



# How to acquire new customers today

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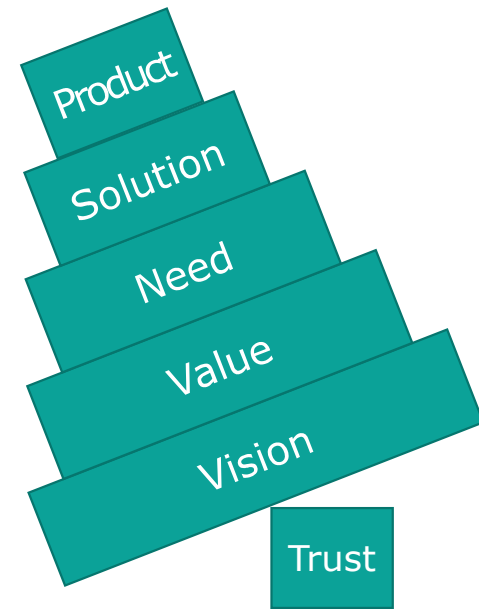
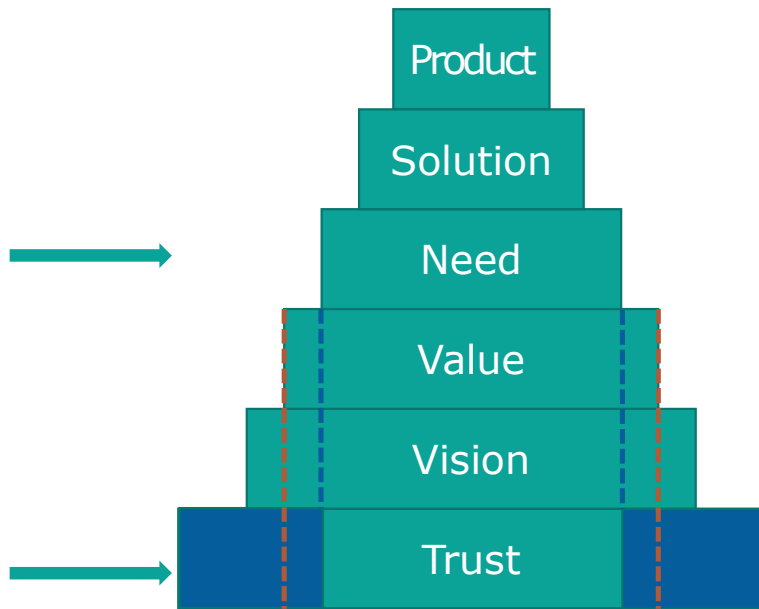






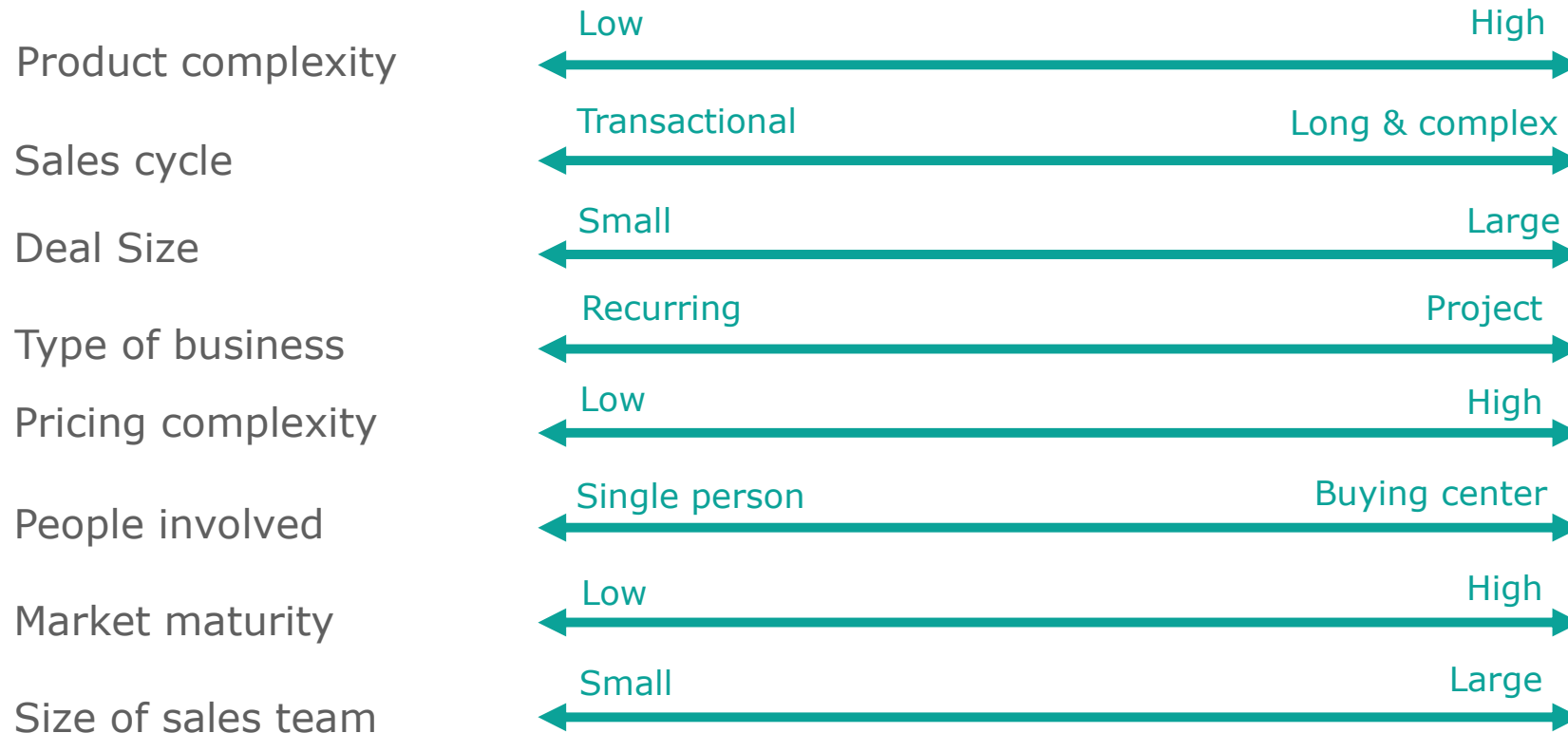


## Foundation: A strong business relationship





## Criteria influencing sequence design

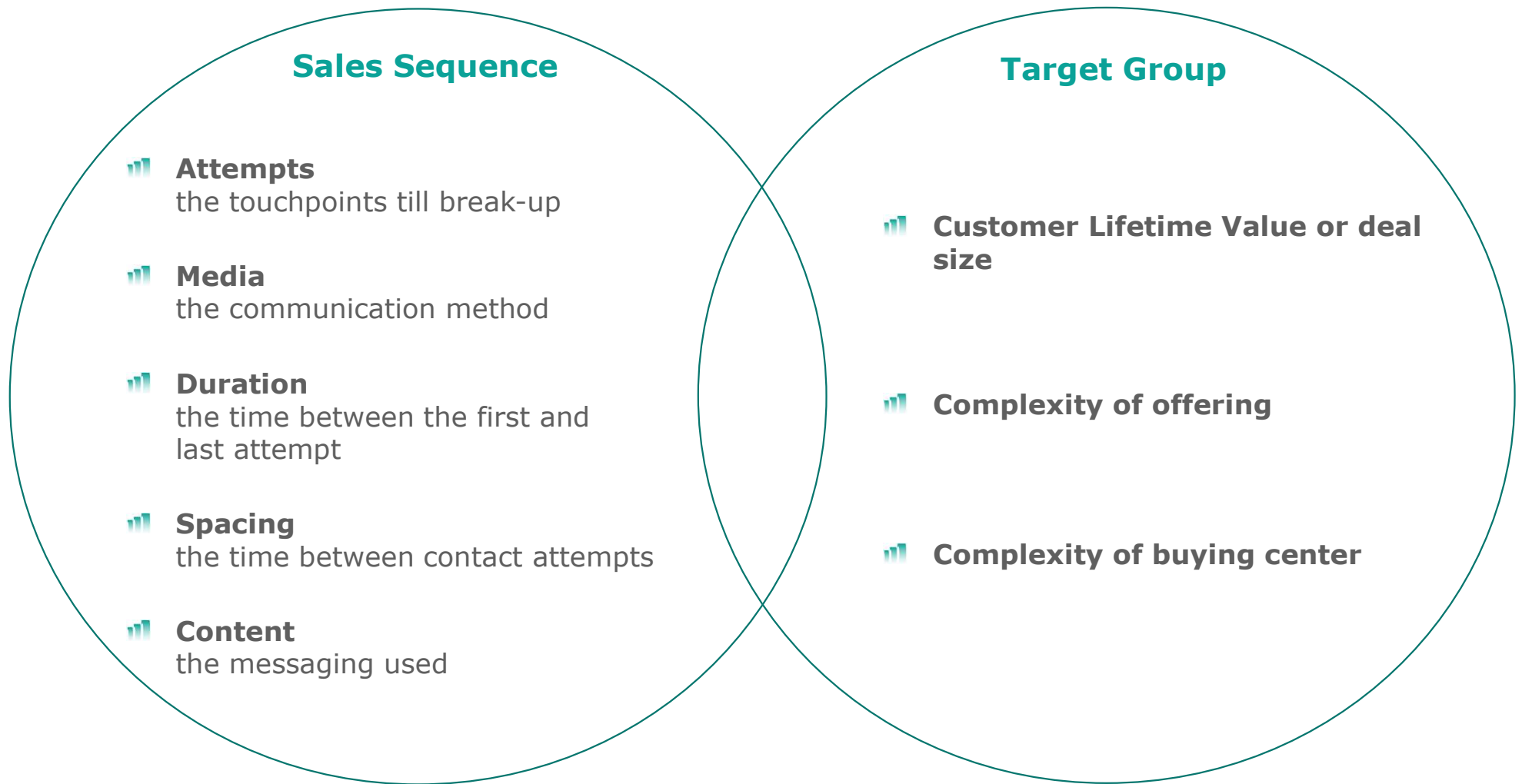




Get started the right way



# Customer acquisition sales sequence design





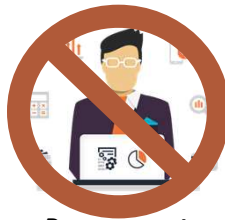
## Targeting

- Select verticals or companies with highest probability to respond
- Group based on same reason to buy
- Target audience big enough for the effort

## Messaging with impact: Target personal impacted people



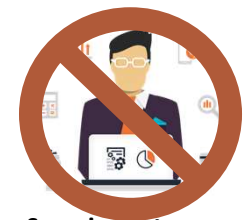
**Surgeon /  
specialist**



**Procurement**



**COO**



**Sourcing Category  
manager**



**Biotechnician**



**Head of OR**



**Production  
Manager**



**ICT Manager**



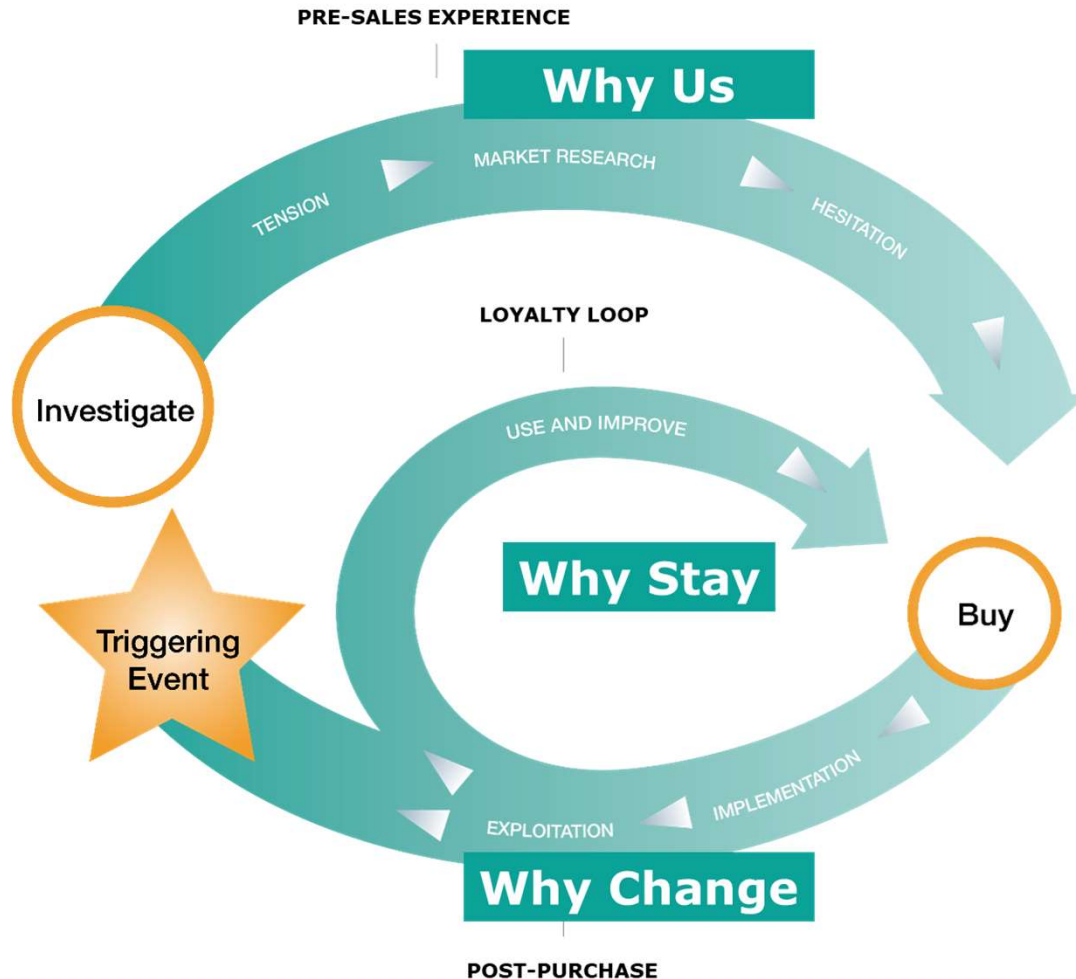
**R&D  
Manager**



**Quality  
Manager**



## Messaging with impact: Lead with 'why change'



- Understand the reasons for which a customer is willing to change in a foreseeable future
- “why change” messaging undermining the going concern to break the status quo
- Remember: you are breaking in your contacts buying cycle.



# How to design your sales sequence



## Choosing the right approach based on the degree of relationship

### Degree of relationship

### Approach (1<sup>st</sup> steps phase 1)

 Ex client

Call / Email “current challenge or near future”

 Changed job

Call / Email “changed job”

 Prospects who know us

Call / Email drip campaign

 Lost deals On hold Too early in buying cycle Old LinkedIn connections /  
Cold prospectsCall / LinkedIn drip campaign / Email  
drip campaign

Prioritize based on ‘warmth’ except for strategic targets

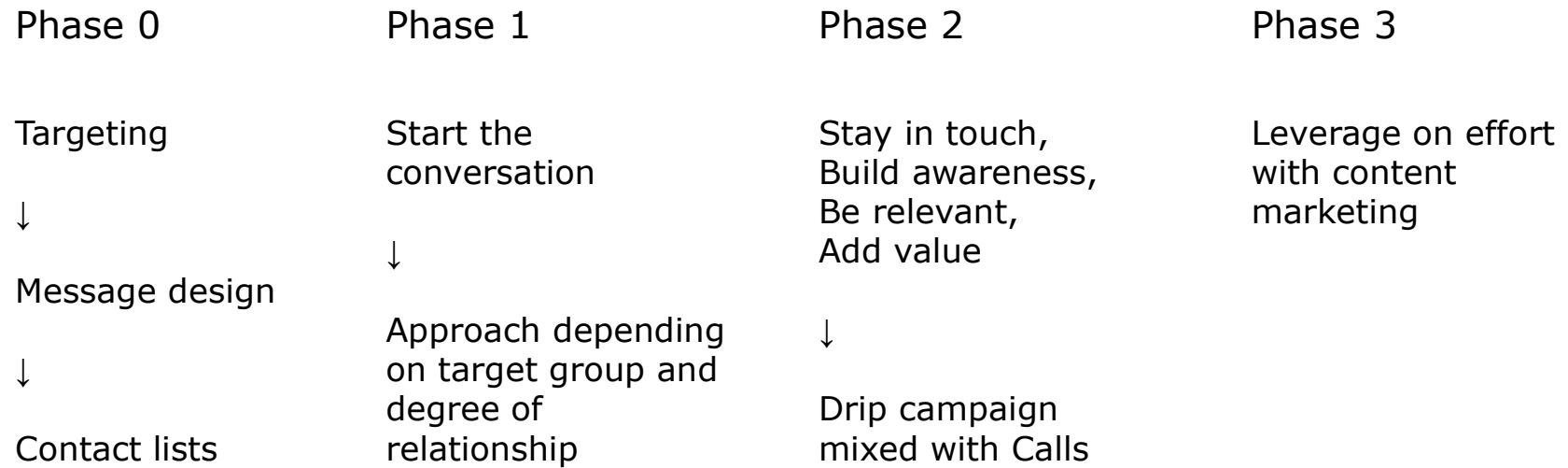




Case: unknown high value contacts

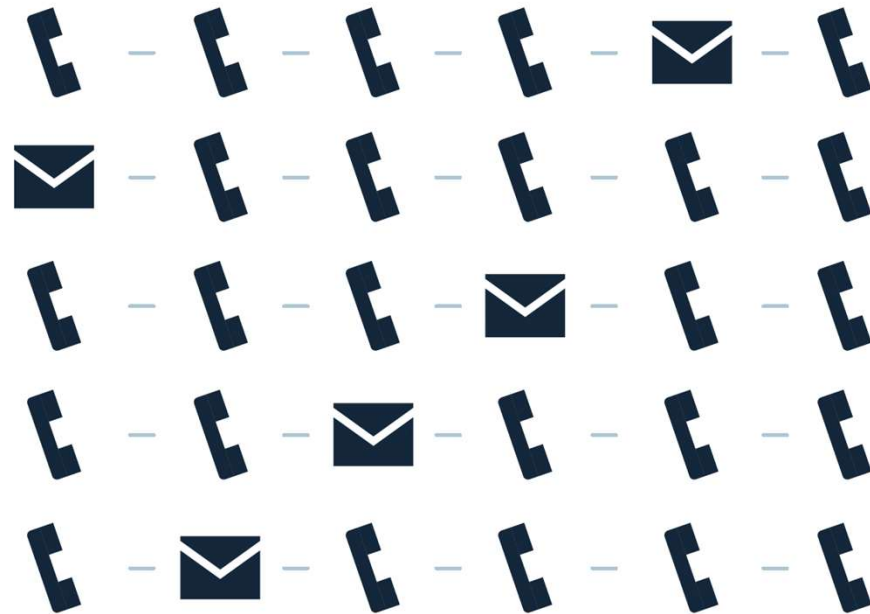


## Lead generation phases





## Study on most effective outbound sequence with 6 touch points

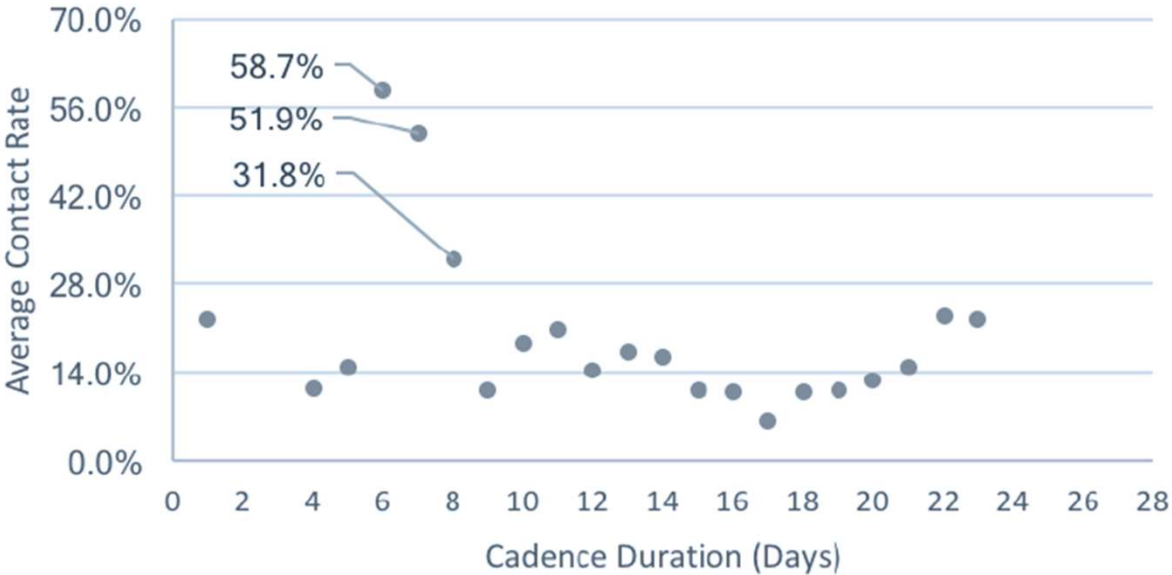


Mix of call – email – Voicemail





# Average contact rate by duration



Source: Xant study



# Sequence steps example: unknown high value contacts

No.	Sequence day	Type
1	1	Contact research
2	1	Call
3	1	Cold email
4	3	Call
5	8	Re: cold email
6	9	Call with voicemail
7	12	Email different message

No.	Sequence day	Type
8	13	Call
9	13	Text
10	15	Call
11	18	Email
12	19	Call
13	21	Call with voicemail
14	22	Break-up email



## Sales Sequence Must do's

- ▄▄▄ Mix media (minimum 3)
- ▄▄▄ Pick up the phone
- ▄▄▄ Minimum 7 attempts in your sequence
- ▄▄▄ 14-16 touchpoints over 22 days on strategic accounts
- ▄▄▄ Same day follow-up on responses (3x higher result)
- ▄▄▄ Customize message to the industry not the individual
- ▄▄▄ Use 'Why change' messaging
- ▄▄▄ LinkedIn profile must be compelling for your audience
- ▄▄▄ Focus on building a relationship of trust by bringing value
- ▄▄▄ Focus on the highest ranked personally impacted by what you solve
- ▄▄▄ Get marketing opt-in especially when too early stage





## LinkedIn drip campaign example




## LinkedIn drip campaign sequence

1 <sup>st</sup> Engagement
1. LinkedIn Invitation
2. Thank you message
3. Value message
4. Business Case message
5. Buying readiness message
6. Benefit message
7. Link to content message

**Goal is to start a conversation, qualify** (buying readiness) & **trigger interest**


JAN 16

 **Darya Barabad** • 12:35 AM

Hey Pascal,

We've never met, but your profile came up when I was looking for senior executives on LinkedIn. I'm really impressed with your background at Perpetos and would like to invite you to my network.

Oksana

 **Darya Barabad** • 11:17 AM


Hi Pascal,

Thank you for connecting with me here on LinkedIn. Glad to be in your network and share experience.  
Looking forward to stay in touch!

Cheers,

Oksana

FEB 2

 **Darya Barabad** • 9:43 AM

Hi Pascal,


Just viewed your page again and noticed you're having a premium profile here on LinkedIn.

Our team has recently released an amazing marketing software for LinkedIn users with premium profiles that allows them build sales funnels on LinkedIn and integrate with Zapier / Hubspot. Feel free to review our software along with dozens of 5-star reviews from our 8,000+ LinkedIn users here:  
<http://octopuscrm.io/>

Let me know what you think.

Oksana

FEB 11

 **Darya Barabad** • 10:09 AM

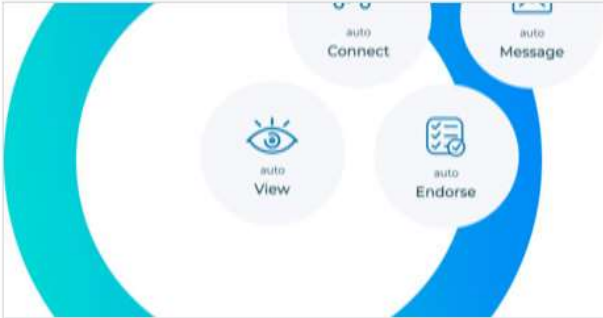
Hi Pascal,

Did you have a chance to review the software?  
I am 100% confident you as a CEO should check it out and see the benefits for your company: <https://octopuscrm.io/>

P.S. If you need a bit more time to test the tool, just let me know and I'll ask our team to extend the trial for you.

Yours,

Oksana



**Home**  
octopuscrm.io

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## E.g. 3<sup>rd</sup> LinkedIn touchpoint “Value message”

Subject line : benefit description

Hello First Name,

I wanted to reach out because customers with similar sales dynamics as you, tell us that their current number one challenge is “filling the calendar of their sales”.

We have been helping them to put in place a structured multi-touchpoint approach in order to maximize the amount of conversations whilst avoiding postponement.

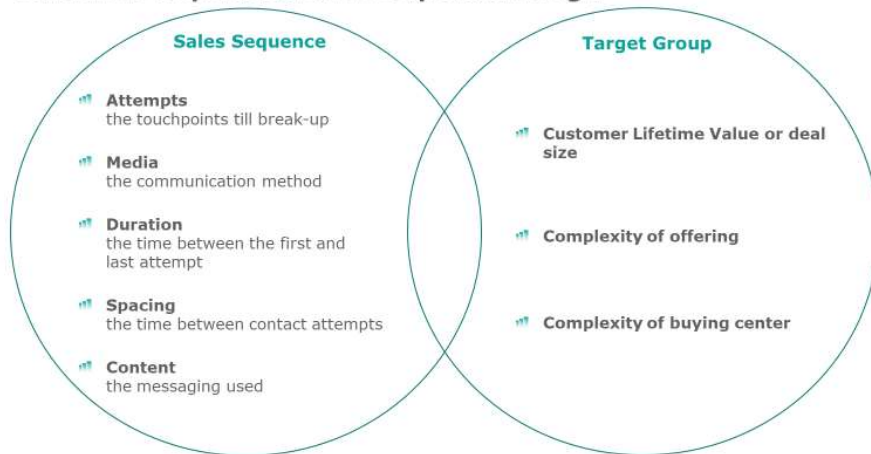
I was wondering to what extent you are confronted with the same challenge and would be glad to share experiences.

Best regards,

Nicolas

# Key takeaways

## Customer acquisition sales sequence design



Targeting and 'why change' message is critical

Building trust

Make your sequence long enough

Measure, act and improve

Leverage with content marketing





## Leading in the Aftermath – next webinars

- ▄▄ Requirements to enable taking the lead on demand (website)
- ▄▄ Value creation in erratic times on demand (website)
- ▄▄ How to acquire new customers today
- ▄▄ Dealing with an unpredictable forecast on July 2<sup>nd</sup>



05:00pm - 05:45pm CEST