AGENCY
SALES
DESIGN

10 Tactics To Close More Deals and **Increase Revenue**

For Agency Owners

By the end of this workshop...

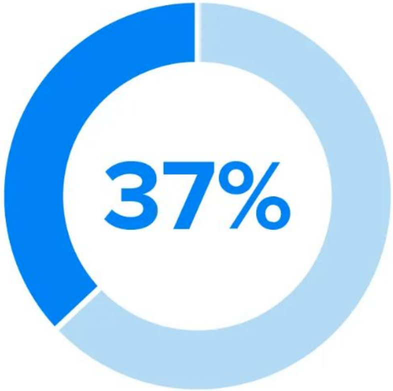
1. Actionable tactics to help you close more deals
2. Identify areas in your sales process that need to be improved
3. How to manage your pipeline effectively to increase revenue

I Live & Breathe Sales

- General Manager of a 100 person remote agency
- Co-founded, grew and exited a 22 person PR agency
- Personally closed over $1,000,000 in revenue in the last 2.5 years
- Generated millions of dollars in net new revenue for Agencies and B2B SaaS companies
- Served over 250 clients via the agencies
- 2 x Course instructor for Outbound Prospecting & Cold Email at Sales Impact Academy and have coached 1000's of sales people.

Sales Truths & Misconceptions

- Sales is all about starting conversations, exploring problems and showing solutions - that's it.
- You are the guide, not the hero, **your customer is the hero**
  - AKA - it's not about you!
- Get comfortable with rejection
- Remember that you are always selling in one way or another
- 70% of B2B buyers buy to avoid pain
  - Status quo bias
  - Loss aversion



of marketing agencies cite **acquiring new clients** as their top challenge.

@agencyanalytics

You think you need more pipeline, but you really need to **increase your close rates**.

Ready For Tactics?

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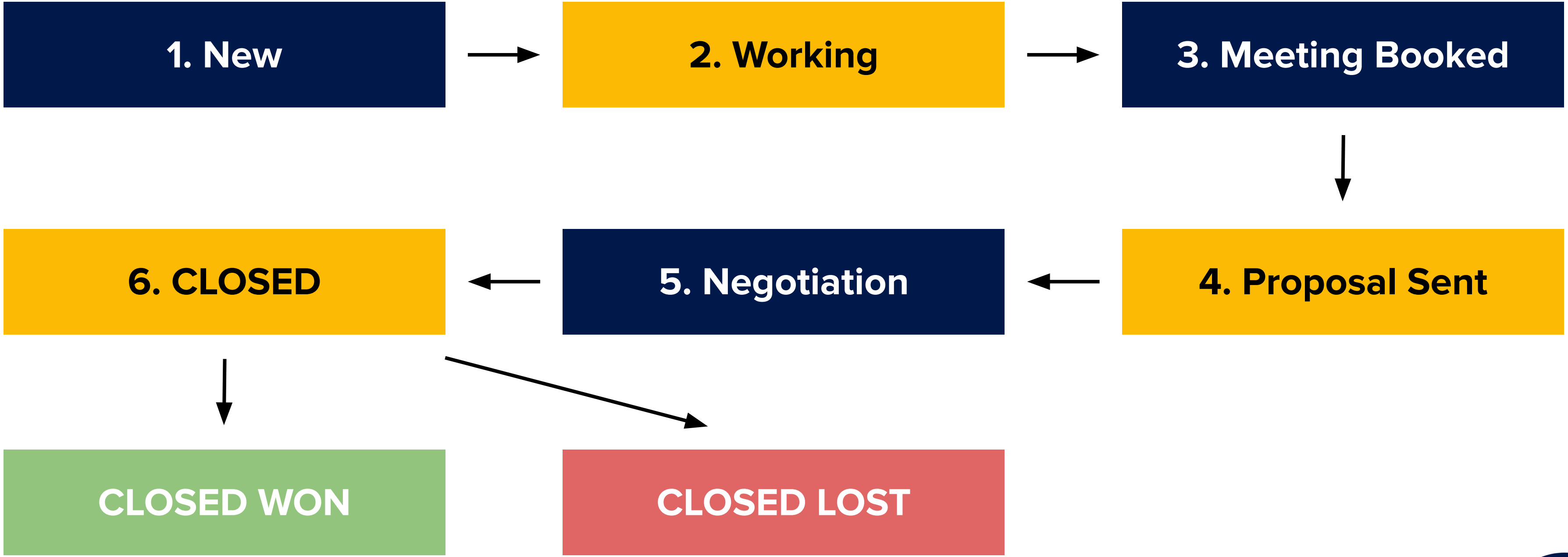
1. Simplify your sales process

Under each stage, you need to have clear processes and playbooks to help progress prospects through the sales process.

Generate Leads → **Qualify Leads** → **Close Deals**

Deal stages


1. New
2. Working
3. Meeting Booked
4. Proposal Sent
5. Negotiation
6. CLOSED
CLOSED WON
CLOSED LOST

2. Simplify the call booking process

Until you are booking 40 meetings a month, per sales rep, make the call booking process as easy as possible for prospects.

3. Qualify prospects better

During the booking process

1. Fine tune your website copy
2. Add questions to your meeting booking form
3. Research the prospect before the call (it's ok to cancel calls with non-qualified prospects)

What is your current monthly revenue? *

- < £10k
- £10k - £20k
- £20k - £30k
- £30k - £50k
- £50k - £100k
- > £100k
- Other

On average, how much is your typical service/retainer fee? *

During the discovery call

1. Spend more time qualifying prospects.
2. Do they have a problem that you can solve?
3. Dig deeper into their challenges during the call

4. Increase show rates with a pre-call process

Always aim for less than 10% no-show rates.

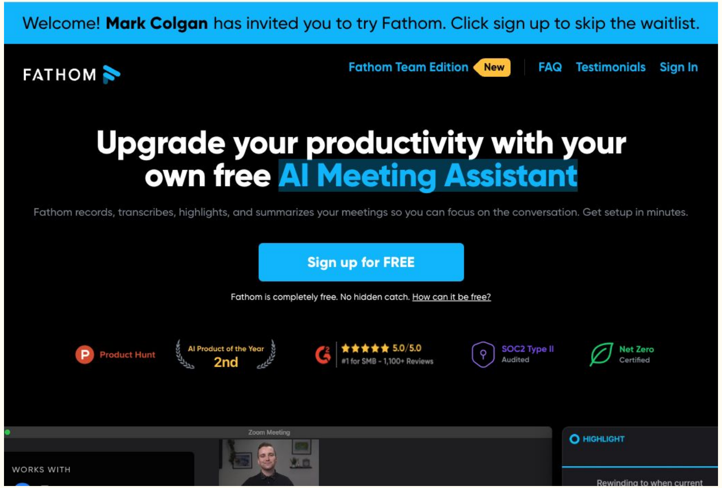
1. Send a reminder email before the meeting:
   a. 24 hours
   b. 1 hour
2. Connect with them on LinkedIn
3. Send a video ahead of the call
4. Sell the meeting in your reminders

5. Improve discovery call script and questioning

The discovery call is the most important step in the sales process as it sets up the rest of the sale.

Record your calls and listen back to them. Try to avoid these mistakes:

- 👂 How time you spoke vs the prospect spoke
- 👂 How succinctly you explained the service
- 👂 If you really listened to their challenges and asked probing questions
- 👂 How often the prospect pauses (as they try to digest the info they shared)
- 👂 If you get repeat questions from multiple prospects (usually around the same things)

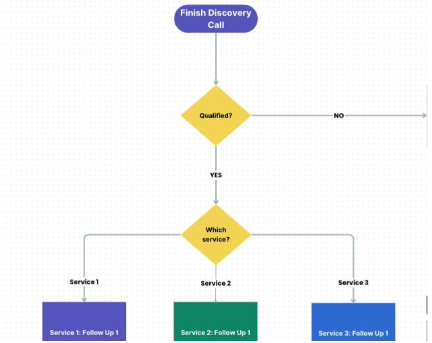


Discovery call script

- ❏ Intro & rapport building
- ❏ Agenda
- ❏ Problem/Challenges/Ideal outcome
- ❏ Connect ideal outcome to the right solution
- ❏ Solution overview
- ❏ Pricing
- ❏ Onboarding process
- ❏ Next steps

6. Post discovery call follow up

Many agency owners drop the ball here by sending a generic follow up.



Initial Follow Up Email	Additional Follow Up Emails
Tailored based on the service that is right for them from what you learnt during the call. Should include the language they used and the objectives they shared. Must have clear next steps.	Remove uncertainty from the prospect by include social proof from similar customers Share more details about the service Talk through the cost of inaction Walkthrough the onboarding process Reiterate the next steps

7. Pipeline management

You need to know what to do at each stage and have a process in place to move deals forward in your sales pipeline.

Review your pipeline weekly, working backwards from closest to revenue. Ask yourself/sales team:

- What does this prospect need from me in order to move forward?
- What can I do to make the offer more enticing?
- Does anyone else need to be involved in this decision?
- What sales assets can I share that help overcome objections/concerns?

8. Revenue Expansion Plays

Existing customers are the best source of generating new revenue as they already know, like and trust you (and hopefully are happy with your services).

Renewal

Make a list of clients whose engagements are coming to an end in 30, 60, 90 days and task your team with answering:

1. Are they happy?
2. Have we delivered what we promised?
3. What can we do to exceed their expectations?
4. What can we offer them?

Upsell/Cross Sell

Referral

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Upsell/Cross Sell

1. Make a list of all your clients, the services they purchased and the price they paid.
2. Schedule a check in call with each client to explore current satisfaction with your service and ask about their current goals, needs and objectives. Listen without pitching!
3. At the end of the call or after the call, offer the upsell or cross-sell (**only if relevant**).

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Referral

Just ask for them!

Also ask for referrals during qualification and discovery calls

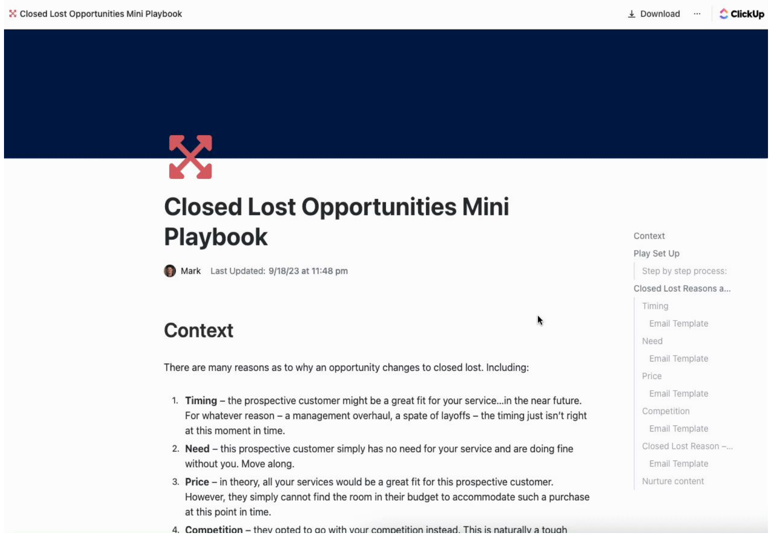
9. Closed lost campaign

Just because a prospect didn't close right away.
It doesn't mean they won't convert in the future.

Common reasons for not closing:

- Timing
- Need
- Price.
- Competition
- Poor qualification

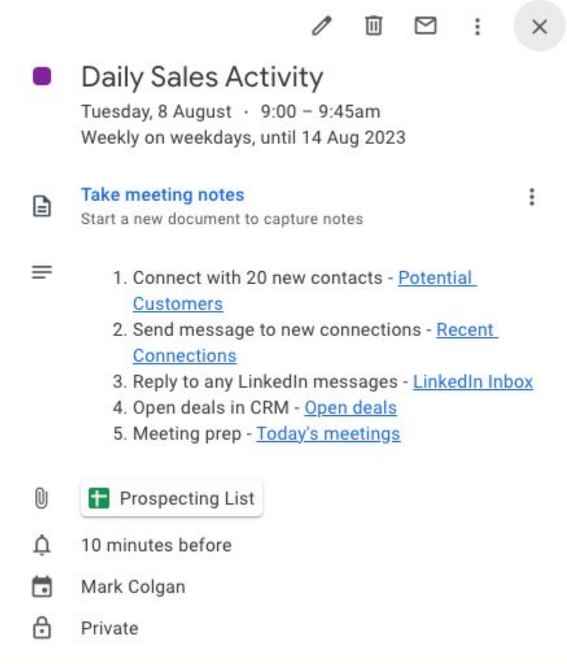
Create a report in your CRM that shows all Closed Lost Deals and each month work through the list.



10. Daily, Weekly, Monthly sales activities

Add a calendar appointment for each of the following and add links to the docs, URL's to make it easier.

Daily	Weekly
• Respond to any replies from prospects with open deals • Net New Prospect – Connect/email with new prospects • Reach out to recently connected prospects • Prepare for any meetings	



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Weekly

Review pipeline and work any deals to close (start with closest to revenue):

1. Contract sent,
2. Proposal sent,
3. Post call follow up etc

Monthly

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Wrapping Up

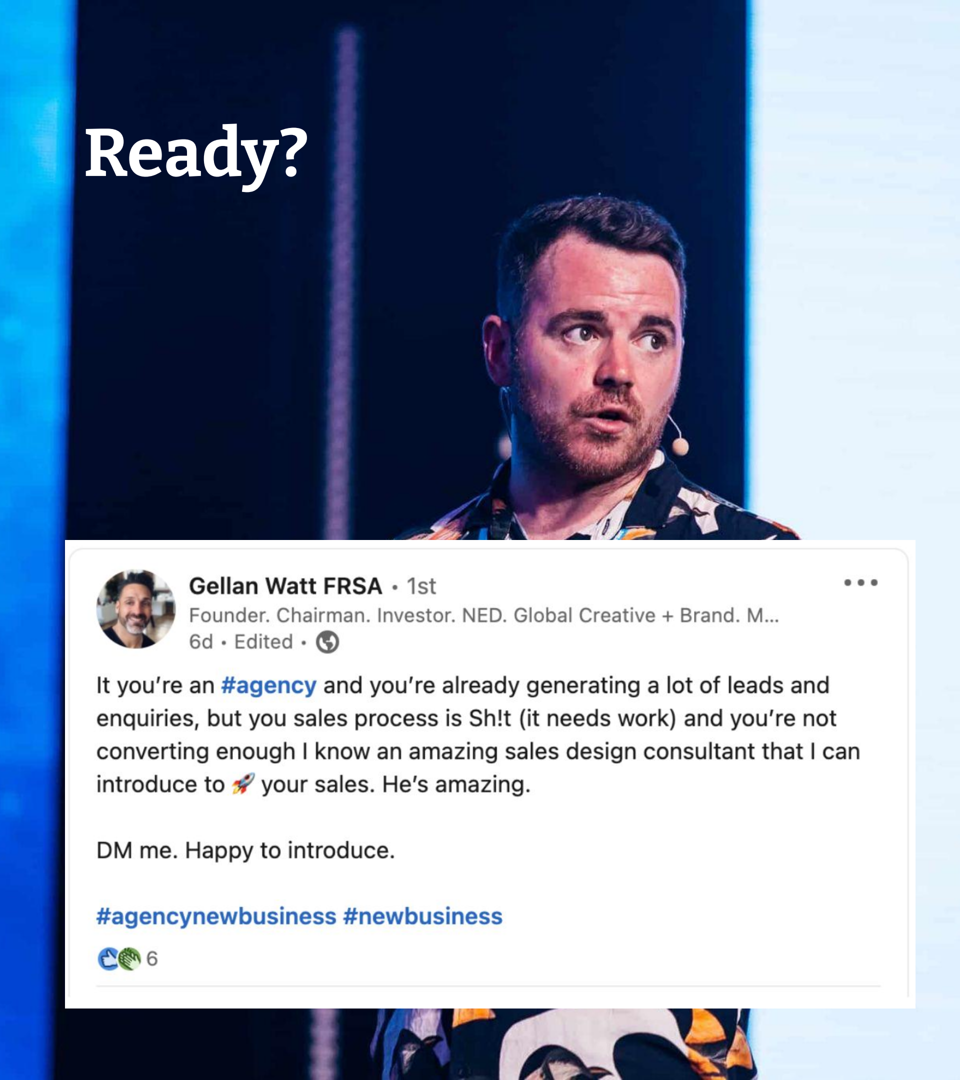
1. Simplify your sales process
2. Simplify the call booking process
3. Qualify prospects better
4. Increase show rates with pre-call process
5. Improve discovery call script and questioning
6. Post discovery call follow up
7. Pipeline management
8. Revenue Expansion Plays
9. Closed lost campaign
10. Daily, Weekly, Monthly sales activities

You think you need more pipeline, but you really need to **increase your close rates**.

How I help

This is the program I wish I had as I grew my agency from $0 to $7 figures, before exiting in Dec 2022

- A combination of coaching, consulting & implementation support over 3 months
- Focus on launching new or improving existing pipeline generation campaigns to book more meetings
- Improve your sales process, fix the leaky bucket that is your sales pipeline and close deals faster
- Deploy revenue expansion playbooks to increase revenue
- Build you a custom, scalable Sales Playbook for your agency which you can hand off to a sales hire



Gellan Watt FRSA • 1st
Founder. Chairman. Investor. NED. Global Creative + Brand. M...
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It you're an #agency and you're already generating a lot of leads and enquiries, but you sales process is Sh!t (it needs work) and you're not converting enough I know an amazing sales design consultant that I can introduce to 🚀 your sales. He's amazing.

DM me. Happy to introduce.

#agencynewbusiness #newbusiness

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Schedule a call via

agencysalesdesign.com