4 Factors for Successful Sales Development Campaigns

(With Real Examples)

LS LinkedSelling

In presenting a seminar to Olympic shooters, Lanny was asked, *"Mr. Bassham, in the 1978 World Championships, you shot a 598/600 to win a medal. What happened with those two nines?"*

Lanny answered, *"Do you really want to know? Do you really want to know how I got nines? That will not help you. You don't want to know how I got two nines. What you should be asking is how I got fifty-eight tens. Besides, I can't remember how I got the nines. I do not reinforce bad shots by remembering them."*

This is what Lanny calls the Principle of Reinforcement and what he teaches not only to World Champion athletes, but also Fortune 500 corporations, business owners, the United States Secret Service, the US Navy Seals, and Olympic teams all over the world.

You can use the same principle for your business growth to help answer question like these:

- How can you keep your pipeline full?
- How can you facilitate growth and avoiding flatlining for months at a time?
- How can you keep your team motivated, innovative, and open to adapting and moving quickly even when the pressure is high?
- How can you find the best resources to help you meet your goals?

Look at your wins, and if it helps, take a look at others' wins too.

That's exactly what we've done. We've asked our account managers, the ones who are in the weeds working on these campaigns on behalf of our clients, to analyze fourteen of our successful sales development campaigns. They identified four recurring factors that made those campaigns successful:

We've found that businesses who understand the importance of building real trust and relationships with the right kinds of clients tend to get better results from their campaigns. Below are some street-tested ways to do that:

Know How To Build Relationships & Turn Conversations With Anyone Into Potential Referrals

On one successful campaign, the client was looking for new channels to strengthen their outbound sales process in a very competitive environment. Using our unique approach to outbound lead generation and sales development approach, they saw consistent appointments on their sales calendar, one of which led to a $1MM deal.

Why the Win: Reflecting deeper into why their campaigns worked, their LinkedSelling account manager reports that a major factor in their success was that they *"knew how to build relationships & turn conversations with anyone into potential referrals."*

Develop & Leverage Trust With Your Audience Via Name Recognition

Thanks to our partnership, another client was able to book 95 quality sales appointments over the course of six months.

Why the Win: A primary factor in why quality prospects were more likely to get on the phone with their sales team was that many of their prospects had become familiar with the company name itself; the company had developed name recognition in their community.

Target A Very Specific Target Audience

Another campaign needed a way to generate consistent sales opportunities. After following the outbound lead generation and sales development campaigns we created for them, ***they saw consistent, quality leads every week, exceeding their goals most months.***

Why the Win: According to their LinkedSelling account manager, the client had a *"very specific target audience that included business owners, CEOs, and presidents in Texas."* Additionally, both of our contacts on the team were not only active in the campaigns we executed, but also put their trust in us to run the campaign the way we felt was best.

Build Trust With Your Title & Profile To Open Up Discussions For More Opportunities

Similarly, another campaign also needed a way to develop a consistent, full pipeline of qualified prospects. After implementing our multi-channel outbound campaigns, we were able to deliver 48 quality sales appointments in 3 months, surpassing our mutual goal of 10 per month.

Why the Win: According to the LinkedSelling account manager who worked with them, it helped that they had real world experience and authoritative titles. So when prospects got a personal message from the CEO, their title and profile built a lot of trust with his prospects and opened them up to discussing business opportunities.

In order to build the trust and relationships that are required to get a prospect on the phone with your sales team, you must be relevant to your market. There's really no getting around it.

Here are a few campaigns that show how relevancy contributes to a consistent flow of sales opportunities...

Understand The Process, Understand Marketing and Understand Sales

Like most businesses we work with, this client needed a consistent pipeline of quality sales opportunities coming through the door. Together, we were able to deliver a consistently high sales appointments volume, with approximately 12-15 appointments per month.

Why the Win: Their LinkedSelling account manager attributes a large part of their success to the fact that they *"understood the process, they understood marketing and they understood sales. In addition, their brand was also well known and - most importantly - they sell something that's pretty enticing to their prospects."*

Make Sure Your Target Audience Is "Turned On" To Your Marketing Messages

As a result of our organic 1-on-1 outbound LinkedIn campaigns (one of the multi-channel approaches we use to deliver quality sales opportunities), this campaign saw major appointment volume and got an unheard of LinkedIn connection acceptance and group growth. In fact, in only 3.5 months (even through the holidays) we generated 66 sales appointments on their behalf, gained 600 new LinkedIn connections (with a 50% acceptance rate!).

Why the Win: As stated by their account manager, *"their target audience, including the risk, crisis, and business continuity directors and managers we were going after, was turned on to our marketing messages."* In other words, the messaging we were able to create on their behalf was extremely relevant to their market.

Develop a Unique and Relevant Offering

Another company, in business for 64 years, came to us because they wanted a consistent lead flow. The outbound lead generation strategies we utilized on their behalf averaged 18 sales appointments per month over the course of 15 months!

Why the Win: The account manager who worked directly with this client believes that one of the main reasons they saw so much success booking appointments was that *"their offering focuses on trends and how those trends are affecting specific industries."* In other words, the clients' prospects were open to having conversations with them because it was a unique offering that they wanted to hear about.

We've found that we can help clients get better results when both of us approach the multichannel outbound campaigns as ***partners - not as a solely vendor/client relationship.*** This trust allowed us to be creative, to push the boundaries, and to deliver results, consistently keeping pipelines full.

Here are a few examples from the LinkedSelling account managers of how a partnership mentality has benefited our clients:

Trust Our Expertise; We've Got Your Back

This client developed a true partnership mentality with us, and we were able to deliver sales appointment numbers that were consistently high month after month, with high prospect engagement overall.

Why the Win: The partnership mentality is a true credit to the success of our work together. As the LinkedSelling account manager explains, *"The[ir team] is very patient, respects the LinkedSelling process & doesn't overthink or micromanage every step. They have a true partnership mentality, and they trust our expertise - and that we've got their back."*

Understand the Process

Another LinkedSelling account manager shares a client who *"was a delight to work with."* Throughout our partnership with them, we've been able to consistently deliver 10 appointments a month over a 10 month period targeting facilities executives at large corporations.

Why the Win: We credit the success of their campaigns to 1) the fact that they had an innovative offering for their clients, and 2) "they understood everything behind what we were doing and why."

Be Engaged in the Process

This particular campaign got excellent results from partnering with a long-term client, who've got a confident $1MM deal in the works and recently closed another $60-80K client.

Why the Win: As their LinkedSelling account manager explains, they're *"probably one of the most invested clients we've worked with. The CEO was very engaged in our process, which is why I think it was such a great partnership. He always gave extremely helpful and detailed feedback to us so our prospecting and messaging was always on point. We also worked with him to segment his prospects into different groups so that they could get very targeted messages."*

Without a partnership mentality, we wouldn't have been able to optimize our results and continue delivering high quality prospects consistently.

Provide Feedback So We Can Refine Our Process

In just 5 months' time we helped another client book 91 total sales appointments. They now have a few deals in the pipeline and they've signed on several referral partners as well.

Why the Win: Straight from their LinkedSelling account manager, *"This is another client who's very invested in our process as well. They provide excellent feedback on any prospecting I do so that we can refine it very well. Also, their product offering is solid (PGI Insurance) and it's something that people are interested in."*

As an outbound lead generation and sales development agency, we use a multichannel outbound system to deliver full pipelines of quality sales opportunities for our clients. From there, our clients are responsible for getting the most out of those opportunities as possible.

We found that having an established sales process in place immensely benefits your lead generation efforts. See how this played out with a few of our clients:

Know The Value of Relentless Follow-Up

Throughout our work on this campaign, this client has had excellent sales appointments numbers and have closed a $60k deal.

Why the Win: Our team attributes their success to really having a true process in place for closing the prospects we provide. Hear it from our account manager, *"He is a true real knuckledragger. Dude had relentless follow up on his leads and it was certainly the reason why the campaign was a big success. He understood the value of a phone call even if it wasn't apt to lead to a near-future sale. He also gave us a recorded testimonial and multiple sales references."*

Appreciate The Consistent Flow Of Leads

In another partnership, we delivered over 160 appointments in about 28 months and are still running the campaigns.

Why the Win: We attribute a major part of their success to the fact that they really know how to follow-up and close the deal. From the account manager,

"A long time client, they have been on for a long time and are very understanding business development and sales professionals. A real delight to work with, they understand the follow-up process and appreciate the consistent flow of leads and network building we provide."

We Fill the Funnel, You Stick to Your Sales Process

Finally, throughout our work with another business, this client saw consistently high appointment numbers and closed deals monthly.

Why the Win: As their LinkedSelling account manager shared, *"They have a very niche service we're marketing and a niche target we're going after. I think a lot of the success of this campaign comes in partial because their services sell at a lower price point (each deal ranges 2k-7k/yr) and also due to our client's sales experience, and having a set sales process that she knows works for her. We are able to consistently fill their sales funnel with quality leads and Laurie sticks to her process of discovery call, demo, final decision call to close deals regularly."*

CONCLUSION

Hopefully these will help you take a look at your teams and see where you can implement these same principles. If you'd like some help knowing where to focus first, talk to a sales development expert on the LinkedSelling team.

We're here to help and can provide real insight into which sales development strategies will work for your business, industry, budget, and ROI expectations. Just click below to schedule an appointment.

Don't just get the lead.

Take the lead.

LinkedSelling helps B2B companies get sales appointments with hard-to-reach, high-value prospecs through an integrated multi-channel outbound approach.

Ready to take control of your lead generation?

Let's talk about getting you on the phone with better prospects.

If you're interested in learning more about how we can solve your lead generation problems, book a 1-on-1 planning session with our Director of Client Strategy to discuss your business, your sales process, and whether or not our **Multi-Channel Outbound Sales Development Services** would be a good fit for your needs.

BOOK A CALL

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