

## EXPERT SALES LEAD BUILDER PROGRAM BOOSTS REMOTE SALES EFFORTS TO INCREASE ENGAGEMENT BY 10-20%

### challenge.

This midsize business needed to give their sales reps extra help with their prospecting efforts. They were not able to meet regularly with their customers and prospects in person because of challenges posed by the pandemic and travel restrictions. Personalized account based outreach was always effective for sales staff, and they wanted some way to be able to make an impression that would resonate with each prospect in order to improve engagement opportunities.



People know who we are on a corporate level, but the reps need their own identity and a personal connection to be able to start and build trust with a customer. That's why we love this program. You only need small advantages to make a difference.

*–Business development manager, client*

### solution. expert sales lead builder

First, a digital Action page was created for each individual sales rep. It included a podcast and video portrait featuring the rep showcasing their expertise. The Action page also featured the value add proposition of the company as well as the sponsoring supplier product information. In addition, a contact form enabled the prospect visitor to schedule a quick call to meet with the rep.

With none of their competitors selling this way, the Action page and expert content featuring the sales rep acted as a unique differentiator. It enabled each sales rep to open new doors in a personalized way that got prospects' attention. Featuring its own URL, sales reps could opt to include it in email signatures and their choice of prospecting activity.

For the lead generation portion of the program, using the rep's target list, Leadarati built an intelligence profile based on the prospect's individual digital footprint that included their activities and communications. The profiles also included next sales step recommendations and personalized messages for a select number of prospects included on the list. This provided them with a unique account based outreach that would show they did their homework, with a link to their expert Action page.

### outcome.

Using Expert Brand Sales Lead Builder, a way of getting in front of remote based prospects in the middle of a pandemic allowed sales reps to "physically" engage with prospects through video and podcast then individual messaging. The differentiation and personalization of the outreach method allowed each rep to start expert conversations with their target prospect lists. Action pages acted as personal landing pages with tracking, which assisted in moving more prospects into their pipeline. Because the Action pages do not expire, the reps continue to use these as a robust digital introduction. Overall, participating sales reps saw a 10-20% increase in engagement using this method and plan to continue to utilize it in their future prospecting efforts.

### why leadarati?

We believe that working in sync with a company's sales process is the key to meaningful digital marketing. Instead of standard, one-size-fits-all agency programs, Leadarati offers custom activities that work for you. Our consultative, high touch approach gives you an expert marketing partner that works with you every step of the way.