

Business Development Programmes



creative thinking driving business



The end result of **AIT Business Development Programmes...**

...**sales appointments** with qualified contacts who know your business and have a need for your product or service (and the means to pay for it!).

...**remobilise existing sales channels** and develop programmes to open **new routes to market**

...a **re-engaged customer** and prospect database and the **immediate sales opportunities** this often forgotten audience brings

How do we do it ?

Phase 1

Getting noticed & creating a need

AIT position, target & deliver key business benefits to a targeted audience

>> 5000 contacts to 750 responses>

Phase 2

Who's really in the market to buy

AIT use digital mapping to help focus intensive prospect research

>> 750 prospects to 250 targets>

Phase 3

Now let's talk... When can we meet?

AIT build relationships, set appointments and engage with your clients & prospects

>> 250 targets to 50 appointments>

Take Company X, Product Y and Sales Team X...

... Position the product... Evaluate the market...

... Deliver the benefits... Manage the sales appointment



from digital
campaigns to
face-to-face
appointments



1 Go-to-Market Strategy

Develop the product/service benefits - Position to the market - Design the campaigns

Design and produce campaign support material

Email Campaign 1
Message A

Email Campaign 2
Message B

Email Campaign 3
Message C

Select Prospect Database(s):
Review current database(s)
Look at other business sectors and markets

Pilot digital campaign and telemarketing
Review/update campaigns

2 The Campaign

Distribute, track, assess, research and report

Email tracking
- emails opened
- click throughs
- downloads
- web traffic

Google analytics
- web behaviours
- email links



Analysis and report
Use this data to help define lead and prospect priorities

Research, review and grade results for next actions
- Assess conversion potential
- Emails sent to database of 10,000 contacts (typical responses below)

350 completed online forms

750 opened 3 emails and linked to web site

1,250 opened multiple emails

2,650 emails opened

3 The Appointment

Contact, validate and manage 'sales' liaison

Appointment Setting
Follow up of the 'graded' contacts
- build relationship
- set appointment
- diary management



Telemarketing
Non-sales telephone follow up
- market/prospect research
- client profiling



Relationship Build
Manage long term call back potential and future prospects for client's sales pipeline



Sales Conversion
Adapt promotional sales material to work as face-to-face sales support tools

Are you listening to your customers

Take Company X, Product Y, Customer A and Prospect B

What do A and B think about X and Y ?

from digital
campaigns
to one-to-one
surveys



1 Market Evaluation

Position the survey
Design the campaigns

Design and produce
campaign survey
support material

Email Campaign 1
Message A

Email Campaign 2
Message B

Select Prospect
Database(s):
Review current database(s)
Look at other business
sectors and markets

Pilot digital campaign
and telemarketing
Review/update campaigns

2 Digital Campaign

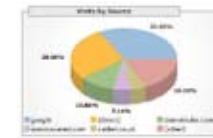
Distribute email, track, assess,
research and report

Email tracking

- emails opened
- click throughs
- downloads
- web traffic

Google analytics on web/ survey page

- web behaviours
- email links



Analysis and report

Use this data to help define
lead and prospect priorities

Assess results of the online survey Research, review and grade results for next actions

Select different groups from
both customer, prospect and
sometimes trade competitors
next stage for teleresearch

3 Telephone Survey

Contact selected customers
and prospects

Telemarketing

- Non-sales telephone follow up
- market/prospect research
- client profiling



Relationship Build

Manage long term call back
potential and future prospects
for client's sales pipelines



Appointment Setting

- Follow up of the 'graded'
contacts
- build relationship
- set appointment
- diary management



Sales Conversion

Adapt promotional sales
material to work as face-to-
face sales support tools



Take Company X, Product Y, Channel A and Potential Market B
 What do A and B know about X and Y?

how digital campaigns & telemarketing can mobilise channels & resellers



1 Product Information

Review sales channels
 Explore new markets

Design and produce campaign survey support material

Email Campaign 1
 Message A

Email Campaign 2
 Message B

Select Prospect Database(s):
 Review current database(s)
 Look at other business sectors and markets

Pilot digital campaign and telemarketing
 Review/update campaigns

2 Digital Campaign

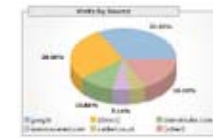
Distribute email, track, assess, research and report

Email tracking

- emails opened
- click throughs
- downloads
- web traffic

Google analytics on web/survey page

- web behaviours
- email links



Analysis and report

Use this data to help define lead and prospect priorities

Assess results of the online survey Research, review and grade results for next actions

Select different groups from both existing channels and new markets for 'next stage' teleresearch

3 Telephone Survey

Phone selected channel contacts and prospects

Telemarketing

- Non-sales telephone follow up
- offering information
- client profiling



Relationship Build

Manage long term call back potential and future prospects for client's sales pipeline



Appointment Setting

- Follow up of the 'graded' contacts
- build relationship
- set appointment
- diary management



Sales Conversion

Adapt promotional sales material to work as face-to-face sales support tools



Business Development Programme

1 - Getting started

- **Development workshop**

Define key product/service and position for target market

- **Research target market**

Advise on data purchase - data cleansing - investigate new markets

- **Design engagement tools and develop messages**

Develop the sales and value propositions - deploy consistently across appropriate media: email, landing page (web), white mail and telemarketing script

- **Pilot the campaign**

Test the campaign positioning and set telemarketing targets.

Send test emails - telephone follow up - target X% completed contacts to gauge the strengths/weaknesses of the campaign





Business Development Programme

2 - Define the market

Detail the market sectors and specific contacts for the campaign. Explore alternative routes to gain influence and access within the target organisations.

Compile the campaign database - typically a mix of current prospects, historical contacts and new markets to be researched/sourced (with new data purchases).

Data cleansing is essential prior to campaign launch.

Notes on Databases

A new database takes several uses to reach optimum performance.

Typically the first use of a database will highlight bounces (incorrect data) of up to 15% and an email open rate of 7 - 12%.

As the messaging becomes more tuned to its audience and the contacts become more aware of an organisations products and services the email open rate will rise. We therefore have an opportunity to develop a "community" of willing recipients via email, white mail, phone and forums.

To maintain a digital database new contacts must constantly be added due to unsubscribes, email bounces and address changes.





Business Development Programme

3 - The campaign deployment has three operational phases

- **Campaign design, production and delivery** with multiple touch points and active reporting
- **Teleresearch** - using the results of the campaign, next level contacts are qualified
- **Telemarketing** (using qualified contacts)
 - appointment setting - surveys - channel development

These phases ensure that firstly we identify the most likely targets to be interested in an organisation's services and secondly when setting appointments we know they are with prospects that fulfil the qualification criteria.

The qualification process (telephone and online research) identifies suitable companies that pass into the appointment setting pool.





Business Development Programme

4 - The deployment methodology

- Email and white mail with targeted messages
- Position the campaign messaging to encapsulate the business benefits for the target audience
- Phone for appointment, research and discover other contacts
- Develop prospects who could broker a meeting with other decision makers
- Research and engage other influencers to help map organisations and opportunities
- Beyond appointments, our focus will be on relationship building.
A campaign will not succeed with just one email or phone call. We have to compete for attention and to be understood. This is what we mean by multiple touch points. An extended leads generation programme will qualify contacts and opportunities so that we contact them regularly, at identified times, in order to win trust and business.





Business Development Programme

5 - Scope and expectations

- **Scope**

The scope of the project will be based on the results of the pilot but an indication of typical IT project results are detailed below:

- **Expectations / appointment setting projection**

Example programme based on qualifying 350 contacts sourced from the activity generated by sending 4000 emails

Cleaning and qualification rate based on 35 completed scripts per day.

10 days = 350 records cleaned and qualified (circa)

If 1 in 5 of all records qualified pass through into the appointment setting pool as in this case 70 (from 350). Based on an appointment closing ratio of (circa) 1 in 5 the project should realise approximately 15 sales appointments. Plus a pipeline of opportunity.

The above process works for any product or service and across any sector or industry.

The contact programme is more intensive for certain sectors - typically the pilot programme gives a reliable indicator as to the results of a full roll out.





and finally...

...small business or large,
what can you do today, to have a
positive effect on your business?

- Benchmark performance
- Discover surprise quick wins
- Find ways to encourage customers to buy again
- Expand relationships by cross-selling, up-selling and asking for referrals
- Identify customers who are at risk of defecting
- Understand and meet customer needs
- Identify problems to fix to improve loyalty and advocacy
- Remove barriers to sale
- Deliver consistently on your brand promise

It's simple...

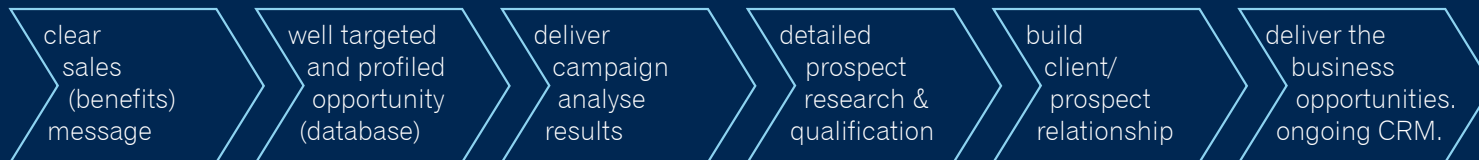
...talk to your customers

Need to know more?

Call Jenny on 0118 979 0005 or to download our
brochure visit www.ait-uk.com/listening



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“Creativity involves breaking out of established patterns in order to look at things in a different way”

Edward de Bono