



With Lynne McNamee

Essential Inbound Sales Techniques To Move Your Sales Metrics

Who am I?

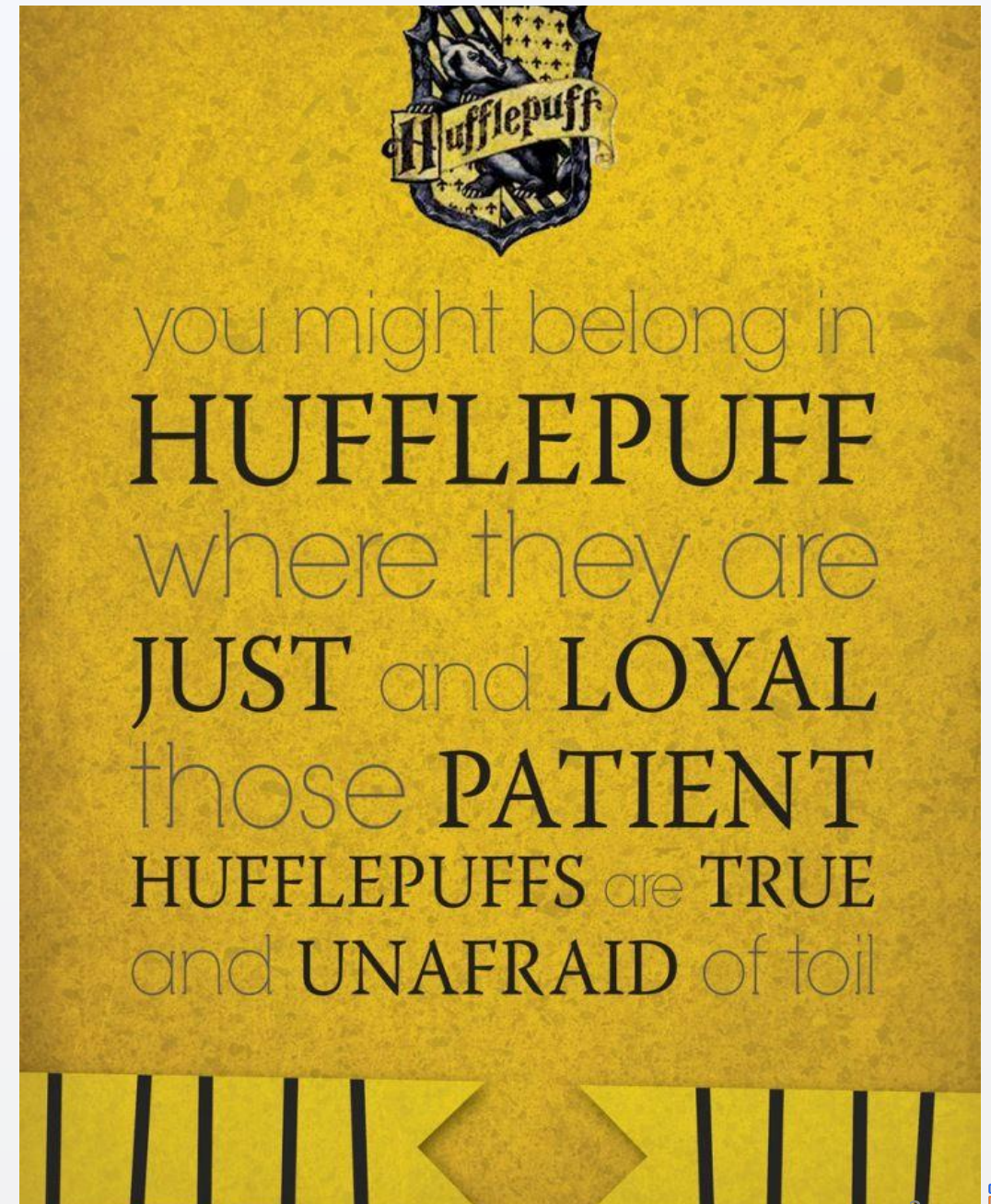
Marketing Strategist who is fascinated by the way people make decisions. Founder & President, Lone Armadillo Marketing Agency





Who am I?

Building community is why I get out of bed each day. Call forth the best in each other and set people up for success. Believe more in the other person than they do in themselves - and help them realize their potential.



Tell me about You...

1

Where are you
livestreaming
from?



2

What do you
want to
get from me
today?



Tell me about You...



What to expect from today!

1

How to build trust and rapport instantly with potential new clients

2

How to uncover the motivations of your buyers

3

How to improve velocity-to-close and up-sell opportunities

What Most of Us Think of for Sales: Funnel



AWARENESS



ATTRACT



BUYER'S JOURNEY

AWARENESS



CONSIDERATION



DECISION



Buyers identify a challenge they are experiencing or an opportunity they want to pursue.

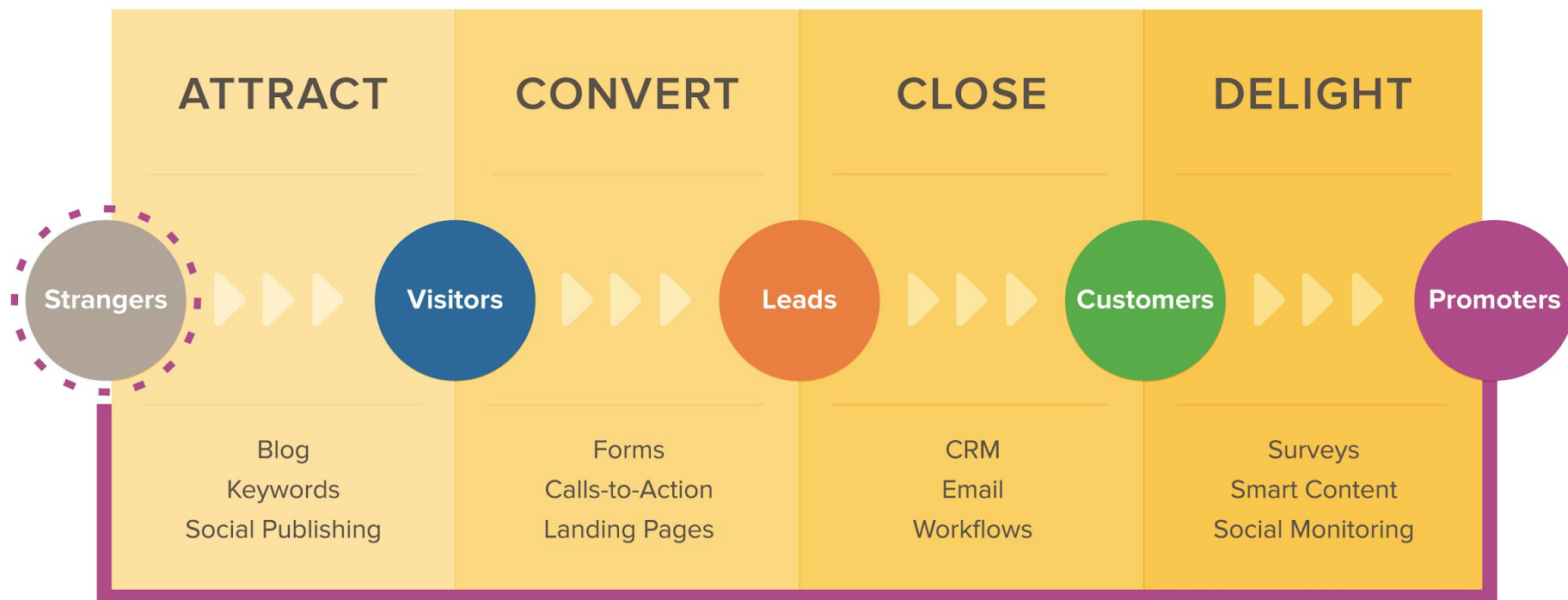


Buyers have clearly defined the goal or challenge and have committed to addressing it.



Buyers have already decided on a solution category and one that best meets their needs.

Inbound Methodology



by **HubSpot**

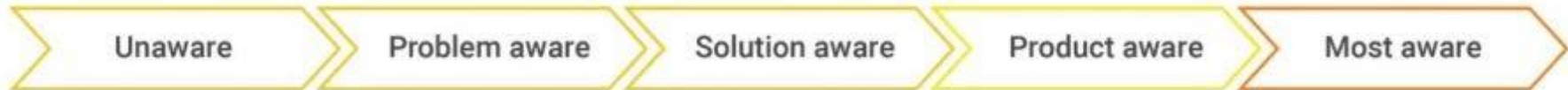
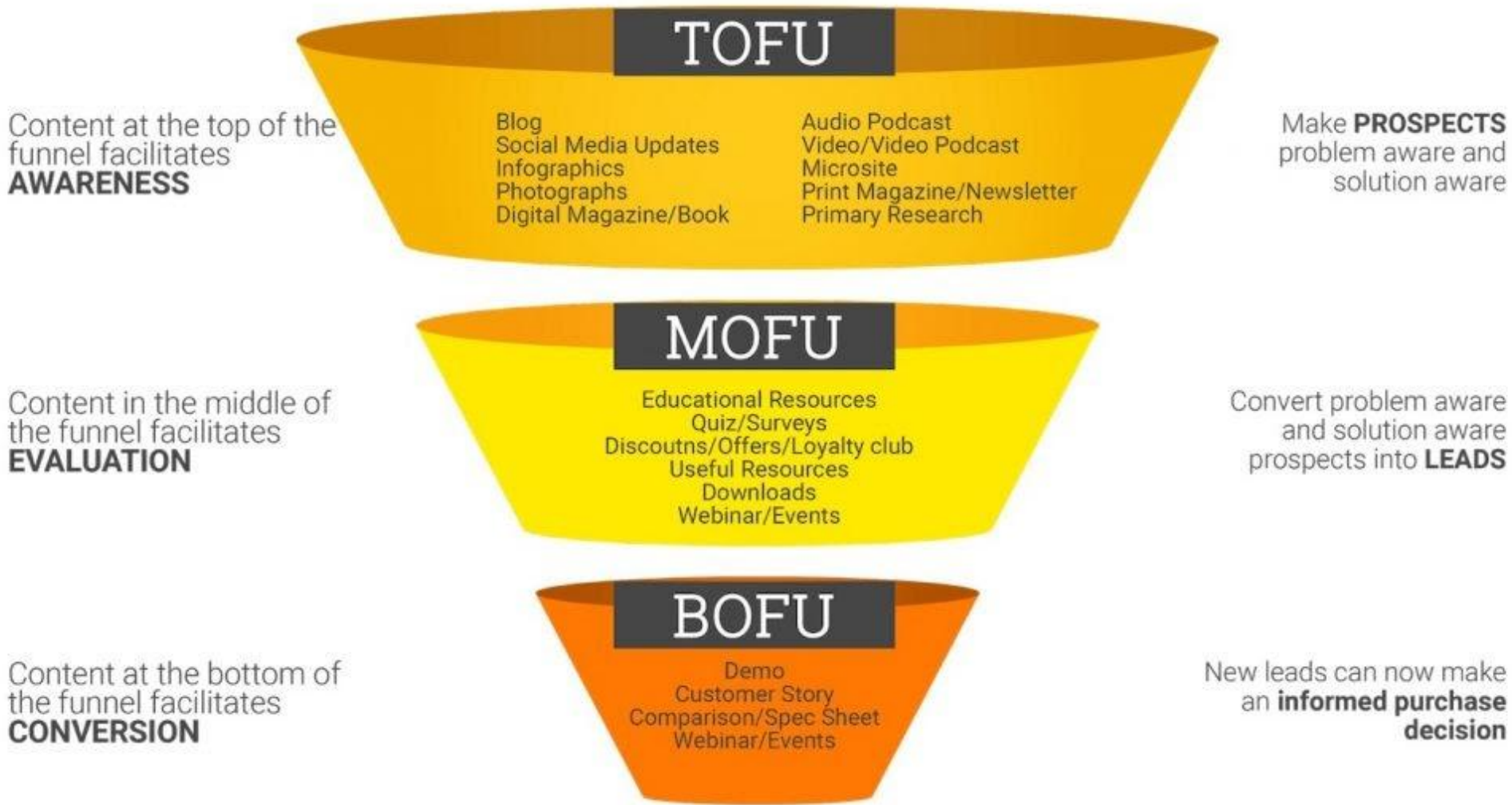
Awareness

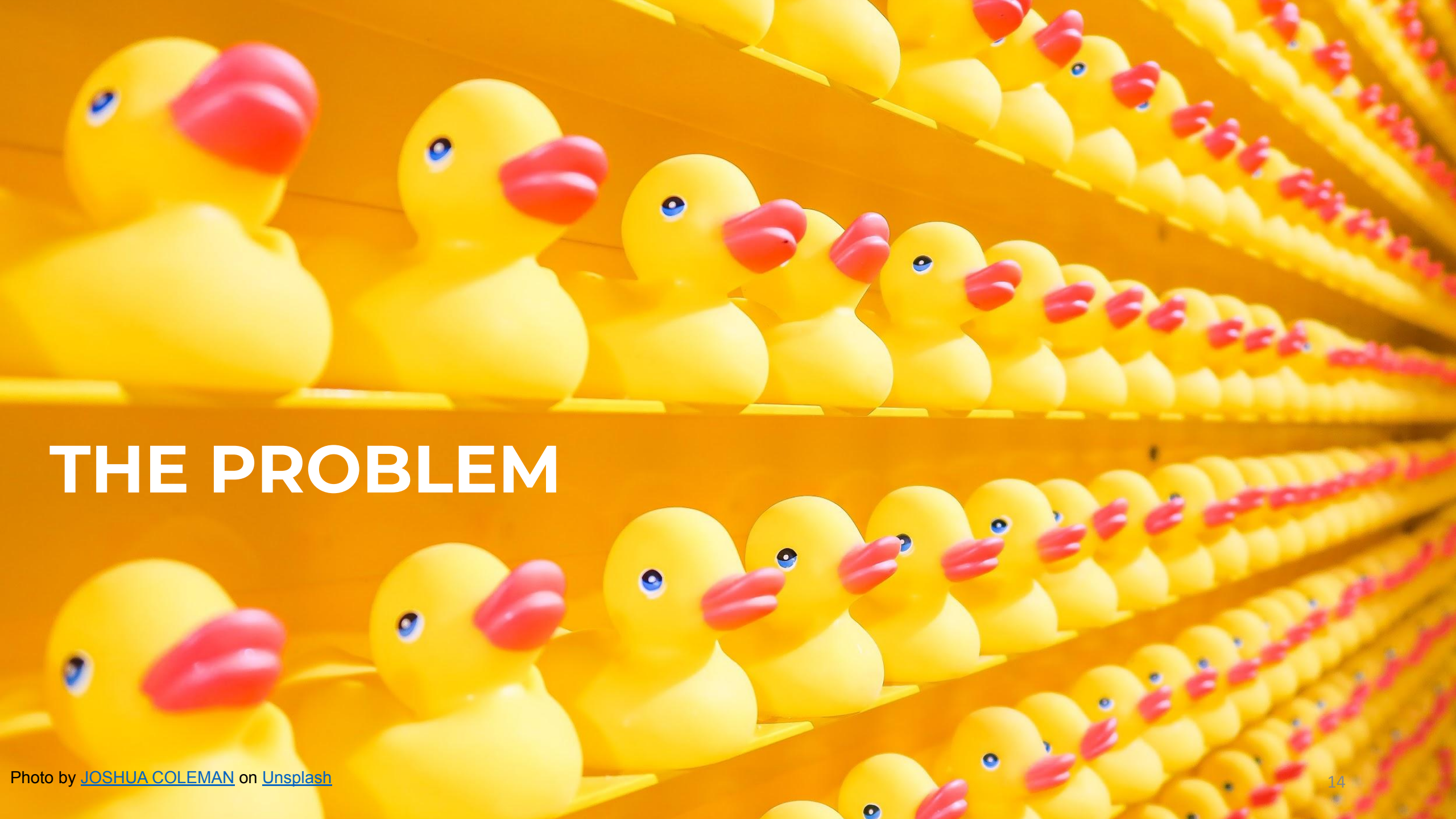
Consideration

Decision



Inbound Content aligned to Stages





THE PROBLEM

**Cost to attract a NEW customer
than to Retain an existing one**

5x

From Funnel



Are you still operating with a funnel of AIDA?
Or have you shifted to a Flywheel?

Is your company using Inbound Marketing, the
Buyer's Journey, and content tailored for each
TOFO/MOFU/BOFU?

Are marketing and sales working closely together
or operating in separate silos?

Does your organization place a priority on
retention or only net-new?

Does your sales process limit your ability to
respond individually to potential clients? Do
customers have to adjust to your process rather
than you adjusting to them?



Quick Q & A

01

How to build trust and rapport instantly with potential new clients

02

How to uncover the motivations of your buyers

WHY?



Photo by Ben Kolde on Unsplash

Photo by [John Middelkoop](#) on [Unsplash](#)

WHY?



WHY?



Build your content plan in advance knowing:

what you
want to
track



how you
will track
it



Name
B2B bob

Age
35 to 44 years

Highest Level of Education
Bachelor's degree (e.g. BA, B:

Social Networks



Industry
Inbound Marketing

Organization Size
11-50 employees

Preferred Method of Communication

- Email
- Face-To-face
- Phone
- Skype

Tools They Need to Do Their Job

- Word Processing Programs
- Business Intelligence Dashboards
- Project Management Software

Job Responsibilities

Content creation, expanding the team,

Their Job Is Measured By

Revenue generated and sales

Reports to

CEO and Director/Manager

Goals or Objectives

Expand business by selling more and creating a good brand

They Gain Information By

Online courses, e-books and conferences.

Biggest Challenges

Finding knowledgeable people

I want to write/ adapt inbound marketing material, and NOT outbound marketing material.

Enter text here

Have a system to automatically track and nurture...and score



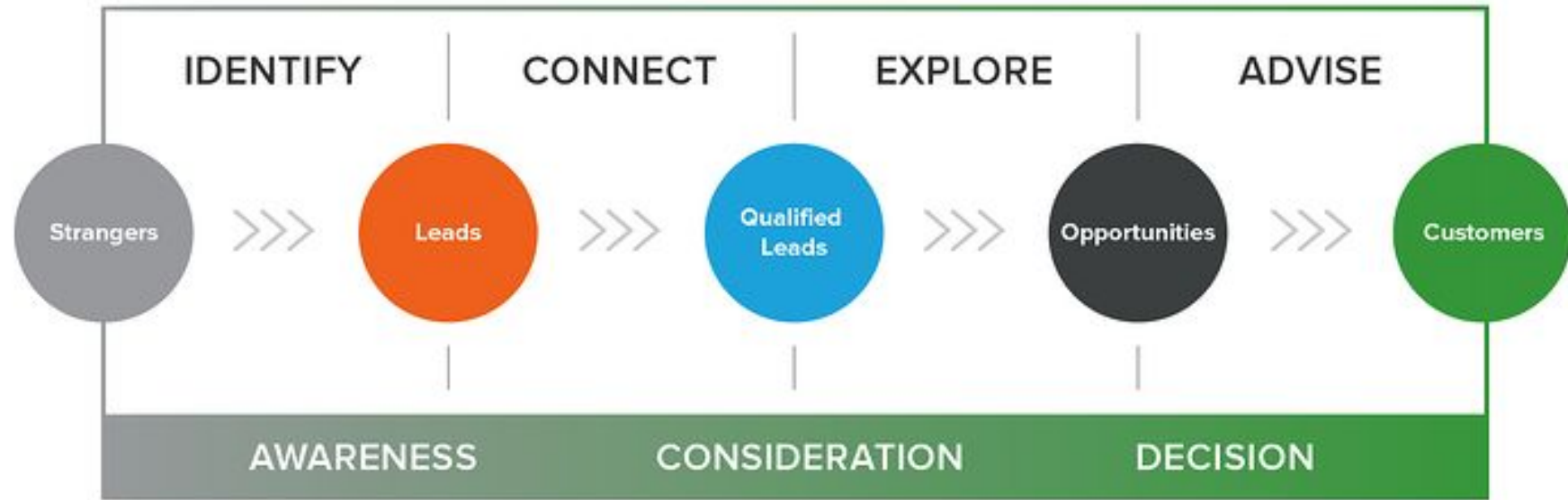
03

How to improve velocity-to-close and up-sell opportunities

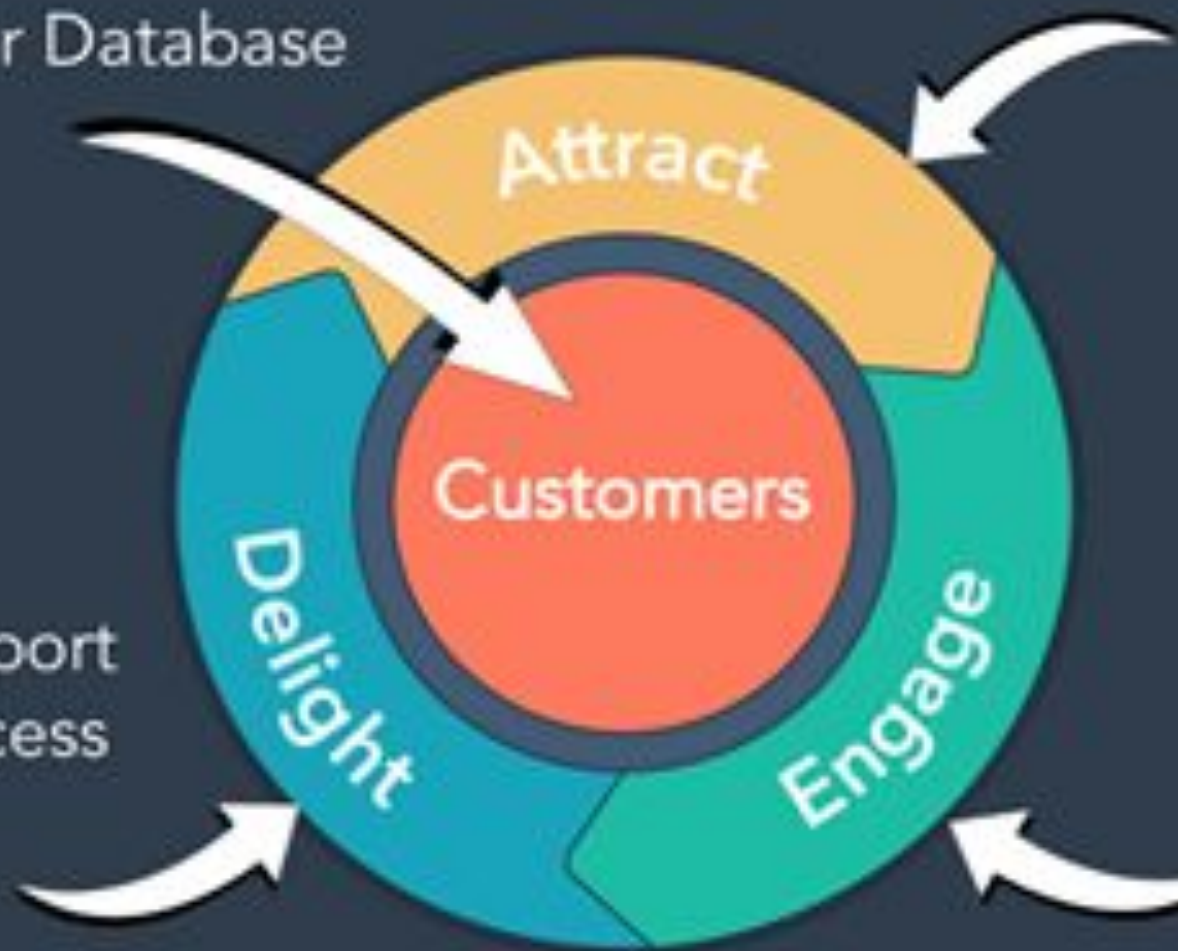


you are What you listen to

Inbound Sales Methodology



CRM/ Customer Database
BI/ Reporting



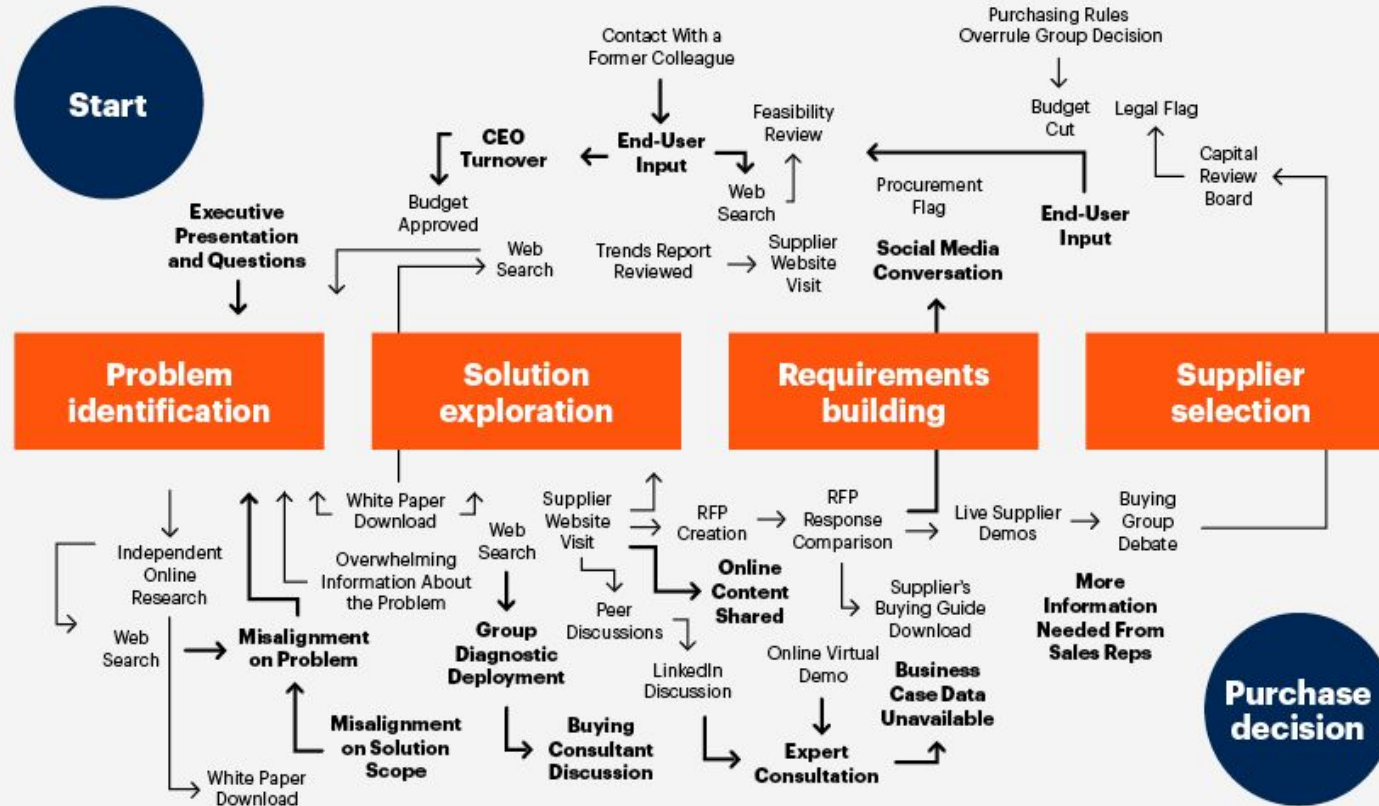
Marketing Automation
Social & Ads
Content Marketing
Lead Generation
Campaigns & Journeys

Customer Support
Customer Success
Self-Service
Feedback
Advocacy

Prospecting
Pipeline Management
Configure-Price-Quote
Forecasting &
Reporting
Coaching

B2B buying journey

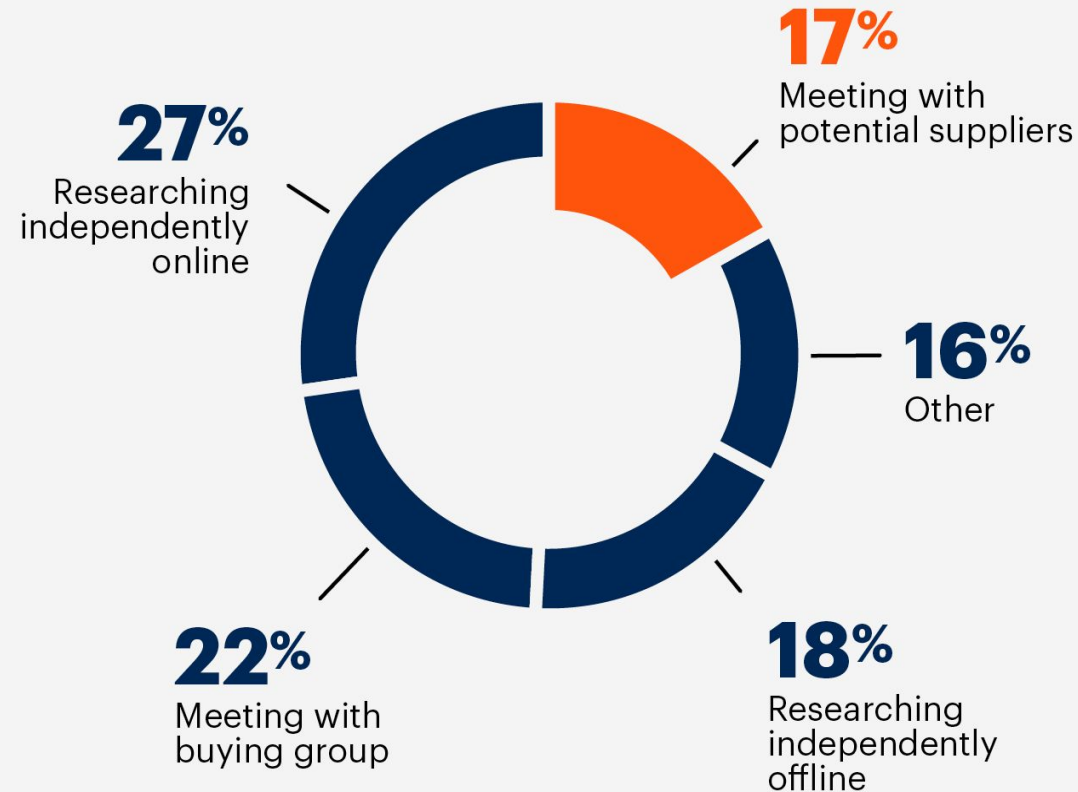
Illustrative



Source: Gartner
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Distribution of buying groups' time by key buying activities



n = 750 B2B buyers
Source: Gartner
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Gartner[®]

No One Wants to be Sold to.

People do want help solving their problems.



Photo by [Denny Müller](#) on [Unsplash](#)

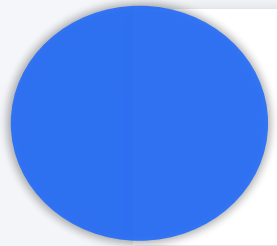


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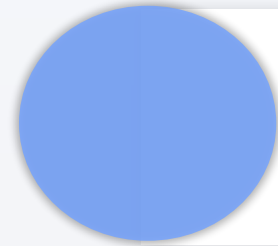
Provide a
**helpful,
human and
holistic
experience**
to anyone
who
interacts
with your
company.



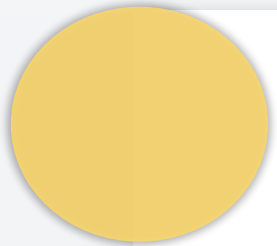
What you have learned today



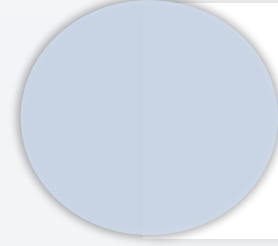
How the sales environment has changed from a funnel to a flywheel



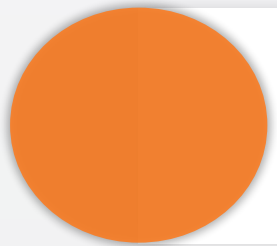
Look at the whole Customer Lifecycle Experience



How being intentional about learning someone's "why" is key



Don't sell a product to a company. Offer a solution to a person.



Automate & have processes to do so



Final Quick Q & A

Congratulations!



**Watch for the link to the ebook:
The B2B Sales and Marketing Handbook**

**Coming soon to a
emailbox near you!**

Stay in touch!

Align marketing & sales teams to
grow revenue

with

Lynne McNamee
President

Lone Armadillo Marketing
Agency



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Quick Q & A