



**SELECTING &
CONNECTING
WITH THE
RIGHT DIGITAL
PROSPECTS**



Agenda

- Account List Management
- Finding Leads
- Qualifying Leads
- Valid Business Reason
- Don't Give Up

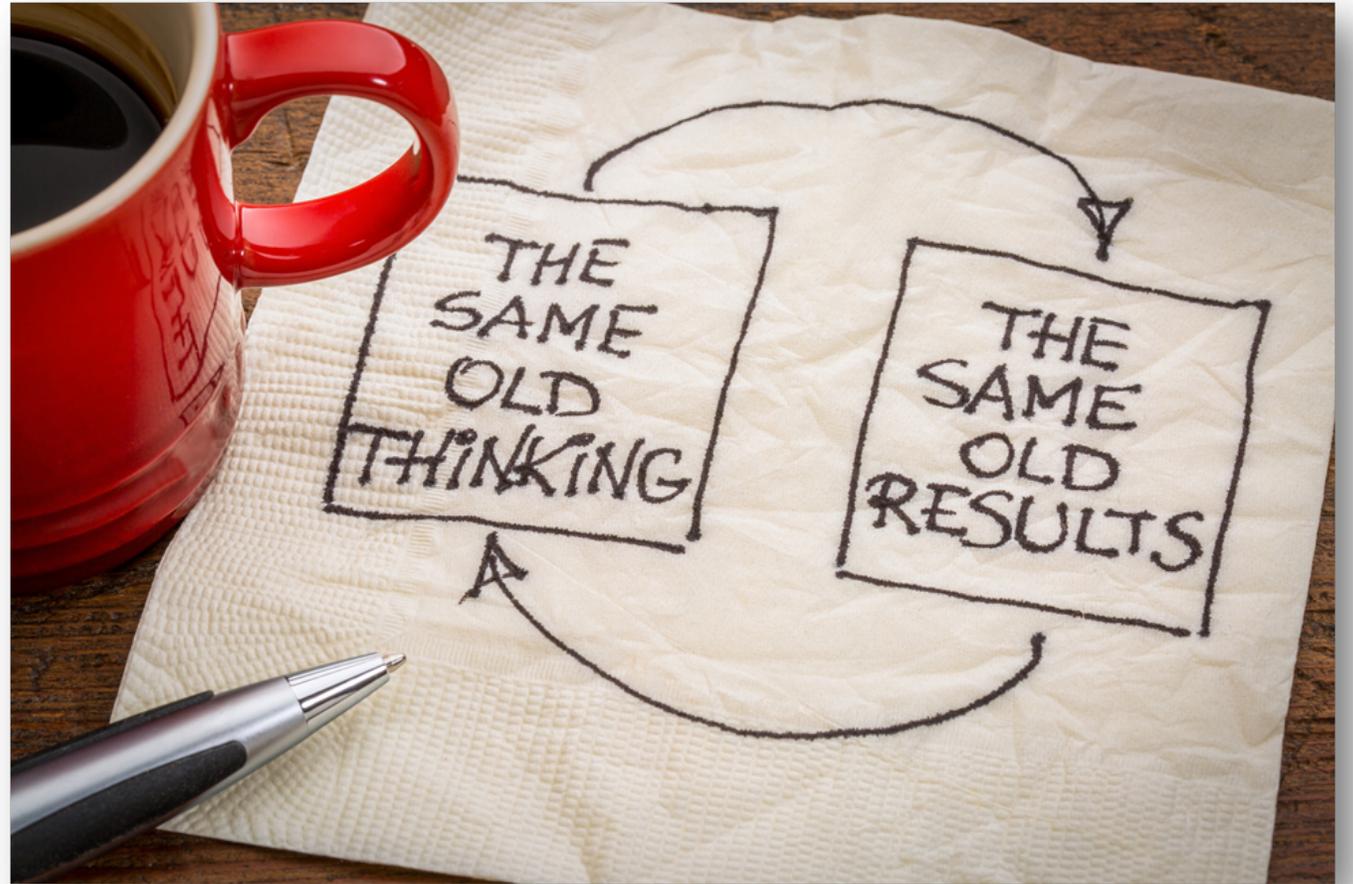
Finis Origine Pendet



The End
Depends on
the
Beginning

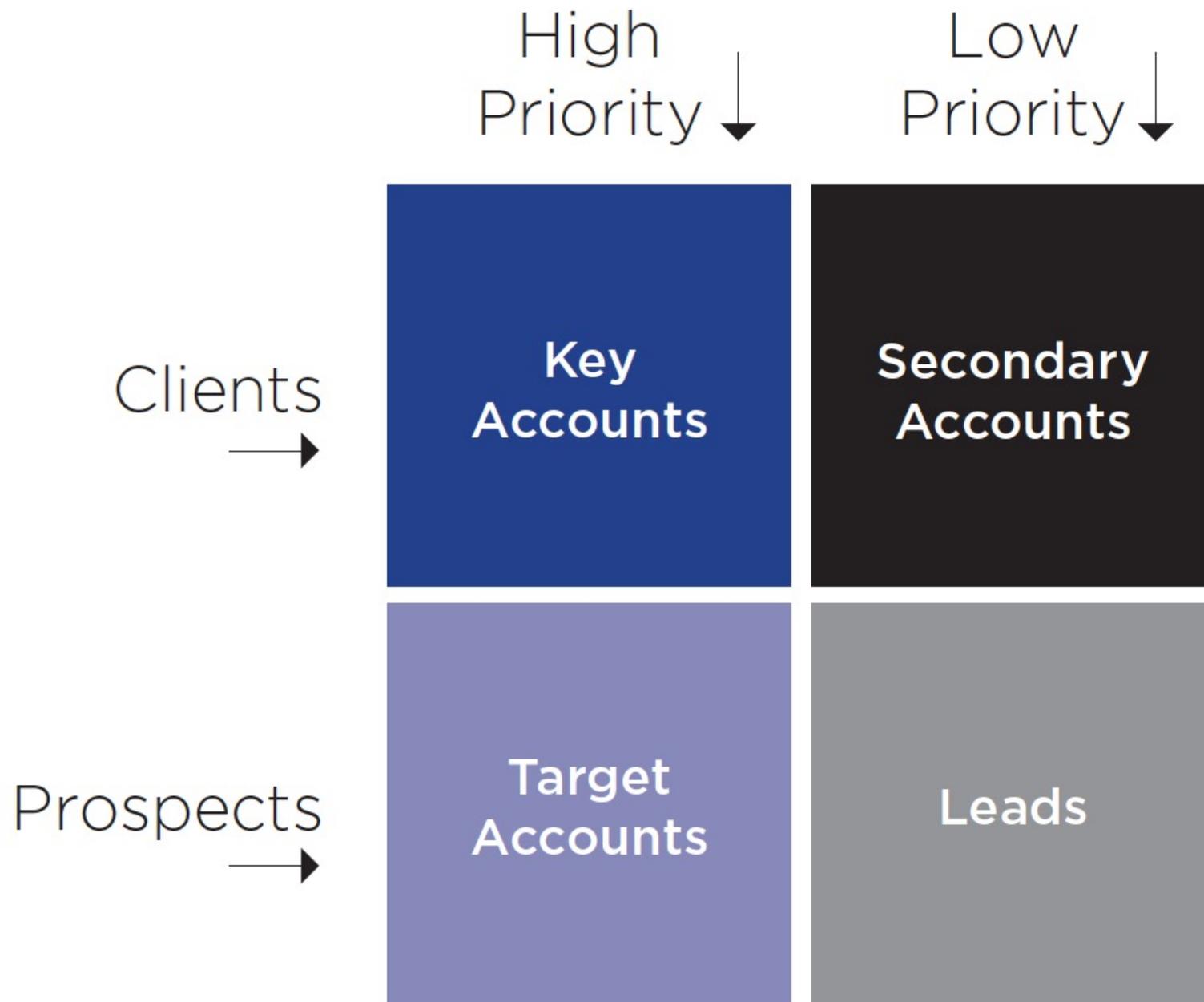


Why is selecting the right Digital prospects so important?



When I say **Account List Management Strategy**, what does that mean to you?





What is a Target Account?



Qualified prospect
that has key account
potential

Focus on no more
than 10 target
accounts

Where do you
find these
potential Target
Accounts?



**Start by
identifying high
potential Digital
categories**

Automotive

Healthcare

Education

Home Improvement

Financial Services

Legal

Travel

Retail

Furniture

Entertainment

Where to Find Leads...

Current Clients

1

Former Clients

2

Competitors

3

Business and Sales
Intelligence Tools

4



Google Resources
(maps, reviews, alerts, search)

5

LinkedIn
(Groups, Job Titles, Industries)

6

7

Networking events or
meetup.com

8

Social Media

9

Chamber Directory or BBB

10

On Demand Service Providers
(Angie's List)

11

Business Directories

12

Referrals

Speaking of referrals...

What % of buyers trust referrals from people they know?

92%

What % of customers say they'd give referrals?

91%

What % of salespeople ask for referrals?

11%

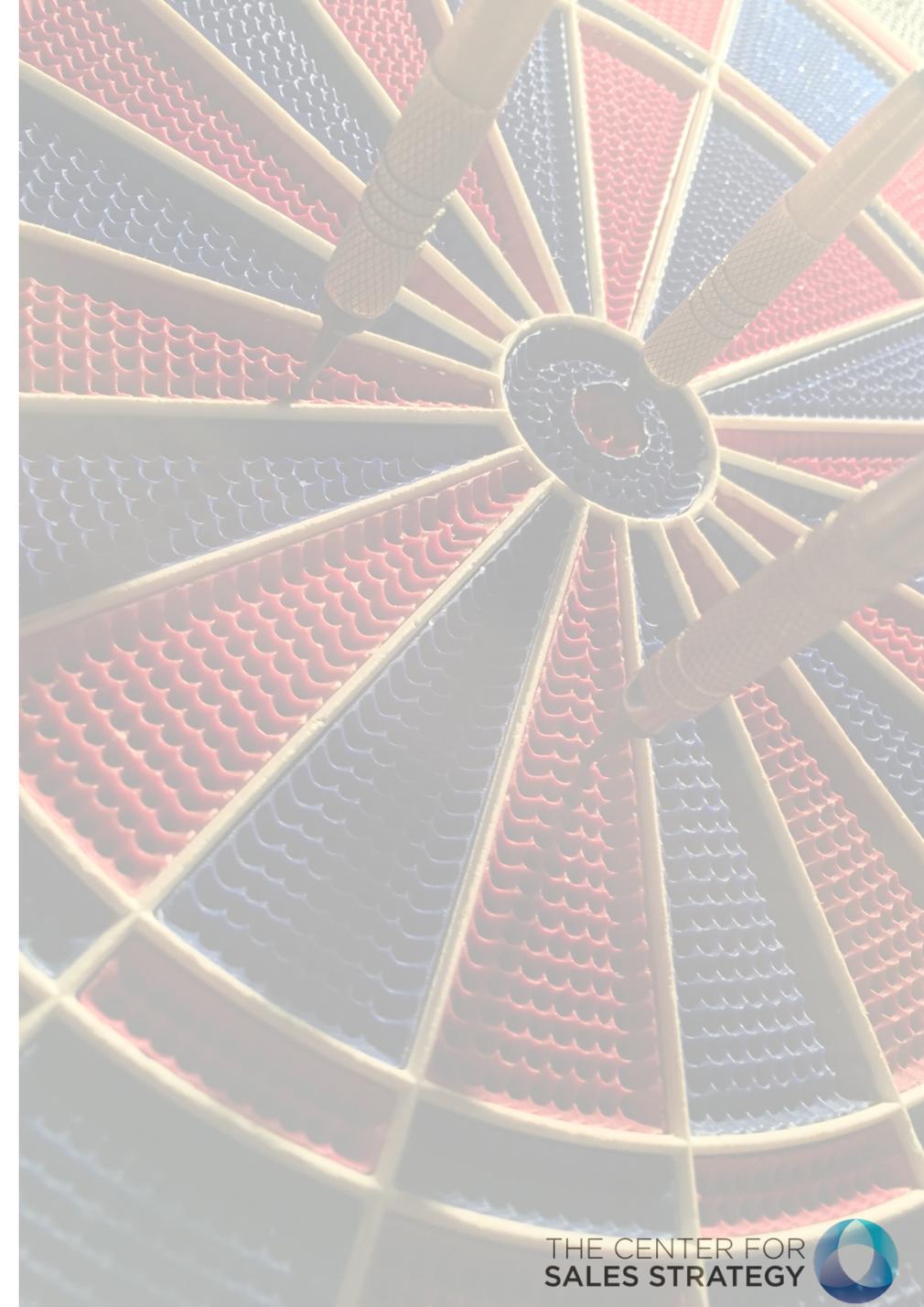
Qualify Your Leads

Some prospects are better
than others

It's important to not try and go after every potential prospect – but instead focus on those that are most worthy of your time and attention that can truly impact your bottom line.



Target Business Profile



Target Business Profile

Dollar Potential

Access

Fit





Dollar Potential

Could this prospect eventually spend at the Key account level?

Dollar Potential

High Volume

High Margin

Does this business have the high volume or high enough margins needed to afford my product and services?



Access

Do you know the decision-making process at this company?

Have you identified the decision-maker?

Have you identified the key decision-*influencers*?

Decision Influencers

User

End user of your product

Technical

Technical specialists assigned to evaluate your product or service

Coach

Internal person who can provide you with additional insights and influence the actual decision makers

Fit

What makes a prospect a good fit for your company?

Fit

- Product or service
- Local Focus

Fit

- Product or service
- Local Focus
- Change in their business
- Openness to solutions

Fit

- Product or service
- Local Focus
- Change in their business
- Openness to solutions
- Growth or trouble mode
- Seasonality

Fit

- Product or service
- Local Focus
- Change in their business
- Openness to solutions
- Growth or trouble mode
- Seasonality
- Factors unique to your business

WHERE TO RESEARCH

Online Reviews
(Yelp, Google)

Social Media
(LinkedIn, Facebook,
Twitter, Instagram)

Company Website

Ghostery

Glassdoor

Google Tools
(News, Search,
Maps, Reviews)

Job Boards
(Indeed, Monster,
CareerBuilder)

**Better Business
Bureau**

SellerCrowd

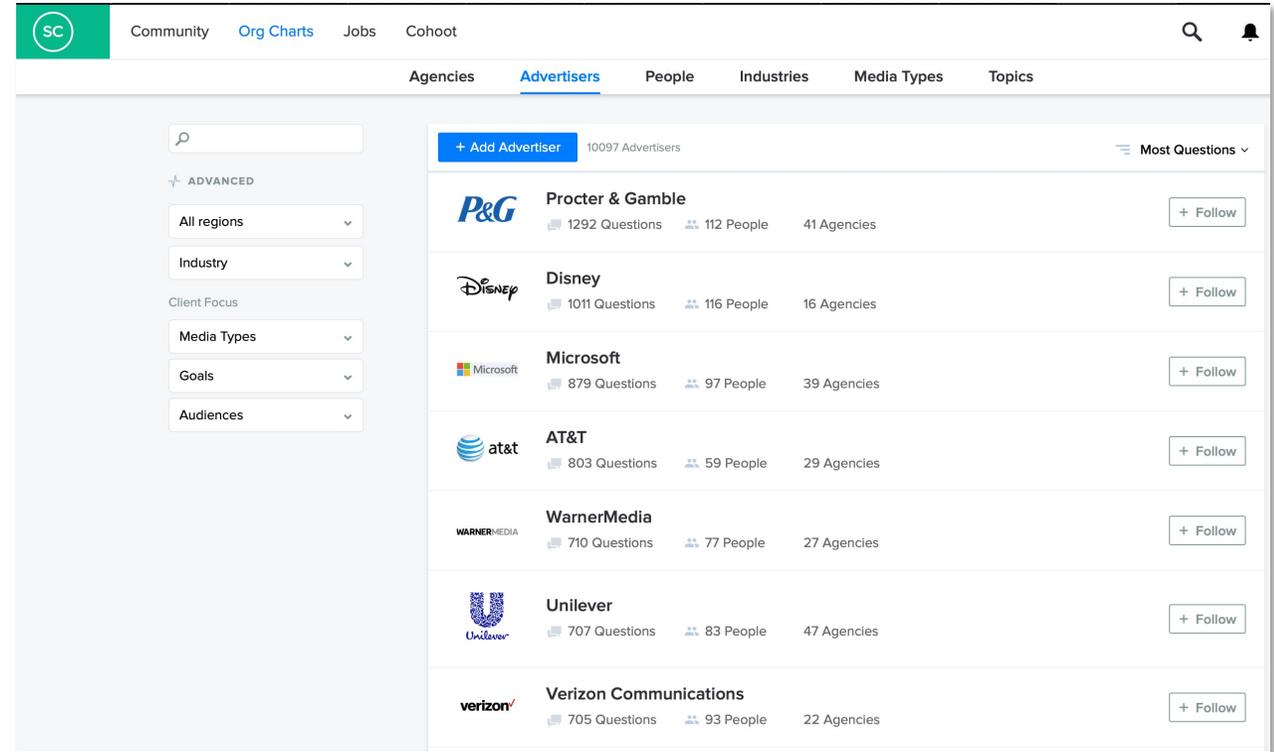
Zero Share Reports

**Twitter Ad
Transparency Center**

Facebook Ad Library
(includes all FB
properties)

SellerCrowd.com

- SellerCrowd is a community of digital media salespeople across the country. They ask and share answers on RFPs, contacts, advertisers, etc.
- Free model gives access to the community Q&A
- Subscription based gives you deeper intel
 - Org Chart database includes:
 - 10,097 advertisers
 - 6,147 agencies
 - Agency contact information
 - 70 media types like programmatic, mobile, etc.



The screenshot displays the SellerCrowd.com interface. At the top, there is a navigation bar with the 'SC' logo and links for 'Community', 'Org Charts', 'Jobs', and 'Cohoot'. Below this is a secondary navigation bar with tabs for 'Agencies', 'Advertisers' (which is selected), 'People', 'Industries', 'Media Types', and 'Topics'. On the left side, there is a search bar and a filter section titled 'ADVANCED' with dropdown menus for 'All regions', 'Industry', 'Client Focus', 'Media Types', 'Goals', and 'Audiences'. The main content area shows a list of advertisers under the heading '+ Add Advertiser' and '10097 Advertisers'. The list includes:

Advertiser	Questions	People	Agencies	Follow
 Procter & Gamble	1292	112	41	+ Follow
 Disney	1011	116	16	+ Follow
 Microsoft	879	97	39	+ Follow
 AT&T	803	59	29	+ Follow
 WarnerMedia	710	77	27	+ Follow
 Unilever	707	83	47	+ Follow
 Verizon Communications	705	93	22	+ Follow

Facebook Ad Library

- Look up any advertiser that has a business page on a Facebook property
- See any active or inactive ads and the Facebook properties they are running on (Facebook, Instagram, Messenger, Facebook Audience Network, and WhatsApp)
- Understand if they are using and paying for ads on Social Media networks

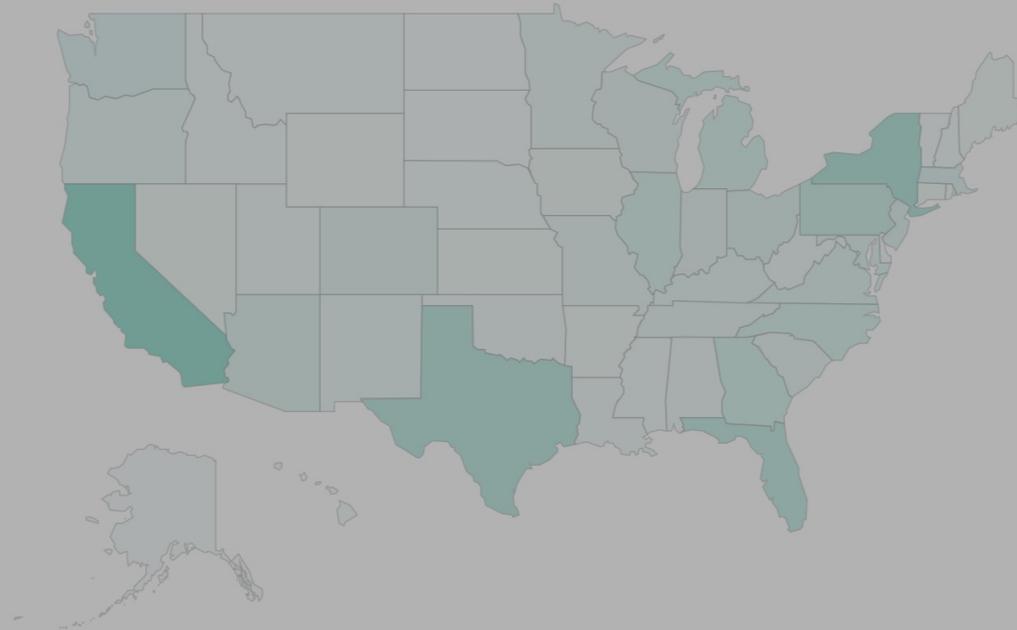
The screenshot shows the Facebook Ad Library interface for the advertiser 'Healthfirst'. At the top, there's a search bar with 'Healthfirst' entered. Below the search bar, the advertiser's profile is visible, including their logo (a green leaf and 'hf'), name 'Healthfirst', and handle '@HealthfirstNY'. The profile shows 15,914 likes and 2,051 followers. Two informational boxes are overlaid on the profile: 'Page transparency' and 'Total spent by Page on ads about social issues, elections or politics'. The 'Page transparency' box shows the page was created on Apr 28, 2011, and the primary location is the United States. The 'Total spent' box shows a total of ≤\$100 for the period May 2018 - Jun 3, 2020. Below the profile, there are filters for 'View' (All Ads, Issue, Electoral or Political) and 'Filter By' (United States, Active and Inactive, Impressions by Recency, Platform). A 'Sort by' dropdown is also present. The main content area displays a grid of ads. Three ads are visible, all launched in June 2020. The first two ads have a blue background with a green leaf logo and the text 'Keeping the Care in Healthcare'. The third ad features a woman sitting on a couch using a laptop, with the text 'Rated 5 out of 5 Stars' and '6 YEARS IN A ROW*'. Each ad card includes the advertiser's name, start date, ID, and a 'See Ad Details' link.

Facebook Ad Library Report includes data on social issues, elections or politics.

Ad Library Report

Last Day	Last 7 Days	Last 30 Days	Last 90 Days	All Dates
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Select a region to see which advertisers are the top spenders on ads about social issues, elections or politics within the specified date range.



\$0  \$513,122

Related locations

Additional United States geographic locations

Location	Amount Spent
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→ New York

Jun 3, 2020
Total amount spent: **\$352,107**

Top spenders

-  Page: **Joe Biden**
Disclaimer: **BIDEN FOR PRESIDENT**
Amount: **\$144,911**
-  Page: **Stop Republicans**
Disclaimer: **Stop Republicans**
Amount: **\$21,102**
-  Page: **Jaime Harrison**
Disclaimer: **JAIME HARRISON FOR US SENATE**
Amount: **\$11,774**
-  Page: **Democratic Governors Association (DGA)**
Disclaimer: **Democratic Governors Association**
Amount: **\$10,387**
-  Page: **NYC Department of Health and Mental Hygiene**
Disclaimer: **New York City Department of Health and Mental Hygiene**
Amount: **\$8,250**
-  Page: **Donald J. Trump**
Disclaimer: **TRUMP MAKE AMERICA GREAT AGAIN COMMITTEE**
Amount: **\$6,170**
-  Page: **NYC Mayor's Office**
Disclaimer: **City of New York**
Amount: **\$4,840**
-  Page: **Progressive Turnout Project**
Disclaimer: **PROGRESSIVE TURNOUT PROJECT**
Amount: **\$4,764**
-  Page: **Progressive Takeover**
Disclaimer: **PROGRESSIVE TAKEOVER**
Amount: **\$4,743**
-  Page: **Perise Practical**
Disclaimer: **Perise Practical INC**
Amount: **\$3,377**

Ghostery

- Allows you to see if they have any tracking on their website including:
 - Advertising
 - Analytics
 - Essential

The screenshot displays the Ghostery browser extension interface. At the top, the Ghostery logo and 'Simple View' / 'Detailed View' tabs are visible. A central circular progress indicator shows '16' blocked trackers. Below this, statistics for 'healthfirst.org' are listed: 'Trackers Blocked: 0', 'Requests Modified: 0', and 'Page Load: 6.58 secs'. Control buttons include 'Trust Site', 'Restrict Site', and 'Pause Ghostery'. On the right, a 'TRACKERS' list shows 'Advertising' with 8 trackers, including 'Snapchat For Business', 'MediaMath', 'Industry Brains', 'DoubleClick', and 'Facebook Custom Audience'. At the bottom, there are 'List View' and 'Gift' icons.

Good health doesn't just happen.

As a New York born and bred health insurer, no one knows this better than we do. This is how we keep the care in healthcare.



Nearly 1.5 million



Target Business Profile

Target Business Profile Filter

Good Target Accounts can come from your existing clients or new prospects. Consider which of your *current clients* have the greatest potential for significant growth and which *new prospects* deserve the most time and attention.

Criteria to consider:

- **Dollar Potential**
- **Access to Decision Maker and Decision Influencers**
- **Fit** [Product or service, local focus, change in business or category, openness to new solutions, growth or trouble mode, seasonality, factors unique to your business.]

Score each one using A-F, with A being the top score based upon the challenges and opportunities with this Target. Some factors can be improved, while most cannot, and some will carry more weight than others based on the situation.

Current Clients to Target:

Account Name	Dollar Potential	Access	Fit	Overall

New Prospects to Target:

Account Name	Dollar Potential	Access	Fit	Overall

Valid Business Reasons



“

**Approach each customer
with the idea of helping him
or her solve a problem or
achieve a goal, not of selling
a product or service.**

- Brian Tracy -

Insights >> VBR

- Indicate how trends affect business.
- State why the prospect should want to meet with you.
- Balance your approach to be efficient, but effective.



VBR Framework



EMPATHY:

I can understand and relate to your problem.

EXPERTISE:

I've solved problems similar to the ones you are having.

PROBLEM-SOLVING:

I can develop a solution to your problem.

Creating a VBR

Prospect: Q BBQ

Situation:

- Recently had lunch at the restaurant
- Excellent food and service
- Spoke with assistant manager who told you evenings and weekends are busy, but weekday lunches are rather slow

Experience: You have had successful campaigns with local Five Guys and Tyler's

Sample Email with VBR

 Send	To	
	Cc	
Subject	Increase Sales and Traffic for Lunch!	

Mr. Morris -

I had lunch at your Q BBQ Schererville location last Monday. I have to say that your barbeque is fantastic. I had a two meat plate with your brisket and pulled pork. Definitely, the best bbq in the area. But, I was surprised to see how slow it was considering how good the food is, so I spoke with your assistant manager, Kari. She mentioned that evenings and weekends are very busy, but weekday lunches are rather slow.

My name is Dallas and I work at XXX 101 radio. Over the last few years, I've worked with several quick service restaurants in Northwest Indiana who were experiencing similar challenges with weekday lunch sales and traffics. We have very successful campaigns with Five Guys and Tyler's.

I know that we can help Q BBQ experience the same kind of increase in sales and traffic. I'd love to schedule a meeting to share with you how we were able to help those restaurants and also learn more about your business, goals, and challenges.

I am available these upcoming times:

- Monday at 3pm - Tuesday at 9am - Thursday at 2pm

Please let me know what time works best for your schedule.

Stephanie Stoll

Don't Give Up

Meet our fictional seller and Target prospect that will demonstrate this process:



SELLER

Maryanne McDonald
Gotham Media



TARGET PROSPECT

Craig Johnson
Director of Birthing Center,
Mercy Hospital

Approach #1- Day 1

Maryanne calls Craig Johnson and leaves a VBR on his voicemail.



V4 T2

Approach #2- Day 1

Hello Craig-

I wanted to send a follow up email based on the voicemail I left you earlier today. Congratulations on the launch of your new birthing center!

I am reaching out to you because I've been following some recent trends about how consumers are managing their own healthcare. Hospitals are taking notice by treating patients more like consumers. We work with other healthcare companies and have some ideas on how you can leverage what you are already doing. I think there is an opportunity to engage with expectant moms early in their pregnancy.

Can we meet next Tuesday at 3pm or Wednesday at 9am so I can share some ideas with you?

Approach #3- Day 3



Email #2 with Success Story

Maryanne emails a success story of how her company has helped a client in the healthcare industry achieve their desired business results.

Approach #4- Day 5

Maryanne sends Craig a request to connect on LinkedIn along with a personal message.

“Hi Craig, I often share news and articles about marketing trends you might find valuable. Looking forward to connecting.”



Message

More...

Approach #5- Day 7

Maryanne uses video to connect



After numerous attempts without breaking through to Craig, Maryanne sends a video humanizing her original VBR.

Approach #6- Day 9



Maryanne shares Personal Marketing Resume

Maryanne sends Craig her Personal Marketing Resume which highlights what it's like to do business with her and brings her professional brand to life.

Approach #7- Day 10

Maryanne makes another attempt to reach Craig by email....

1, 2, or 3

Hi Craig,

I've tried to reach out to you over the last couple of weeks, but we haven't been able to connect. I'd hate to give up on you without ever hearing back from you. So, please do me a favor and reply with either a 1, 2, or 3 to this email.

1. Yes! I am still interested but have been too busy to reply. Call me next week and we can talk.

2. No! I'm sure you're a good guy, but I'm not interested, please leave me alone.

3. I've fallen and I can't get up! Please call for help.

Please let me know which one it is, as I'm starting to worry!

Thanks,

Maryanne



Maryanne McDonald
Account Executive
Gotham Media

Don't Give Up- Pro Tip

Time is Important!

There is power in making your attempts in a fairly short period of time. Don't leave a voice mail every hour, but don't make one attempt a week either.

The stronger your VBR- the fewer attempts you'll need!



Don't Give Up!

Don't Give Up!

To break through and connect with a prospect, be persistent. There is no magic approach or number of attempts that will work for all prospects.

Consider the category of business, the Target Persona, and other factors unique to that prospect.



Day 1: Email #1 Introductory Email

Start with an email using your Valid Business Reason, leaning heavily on the Insight you used to create the VBR.



Day 2: Follow-up Phone Call

Call the prospect and reference the email sent.



Day 3: Email #2 with Success Story

Send a summary of success you've had with a similar category or industry.



Day 5: Connect on LinkedIn

Supplement your efforts on social media throughout the process.



Day 7: Follow-up Phone Call

Reiterate your Insight, VBR, and the importance of connecting soon.



Day 9: Email #3 Success Story Referral

Highlight the key value of the success story sent and add a reference if possible.



Day 10: Final Phone Call

State that this is your last attempt and that you will send an email today with some times for a 15-minute phone call next week.



Time is Important

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Thank you for joining us today

Next week we will discuss:

Executing Digital 1st Time Client Meetings