COMMUNI-
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VOL 1.0

BEST PRACTICE
B2B SALES PLAYBOOK

This playbook has been developed by Mindmill, Denmark's leading B2B marketing agency. It is based on our experience with hundreds of clients, cases, projects and campaigns across multiple business fields and business sizes.

LINKEDIN
E-MAIL

INTRO

TABLE OF CONTENTS

GOOD ADVICE FOR LINKEDIN

We have gathered a few tips to get you started in this organic business field. This way, your LinkedIn-profile will suddenly become a supplement and a booster to ongoing marketing strategies:

1. Build a big network
2. Focus on quality rather than quantity
3. First, target the decision-makers, then the influencers
4. Become a leading expert within your field of expertise
5. Be visible, relevant, helpful, persistent and consistent

When you are in network with leads, it's a good idea to involve in their LinkedIn-posts. See below.

CONTINUOUS INVOLVEMENT IN YOUR LEADS' LINKEDIN-POSTS

If something relevant turns up, or if you company can offer response and knowledge to a LinkedIn post, then it is extremely important for you to react. It could just be:

"Exciting to read, thank you for sharing".

WHEN A LEAD RESPONDS TO A COMMENT ON LINKEDIN

It is a perfect opportunity for a transition to direct inMail if the lead responds to the comment.

Then you can write:

Potential client
Mobile · 22m ago

Niklas Seir Nielsen
Head of Client Management
Mindmill - Leads to business

Hello [name]

I did not think everybody needed to see our correspondence ;-)
However, I think your company is extremely interesting, and I think we might both benefit from sharing our experiences?

If you have the time and feel up to it, we could meet [day] at ... am/pm?

Kind regards [your name]

GOOD ADVICE WHEN WRITING MESSAGES

We recommend that you try to be as personal as possible when writing a message in order for the recipients to feel it was addressed directly to them - and not just a copy/paste template.

This being said, there is nothing wrong with having a strong template as the basis for your messages as long as it is adjusted to the situation every time. Find out what works - and do it every time! It pays off and saves time.

Show your leads that you know their line of business and their specific challenges. Make sure you are visible on LinkedIn, and if you later want to arrange a webinar or a physical event which could be of interest to the lead then you can easily write a personal invitation.

LITTLE TIP OFFS FOR WRITING MESSAGES:

1. Be personal
2. Use a strong template
3. Put yourself in your recipient's place and accommodate your message
4. Be consistent
5. Don't be intrusive
6. Be visible, professional and helpful on LinkedIn
7. Stay focused on creating value
8. Be brave and test different perspectives

A NEW LEAD

The sales process begins the minute a new lead enters the marketing machine. Actually, this is a critical moment in the sales process because the lead has just converted and is therefore 'warm' to a certain degree. For that reason, it is crucial that you start a dialogue with the lead. This can be done carefully and with no obligations while others prefer to be more direct. It also depends on what has made the lead convert. If they have converted due to a 'soft target' (top-funnel) such as a checklist, a guide, a case, a calculater, etc., then you must proceed more carefully. In this case, it is our experience that a personal connection invitation on LinkedIn is to be preferred.

WHEN A LEAD HAS COME IN:
Send a LinkedIn connection with a personal message attached. It could say:

Potential client
Mobile · 22m ago

Niklas Seir Nielsen
Head of Client Management
Mindmill - Leads to business

Hello [name]

First and foremost, thank you for downloading our content. I hope you will find it inspiring. Furthermore, I hope you have room in your network so that we can share our experiences in the future.

Have a nice day.

Kind regards [your name]

If you receive an answer from the lead on LinkedIn then just keep the dialogue going. Do not push for a meeting unless the lead suggests it.

FROM LEAD TO SQL

When a lead has become SQL, it means that he or she has carried out enough actions to be categorized as a 'warm' lead. It is therefore a good idea to encourage a physical or virtual meeting.

WHEN A LEAD BECOMES SQL

Send a LinkedIn message if you are connected. Otherwise, send an email:

To: Potential client
From: Direct e-mail

Hello [name]

I am so pleased to see that you keep up with our company. I am curious to know if you could see a future perspective at your company. Perhaps we should share experiences - we might both learn something?

If you feel like it, we could meet next week?

Kind regards [your names]

LUKEWARM OR COLD LEADS

There might be many reasons for a lead not becoming SQL. It can easily be connected to your marketing strategies or branding, but it can also be connected to the length of customer journey and decision-making processes, the competitive situation, the market, etc.

The marketing engine enrolls all leads into a custom made and well thought through email flow, which has been developed according to the customer journey, pains/gains, etc. The goal is to work with and ripen up the lead to SQL and to a meeting with the agent.

If the lead does not become SQL during the process, it is good procedure to send a message on LinkedIn two days after the email-flow has stopped if you are connected otherwise send an email.

In that case, you can be inspired by this example:

2 DAYS AFTER THE EMAIL-FLOW HAS STOPPED FOR ALL NON-SQL:
Send a LinkedIn message if you are connected. Otherwise, send an email:

To: Potential client
From: Direct e-mail

Hello [name]

During the last few weeks, you have received some material from us. I hope it has been interesting to read.

I am curious to know if it has been useful to you. Should we perhaps share our experiences - we might both learn something?

We could meet online. I have time [day] at ... am/pm - does that fit with your schedule?

Kind regards [your name]

CONTINUOUS FOLLOW-UPS

It is important to follow up on the individual leads who might say/write, "It sounds interesting, but we have internal affairs to sort out before we are ready for a dialogue".

In such cases, the sales agent must add it to his/her calendar, CRM-system or in your task management schedule when you want to follow up on the case.

← You could write

To: Potential client
From: Direct e-mail

Hello [name]

It has been a while since I wrote to you.

I just want you to know that I am still very interested in hearing more about your job and your company.

If you feel like it, I think we should find 45-60 minutes for an online meeting in which we can exchange experiences.

No strings attached :)

Kind regards [your name]

WEBINARS

Webinars have turned out to be an excellent channel to generating leads, sales and to establishing thought-leadership.

At a webinar, you can hold a thorough sales-presentation with hundreds of people participating at a time, and since it is possible to pose questions, you can also take care of the objection processing.

If you are skilled, you can almost run it as a sales meeting, but the personal dialogue is of course not present.

However, that can be established prior to the webinar and continue immediately after the webinar when the participant (hopefully) has turned into a warm lead.

PRIOR TO THE WEBINAR, the person has signed up for your interesting webinar and has therefore turned into a lead. He or she must have an actual need or interest for him or her to convert. You can profitably take advantage of this and start the dialogue prior to the webinar by writing the following message:

Potential client
Mobile · 22m ago

Niklas Seir Nielsen
Head of Client Management
Mindmill - Leads to business

Hello [name]

I am excited to hear your feedback to our webinar.

It is no secret that our webinars are targeted at companies and people like you. Therefore it would mean a lot if you would give me some feedback and maybe share your thoughts on our products/services.

Do you have time this week or maybe next week?

Kind regards [your names]

FOLLOW-UP AFTER WEBINAR FOR ATTENDEES (THE SAME DAY)

It is extremely important to be pro-active after having had attendees in a webinar. They are ready and primed for your company, and you are top-of-mind. møder og salg.

RESPONSE

If the lead responds to a question within the context of your webinar, then make sure to address the matter thoroughly - afterwards, your lead will be extremely hot. If the lead responds with a question which is out of context of your webinar, then you can write a polite reply telling the lead that the question is outside the framework of the webinar, but maybe you can have an informal meeting where you look into the matter together.

If you do really well, then you have connected to and been in dialogue with most of the participants prior to the webinar which gives them a far more personal experience - and thereby, you will increase your chances of subsequent meetings and sales.

FOLLOW UP NON-PARTICIPANTS

There is a big difference in the number of non-participants - that is, how many who actually signed up for the webinar also turn up. That is quite normal and can be due to many things: A busy schedule, forgetfulness or maybe they just prefer to watch a recording of the webinar peacefully and quietly. Therefore, it is important to follow up on these leads the same day. In that case, you can write the following message:

FOLLOW-UP AFTER WEBINAR FOR NON-PARTICIPANTS (THE SAME DAY)

If a lead was signed up for the webinar, but did not participate, it can be due to different things: Lack of time, forgetfulness or the fact that the participant just wants a recording of the webinar.

Therefore, it is important to follow up on these leads the same day.

Then you can write →

Potential client
Mobile · 22m ago

Niklas Seir Nielsen
Head of Client Management
Mindmill - Leads to business

Hello [name]

Unfortunately, I noticed that you did not attend the webinar today. However, I am happy to share a recorded version of it with you.

You can see the recoding of the webinar here: LINK

After having seen it, I hope you will spend a little time giving me some feedback and sharing your thoughts on the subject with me.

If you feel like it and have the time, we could have an online meeting next week :)

Kind regards [your name]