customers, so if you'd like to see a demo or get a test drive, drop us a line and we'll walk you through it!

INSIGHTSQUARED

Salesforce.com is the primary CRM for many sales organizations. At New Breed, we use Salesforce for our executive team as we have found tremendous value in the data and reporting we can pull from it.

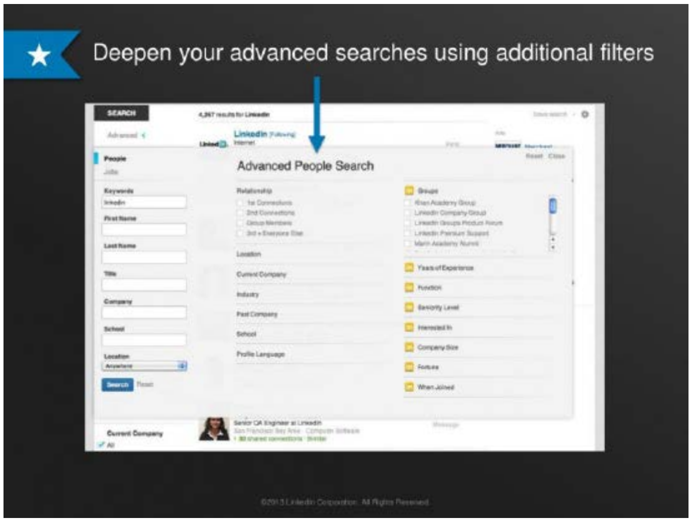


InsightSquared is the one of the top Salesforce Analytics apps and is designed specifically for data-driven executives and their teams (both marketing and sales). InsightSquared provides us with in-depth, easy-to-read, customizable reporting that has help shape the way we manage and run our business.

With comprehensive pipeline management, better forecasting capabilities, analytics of each of our campaigns, clear financial reporting and custom dashboards we can share with our executive team, InsightSquared has transformed the way we can analyze and react to our sales and pipeline data.

LINKEDIN ADVANCED SEARCH

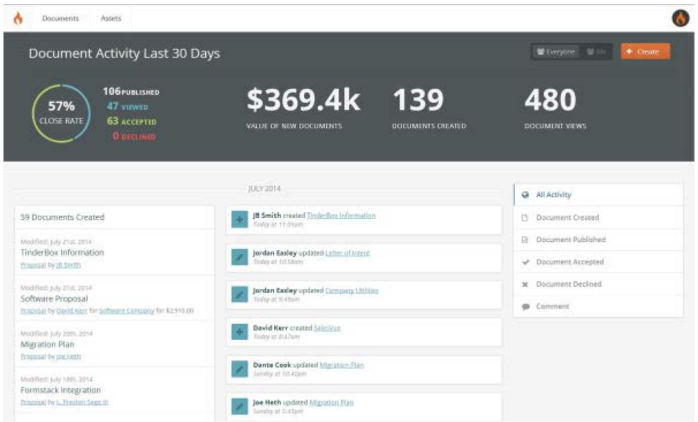
While some may tell you that prospecting is no longer needed in today's world of inbound marketing and sales, it is still important to have tools for your sales team to use in case the time does arise where they have a few minutes to spend prospecting new leads.



LinkedIn is a great place to start for any company because invariably many of your ideal customers use LinkedIn to connect with other professionals in their industries. While the heart of LinkedIn is networking, we have found it to be a great resource for finding new, qualified leads.

TINDERBOX

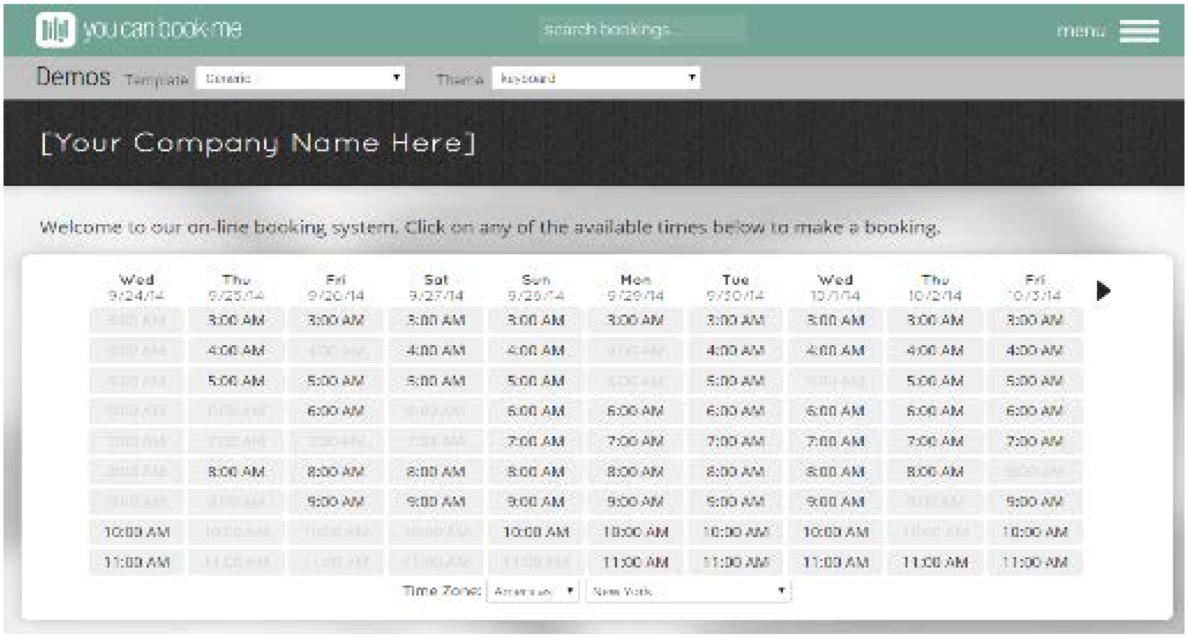
Sales can involve a lot of back and forth, especially when you're in the contract stage of business. When you're selling a solution there are often legal teams involved, various signatures required and it takes time. Lots of time.



TinderBox (Propose) lets new customers sign documents electronically anywhere in the world, from any device. But more than that, TinderBox also includes tools and solutions to maxmize sales productivity and track how customers are interacting with your assets.

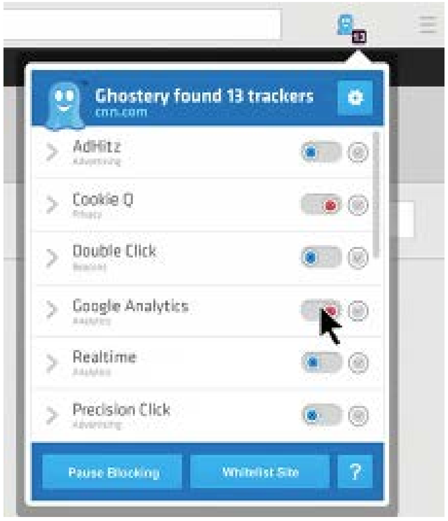
YOUCANBOOK.ME

It can be painful to schedule meetings with prospects and the amount of time you spend trying to find a time that works for could be so much better utilized. Rather than spending valuable time going back and forth via email and trying to coordinate a time to meet, we like to use a tool called YouCanBook.Me that allows your prospects to book meetings right into your sales reps' calendars.



The platform syncs up with their calendar and when they send out their YouCanBook.Me link, the prospect sees all the time slots that are available. He or she can then pick a time and an invite will be sent out automatically, triggering a new event to be added to your calendar.

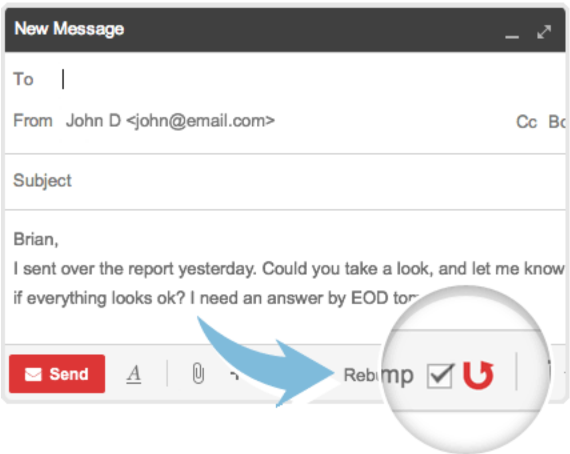
GHOSTERY



When you're selling a SaaS based product that runs on the back end of a website, it's always helpful to know what other sort of software your prospect is using. Ghostery is a browser based app that lets you see what software or programs a company is running on its website.

We like to use it to check out what our prospects are currently using so we can tailor the conversation and position our product in the best way. These insights also show us how sophisticated our prospect is as well as what his or her level of experience with different software from your competition and others.

REBUMP

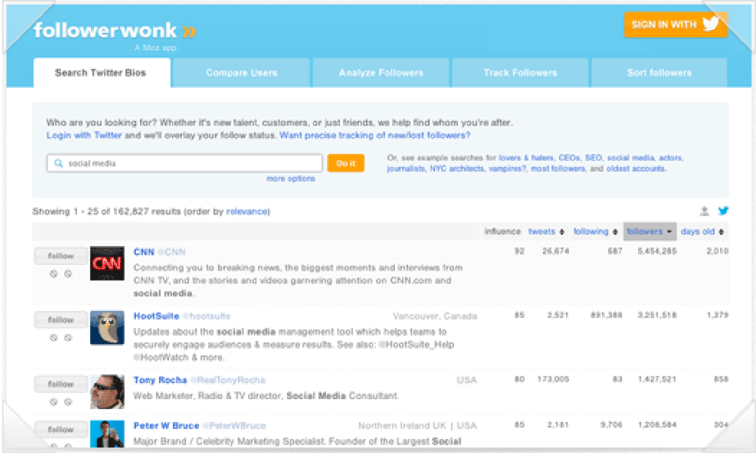


If your team is anything like my sales team, they each manage a high volume of leads and rarely have enough time in the day. We encourage each rep to use a Google app called Rebump, which the company has dubbed as "the best way to get your emails answered."

A free app you can add to Gmail, Rebump sends friendly follow-up messages to all of your prospects without your having to set a reminder. The automated emails are customizable and look like they are sent directly from your own personal email. What's better is you can also track and analyze all the follow ups you send with Rebump to help you tweak and improve your response rates.

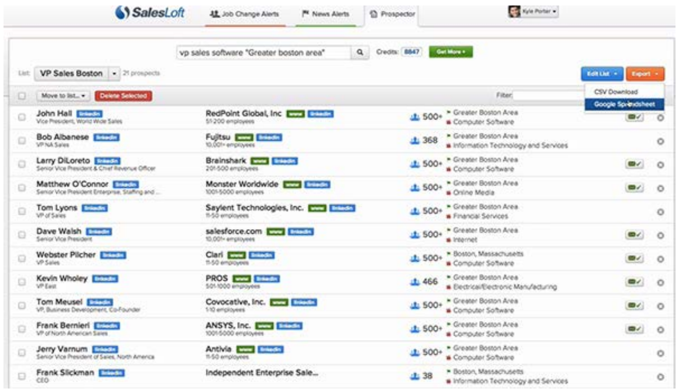
FOLLOWERWONK

With more than 500 million active users, Twitter is certainly a platform that can't be ignored. Followerwonk is a tool that your sales reps can use not only to find new leads, but also to gain insight into existing leads. When prospecting for new leads, Followerwonk let's you search Twitter bios using specific keywords and terms that are relevant to your ideal customer.



Additionally, you can analyze the followers of your top competitors to get more insight into your target audience and learn when, how and who to contact.

SALESLOFT



SalesLoft is a social prospecting tool we recently discovered, and we're enjoying the results. It's used as a lead generation tool and helps you quickly build high-quality prospect lists from social profiles across the web and sync them with your CRM.

SalesLoft also has a Chrome extension which lets you run prospect searches directly from your browser. You can target by keyword, title, industry, location, what networks they use, and so much more. Plus, you can even capture complete records that will include the prospect's email and phone number.

Of course, we're only scratching the surface of the available sales tools on the market.

These happen to be our favorites, and we have seen improvements with each. If you're just starting to consider adding sales tools into your process, we encourage you to think about where your team is having the most pain. If it's organization, think about a CRM. If it's prospecting, how about Sidekick? Analytics? Look at InsightSquared.

You want the tools you choose to implement to supplement your process and alleviate stress from your reps, ultimately increasing efficiency and effectiveness.

CONCLUSION

Final Thoughts

Now that you know what inbound sales is, what are you going to do to maximize your sales success as a business? You can no longer rely on trade shows, cold calls and pure luck to garner new leads and customers; you must become more savvy. Understanding the ins and outs of the inbound sales methodology will make you and your business both more effective and more efficient in growing your company.

If you can take one thing away from this guide, it's this: Sales is shifting from "always be closing" to "always be helping," and the way your sales team functions needs to reflect just that. Consumers are becoming much more (self) educated. Thus your sales team needs to focus less on pitching a product and more on discovering a solution. The more helpful and intuitive your team is, the more successful your business will become.

THANK YOU FOR TAKING THE TIME TO READ OUR E-BOOK ON **INBOUND SALES**

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Inbound Marketing

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