inbound sales guide

no one likes to be sold to

WHAT'S COVERED

OUR EXPERTS

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Selling has changed. Gone are the days of cold calling and forcing content on your prospective customers through any and all channels.

SEAN ROYER,
INBOUND SALES & MARKETING,
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01

inbound sales defined.

Inbound sales is a more personalized, helpful way of selling that focuses on individual buyers and their needs, frustrations, and goals. It's a consultative, advisory style of approaching customers to ensure they aren't getting content (and individual agendas) forced upon them, and instead are getting the necessary information to complete their buying decision.

start with the buyers in mind

_____ The power in the buying and selling process has shifted from the seller to the buyer.

inbound vs outbound (LEGACY) sales 💚

The one-size-fits-all approach of outbound sales won't work with the modern buyer. Cold calls, content blasting, and convincing people who aren't interested in buying your product to buy are, wasted efforts for the most part. All buyers are unique depending on where they are in their buyer's journey. Specializing your sales technique to reach customers at any stage is the inbound sales methodology.

all buyers are unique.

———— Understand where your buyer is at in their journey. Develop trust with buyers by showing a genuine interest in helping meet their needs.

the buyers journey♥

The buyer's journey is "the process that a buyer goes through to become aware of, evaluate, and purchase a new product or service." Each customer has unique needs depending on their stage in the journey. In inbound sales, it is imperative to understand your customers' buyer's journey—especially their pain points—to know how to reach them at each stage.

AWARENESS
The buyer realizes they are experiencing a problem and wants to fix it.

CONSIDERATION
The buyer defines their problem and researches options to solve it.

DECISION
The buyer choses a solution.

A big mistake we see a lot in inbound sales is salespeople not understanding where their buyers are in their journey. If a customer comes to you and is ready to buy, but you're sending them introductory blogs and additional information that they don't need, you're slowing down their decision and they may lose patience.

During your exploratory call, take queues on specific verbiage your prospects are using so that you can understand where they are in the process before trying to provide value.

04

inbound sales
methodology ♥

Buyers aren't dependent on a salesperson to make a buying decision anymore. There is so much marketing taking place on the Internet and so much information available—it can be overwhelming to buyers. The modern buyer is looking for a personalized experience from you and your brand. There are four key steps to implement an inbound sales process:

1 IDENTIFY

At this stage, your prospective buyer is likely in the Awareness stage of their journey already. You will want to prioritize active buyers instead of passive buyers. Have they recently visited your website or opened one of your emails? If yes, they are a good-fit customer and are ready for further engagement. Have they submitted their contact information via a form on your site? That makes them an inbound sales lead (or SQL).

2 CONNECT

Now is the time to connect with your inbound sales leads. Is the problem the lead is facing something that they want to pursue, or ignore? If they want to pursue it, they are a qualified lead. Engage them with personalized content in this stage, and define their buyer persona. This will help craft future content that drives further engagement.

EXPLORE

At the Explore stage, salespeople will dive deeper into the goals, challenges, and pain points of qualified leads and how to best serve them. Focus on the challenges they're facing and connect their goals to these challenges. Discuss their budget and share plans for how your solution can help accomplish these goals—on their timeline.

ADVISE

Here is where the "selling," as we typically think of it comes back into play. Now is the time to advise your lead why your company's solution will address their problem. Provide a thorough recap of what you've learned about them, their goals, and their challenges. Show exactly how your product or service will benefit them, and confirm the budget, authority, and timeline one more time.

05

key elements of
an inbound sales
strategy.

Buyer Personas vs. Ideal Customer Profiles

Buyer personas and ideal customer profiles help you understand your customers on a generalized level, which allows you to better understand their journey through the buying process.

An Ideal Customer Profile is a description of the company, the industry, and the specific business vertical in which your ideal customer resides. How many employees work there? What is the company's annual revenue? Where are they located? From there, you can look into the diverse set of individuals that work within this company; this is where buyer personas come into play.

A Buyer Persona is a semi-fictionalized representation of your ideal customer based on market research, interviews, and real data about your existing customers. A buyer persona includes demographics, behavior patterns, and goals your different customer types may have.

Marketing Manager Mark

Marketing Manager at a nationwide company

Challenges
- Company buy-in for new processes
- Proving ROI of marketing expenditures
- Identifying the right solution provider
- Managing pushback regarding changes from clients and sales team

Key Marketing Messages
- Triptych allows you to increase your sales and marketing ROI by not only unclogging the pipeline, but also scaling up sales force while keeping marketing staff lean.
- By creating a centralized location for all your assets, Triptych gives your sales reps the power to personalize media type and message for successful distribution.
- Achieve company buy-in with real-time data of your content's performance in the field and the confidence that the content satisfies even the strictest compliance officer.

Objectives
- Implement successful content delivery strategy for distributed sales force
- Decrease costs through modernization
- Maximize sales team efficiency
- Speed to market

Problems We Solve
- Reduce hidden fees and inefficient processes that raise your costs.
- Get the integration and intelligence that helps you optimize your channel for greatest efficiency and ROI.
- Customized content that fits the way your reps sell, and speaks directly to the needs of the buyer
- Content that sales team knows is suitable for intended purpose

AGE	42
GENDER	54% male, 46% female
LOCATION	Major metropolitan areas
SALARY	$65k-$85k
EXPERIENCE	5 - 9 years
EDUCATION	Bachelor's degree. *(Typically in marketing, communications or business.)*

Content

Customers begin their buying process online. Educating your customers on the problem they are exploring and the solution that you have for them makes them an even more qualified lead by the time they are at the decision stage.

Pillar pages, whitepapers, blogs, ebooks, and case studies not only educate your leads, they also help to differentiate your product or service from your competitor's. FAQ pages, testimonials, and reviews are also immensely helpful for a consumer reaching the decision stage.

You want your company to stand out, and you want your customer to be aware of their option so they can confidently choose the solution that best suits their needs.

Lead Intelligence and Scoring

Lead scoring is "a methodology used to rank your prospects on a scale that represents the perceived value each lead represents to the organization." Lead intelligence uses the behavior data captured from the way these leads use your website.

Lead scoring takes thought, collaboration, and a good lead management software to set up, but after you've accomplished this, it takes very little day-to-day management on your part.

First, identify what makes a visitor to your site a Marketing Qualified Lead (MQL). These are people who have engaged with your content, but we aren't sure how engaged they are yet.

Your lead intelligence software will then score how engaged these users are based on actions they've taken—maybe they visited 3 pages on your site and left, or they visited 50, requested an ebook, and tweeted about how amazing the user experience on your site was—the latter would be considered a Sales Qualified Lead (SQL) and is ready to become a qualified prospect.

Qualifying Leads

How do you qualify a prospect and move them to the buying stage? Ask them these questions:

1. What's the problem you're seeking to fix with this offering?

2. What's prompting you to do something about it now?

3. Do you have a budget for this?

4. How does the budget sign off process work?

5. What does the decision making process look like? What role do you have in this process?

6. What hurdles could come up and derail this project?

7. What other solutions are you evaluating?

8. Do you currently have a solution in place?

9. When do you need a solution in place by?

10. What does solving this problem mean to you?

Qualifying leads is a crucial part of your sales process. It helps you determine if your offering will help your prospect, and if continuing is worthwhile to both parties. Customize these questions and carefully craft your company's version of these—the results will be worth the effort!

06

sales

enablement ♥

Sales enablement is all of the tech, processes, and content that empowers your sales team to sell efficiently and at a higher volume. Sales enablement streamlines sales cycles with better, more relevant sales content and equips your team with the sales tools they need to be more informed and productive.

With a good sales enablement program, you can:

1 STANDARDIZE AND REVIEW REPORTING

You have a high level understanding of what reports are relevant to your business, but do you have the technology to create these? Standardize common reports like leads generated, product demos delivered, and activities logged by salespeople.

2

OPTIMIZE SALES CONTENT

After a thorough content audit to determine where and how much high quality sales content you have on your site, you can organize it in a content library so your team can easily access it. Create case studies pulled from data from your CRM, and create email templates to dramatically increase productivity.

3

SALES AUTOMATION

So many processes that used to be manual can be automated for the modern sales-person, enabling them to sell better and faster. Create email sequences to contin-uously engage with prospects, without sending dozens of follow up emails per day. Implement direct messaging with live chat to engage and close with contacts in real time, and add filter criteria to engage with only high quality leads so you aren't wasting any time.

Sales enablement removes the roadblocks and makes the sales process as smooth and easy as possible. It's hard enough to sell—sales enablement makes it easier.

inbound sales with

hubspot ♥

HubSpot has a robust set of tools that make looking at analytics and customer data easy. Combine any and all of these tools together for a well-rounded arsenal of customer satisfaction software.

Inbound Sales Software from HubSpot

HUBSPOT'S CRM

As salespeople, we know that organization is everything. Hubspot's CRM has everything you need to track, organize, and build better relationships with your customers and your sales team—also, it's 100% free.

Here are our favorite features:

PIPELINE MANAGEMENT

A clean dashboard will show you deals won and lost, appointments scheduled, contracts sent, and track sales team performance against your quotas. Sort deals by company, contact name, business or industry to save time.

TRACK INTERACTIONS

See all interactions with your leads in one place, including emails, calls, meetings, and notes, all uploaded automatically with email sync.

SALES ACTIVITY IS LOGGED AUTOMATICALLY

Stay organized with a clear dashboard, automated data upload, and all sales activity in one easy-to-read timeline. Never dig through an Excel Spreadsheet for sales data again!

MARKETING HUB

Grow traffic, convert more site visitors, and run your inbound marketing campaigns in one place with the Marketing Hub. Landing pages, automation, and analytics are only the beginning.

With HubSpot's Marketing Hub, you can also:

CREATE AND OPTIMIZE ALL OF YOUR CONTENT

Blogs, emails, and social media—all in one place. Using the content strategy tool, you can create content based on your customers' search habits; the SEO tool will help you rank so that they don't have to dig for your content.

AUTOMATE EVERYTHING

Track who's signing up for more information from your easy-to-set-up landing page forms and automatically get these leads enrolled in a relevant email campaign to help them move into the next phase of their buying decision. Send the perfect follow up based on the type of content with which your lead interacted, whether it be an email, links to additional assets (like ebooks or case studies), a phone call, or scheduling a demo.

REACH CUSTOMERS THROUGH SOCIAL MEDIA

With social media connectivity, you can monitor what customers are saying across multiple networks. Respond to questions or comments, find solutions for unhappy customers, and turn satisfied customers into advocates for your brand with quick responses.

SALES HUB

Add time to your day. All interactions are logged automatically. And your sales team activity is organized in one place. You will be notified instantly when leads reach out to you.

SCHEDULE MORE MEETINGS

Eliminate slow communication via email and schedule meetings in real time with integrated live chat. Set up a link and have leads pick a meeting time that works best for both parties—no back and forth.

FOLLOW UP SEAMLESSLY

With a notification the second a lead opens an email or clicks a link, following up with your leads has never been easier. HubSpot places the most relevant notifications at the top of your dashward feed, so you can quickly reach out to the most qualified leads without sifting through your inbox.

STOP UPLOADING DATA AND START MAKING DEALS

The time for manual data entry has passed; free up your time for sales by utilizing Hubspot's automatic upload of contact info, pages visited, and other important customer information. Add new deals, view where they're piling up, and create and assign tasks to your team on your dashboard.

SERVICE HUB

Great customer service is more important than ever. According to the [2018 Microsoft State of Global Customer Service Report](#), 61% of customers will stop doing business with a brand after a poor customer service experience. Buyers are more informed than ever and if they don't have a good experience with your brand, they'll go somewhere else. The Service Hub offers modern customer service tools to cater to these new and empowered customers—exceed their expectations.

RESPOND BETTER

Access and manage all customer communications in one collaborative inbox that includes customer chats, emails, and more. Get access to customer data while you're chatting—see their logged communication, customer history, and product details—so you can drive the conversation and provide the best possible support.

BE MORE PRODUCTIVE AS A TEAM

Turn incoming emails into tickets that can be automatically assigned and routed to the team member best suited to help that particular customer. Create email templates with the answers to your customer's most common questions and log them for future FAQ and other resource pages.

TURN CUSTOMERS INTO PROMOTERS

HubSpot's tools send out surveys to proactively gather feedback and gauge customer happiness. You can easily gather data and calculate your Net Promoter Score, while using the dashboard feature to keep an eye on ticket volume and average response time. Optimize data and customer feedback to see which content and assets your customers are interacting with and where you can improve.

building better relationships

———————— Hubspot's CRM has everything you need to track, organize, and build better relationships with your customers and your sales team

08

the future of inbound sales ♥

When you push off a sales call or email because you're too busy, the modern buyer is going to take their business elsewhere. There is so much content readily at their fingertips; if they can't get the information they want from you, they will move onto a different source. The future of Inbound Sales is going to become more and more automated because—let's face it—sometimes you are too busy.

Content Automation

When we want to buy something, we typically want it now. The Internet has accelerated this further. (Amazon Prime, anyone?) We want products delivered straight to our doors and we want them as soon as possible. We want things fast, and when the modern buyer wants to speak to someone, they don't want to wait the [average of 7 minutes](#) before they're connected to an agent that can help. This is where chatbots and other automated content come in.

CHATBOTS

Chatbots are virtual robots. They never get tired, they don't need vacation time, and they listen to your every command. (The perfect employees, right?) Chatbots can support and scale a team's relationship with their customers by being available 24/7 with automated content to answer questions and guide them through the buyer's journey. Chatbots are also always in a good mood, and will speak to customers in this way—leading to

greater customer satisfaction—they also speak almost every language. Really good chatbots are powered by artificial intelligence, so they can easily understand complex requests, pull customer information, and personalize responses.

Chatbots can help you save time with predetermined responses to frequently asked questions. You understand your brand and the interactions you're already typically having; transferring that cadence to a bot allows you to step back and make room for other sales tasks. New automation technology can aid you and your sales team by saving you time while getting you more leads.

WORKFLOWS

This is the team Hubspot uses for their marketing automation software.

HubSpot calls their marketing automation software Workflows, which are "a set of actions that automatically execute in the software based on a starting condition and rules set by you, the user." Typically, businesses use workflows to deliver emails and other content assets to their users based off of the data collected from how these users have interacted with their brand. Inbound companies can use this system to automate the work they do every day, and the most successful automation relies on triggering relevant and timely actions based on context. How contacts interact with a company's content and their website matters, which is what makes inbound sales so meaningful and effective.

the agency team
you'll love.

WHAT'S NEXT?

Outdated sales methods holding you back from hitting your goals?

We're here to help!

Grab a time on our calendar that works best for you—and let's talk!

let's talk

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