



Building and Maintaining a Healthy Digital Sales Pipeline

Even When You're Swamped!

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Agenda

- The Forever Problem of a Salesperson
- Two Biggest Threats to a Salesperson
- Salesperson Insurance
- Your Pipeline Process
- Don't Forget to Renew!



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The Forever Problem of a Salesperson

You only have 24 hours in a day!

- **Ideally you will always be busy!**
 - Big book of business
 - Big whales with big needs
- **20% of your time = client facing**
- The other 80%:
 - Prospecting
 - Follow-ups
 - Strategy
 - Admin work



Two Biggest Threats to a Salesperson

Lack of Client Diversity

- **Never put all your eggs (paycheck) in one basket**, no matter how big it is!
- **No client is ever 100% secure**
 - New management, owners, marketing leadership
 - Company gets sold
 - Election changes funding/support
 - Budget changes
- **Income fluctuation**
 - Seasonality
 - Market can impact the whole industry
- **Limits your understanding of the market**

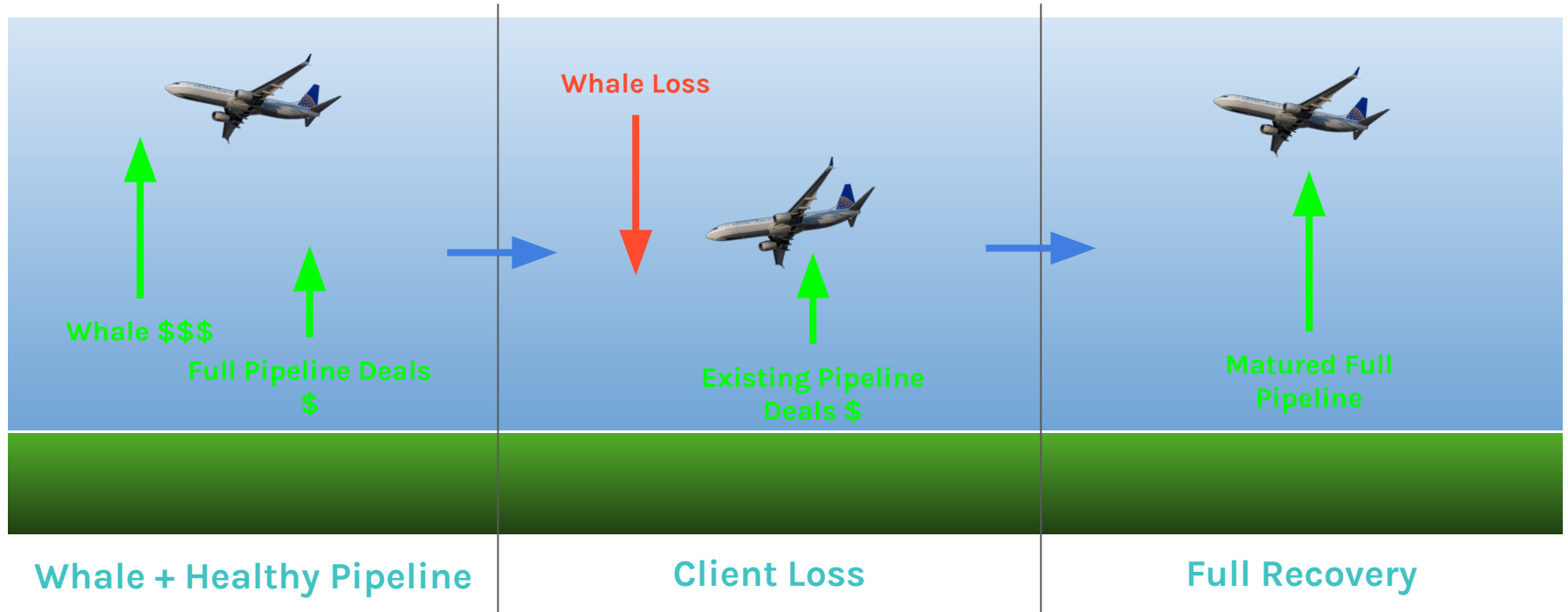
Two Biggest Threats to a Salesperson

Lack of Pipeline Momentum

- **Pipeline = Insurance!**
 - Time spent prospecting = paying your insurance
 - Don't stop “paying” for insurance!
- **Even out income during sales cycles**
- **Keep sales skills sharp**



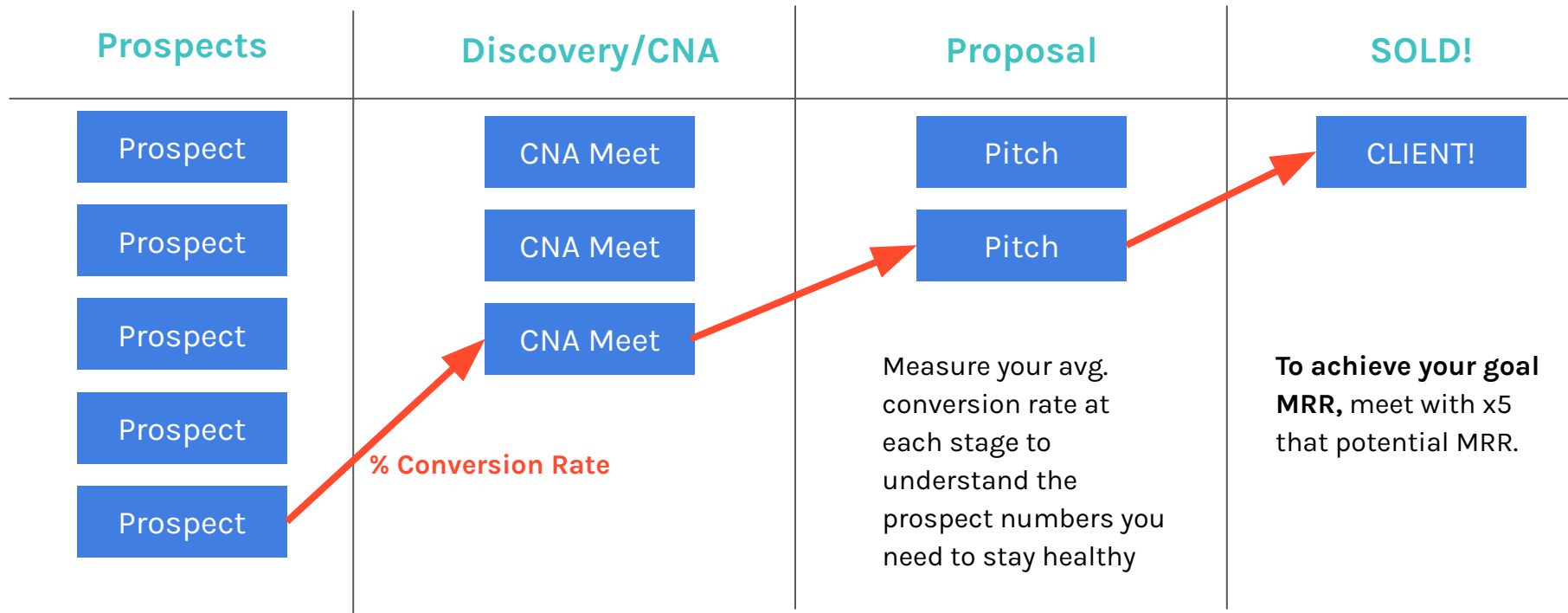
A Full Pipeline is Your Lifeline



Make a Pipeline Process and Stick to It

- 1. K.I.S.S. - Keep It Simple, Stupid**
- 2. Make a process**
 - a. Figure out the process so you don't have to think, just do
 - b. What you're going to say on the call/email
 - c. How many calls/emails you make
 - d. When do you follow up
 - e. Unique follow ups/content for different parts of the pipeline
 - f. Cadence
- 3. Put in the same amount of effort in the process each week**
- 4. Work ALL leads/prospects**
 - a. Don't judge prospects early
 - b. Don't give up on them

Track Your Pipeline

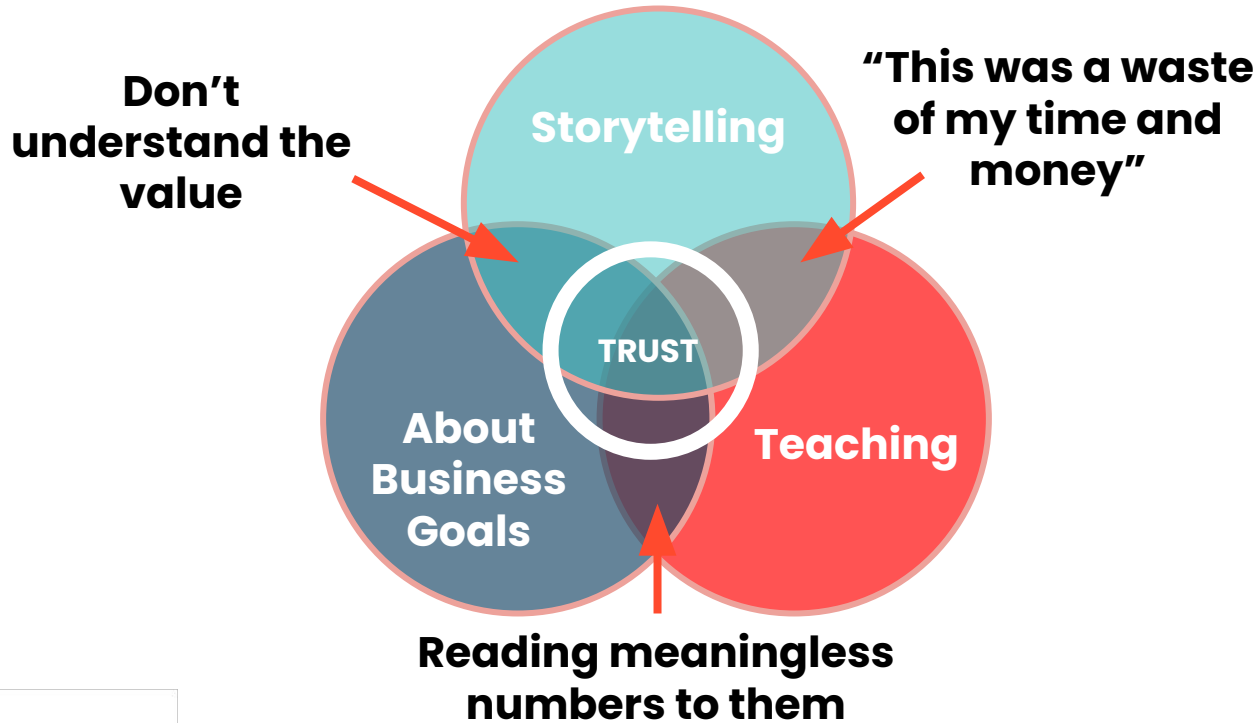


Renewing Is Part of Your Pipeline Management

Renewing is:

- 1. Teaching them something new**
- 2. Through a reporting story**
- 3. About their business goals**

123: How Make Reporting Relevant





Storytelling with Reporting

Your Biggest Sales Opportunity

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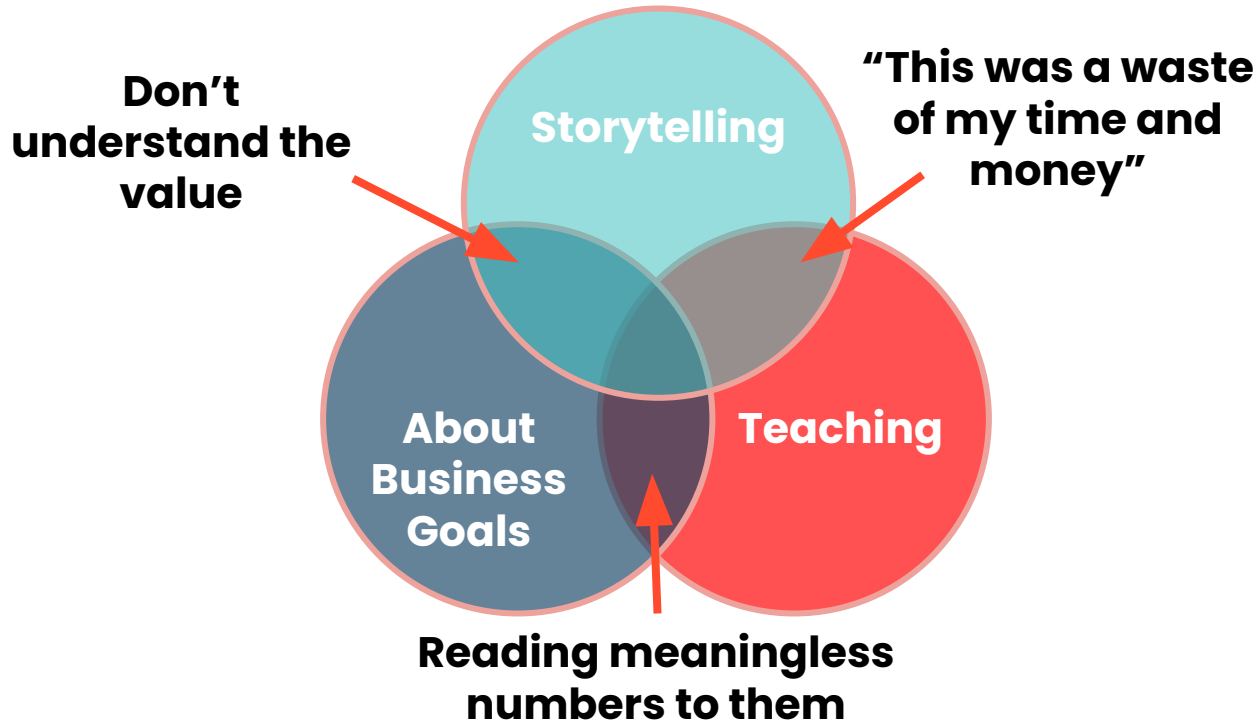
Renewing is a Different Skill from Selling a New Client

When you sell the client's first campaign:

- You might be able to **teach** them about advertising for their business at the beginning.
 - But when going over reporting later the teaching is expected to be about data and results
 - More tailored and specific
- You should use **industry data to tell a story**, but don't have campaign reporting data
- You **set business goals**, but you aren't being held to them yet.



You Must Involve All Three When Renewing



Without Teaching Them...

- You told them a story **but they don't understand** anything about what you said.
- Even if it was a very successful campaign, they **won't feel the value proposition** you're bringing.
- They might understand that the campaign worked, but not understand the **value of your effort** and why they can't get those results somewhere else.



Without a Reporting Story...

- It's hard to keep your advertiser engaged!
- **Stay away from only reading off the reporting numbers.** That's a quick way to lose anyone's interest.
- You'll teach them how you're helping their business, but you **won't be convincing.**
- Even if they understand the numbers, your teachings will seem **vague, irrelevant.**



Without Involving Their Business Goals...

- **The presentation is boring.** A waste of time.
- **“Why did I pay for this anyways? It’s useless to me.”**
- They will probably believe you’re an expert, but they will have no idea what you’re saying and **why it would matter to them.**
- Doing this guarantees they **won’t get emotionally involved** in your campaign, which makes you easy to cancel on.



Teach, Then Ask for the Sale Again

What can you teach them?

- Insights from their campaign
 - The audience that responded most or least to their ads
 - A kind of creative that is effective
 - What parts of town are most interested
- Changes to their industry
- The latest in the advertising industry
- Covering gaps in their marketing funnel
- Changes in audience behaviors
- Seasonality
- Learnings from other campaigns





Thank You

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