



## How much are lost customers, missed opportunities and hidden revenue leaks hurting your bottom line?

If you're like most small businesses, the answer is more than you think. And the damage gets worse every day your most powerful and time-tested sales tool goes neglected.

That's because there's no better way to generate new business (and keep it) than by speaking to your current and potential customers directly. This is what lets you uncover the pressing issues and pivotal objections that keep people from choosing you or your company - both before and long after they've signed on the dotted line.

Without these crucial conversations, you'll wonder why existing clients stray and potential clients slip through your fingers as your marketing dollars go

to waste. But arm yourself with these insights and you'll be miles ahead of the competitors that refuse to pick up the phone.

And while many rely on referrals as their main source of customers, it's an ideal strategy that often fails to fill pipelines predictably or sufficiently.

The reality is that every business needs a consistent and controllable method to convert people who haven't heard of them before into long-term customers. One that works both when business is booming and when we're staring down recessions, industry disruptions and even global pandemics.

## How has coronavirus affected your sales team?

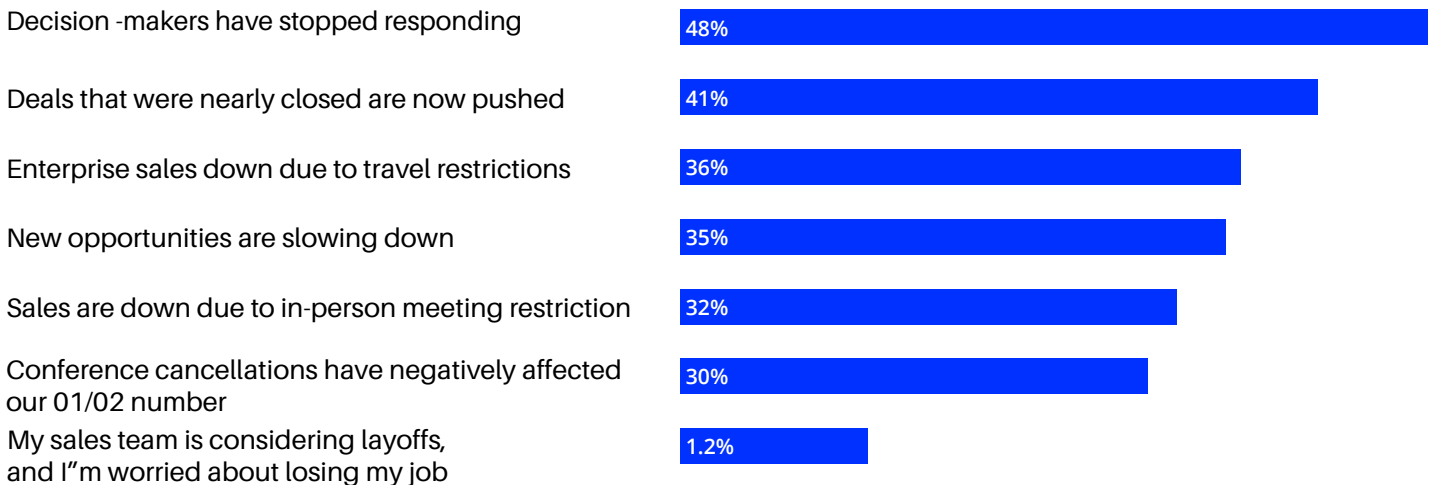


Chart : Protocol .Source : Bravado

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But after generating a record amount of business for our clients in a year where most experienced the opposite, we've learned one crucial fact: It's never been more important to have a highly targeted, data-driven outbound phone strategy that doesn't rely on guesswork - but on real insights that uncover your prospects' deepest concerns, objections and desires so you can close more deals in less time.

And while all too many businesses have bought into the myth that phone sales are dead, statistics tell a different story. According to a comprehensive benchmark report by the RAIN Group Center for Sales Research:

- ▶ 69% of buyers have taken calls from new companies in the past year
- ▶ Over half of senior-level buyers and decision-makers prefer to be contacted via the phone
  - Over 80% of buyers take meetings with salespeople that reach out to them first
- ▶ 71% of buyers want to hear from sales teams when researching how to improve their business
  - 62% of buyers say they'd like a seller to reach out when they're trying to solve a business problem
- ▶ Between 30-50% of sales go to the business that was the first to reach out to the prospect
- Cold calling is five to ten times more effective than email campaigns
- ▶ Lead on to discover how a "customer-first" cold call campaign isn't just a marketing component
- ▶ but your most powerful tool for growing and retaining a loyal customer base no matter the situation.



## OUR TOP FINDINGS FROM CONTACTING 3000+ CUSTOMERS AND GENERATING OVER \$1.1M IN BUSINESS IN 2020

**Wondering what a proven phone strategy can do for your business?** Here are the most important lessons we discovered from a recent massively successful call campaign for our client's business:

- ▶ **Conversion.** The phone is your most powerful research tool for uncovering the concerns that cost you business. Failing to identify and address these often results in "sure bet" deals that slip through your fingers. But knowing how to speak to your customer's language can be your biggest driver behind more conversations that turn into appointments.
- ▶ **Closing.** Follow-up calls past the initial conversation are critical in making sure leads don't go cold - or with the competition. Proactively pursuing these customers and answering their objections is what turns an "I'll have to think about it" into a "How can we get started?"
  - **Retention.** The issues that drive existing customers away are often the ones you don't expect.

- ▶ But there are few better ways to root them out than hearing the full story first hand so you can fix them fast. As a result, you'll plug up your biggest revenue leaks so you can thrive instead of just survive.



## THE 6 KEY WAYS AN OUTBOUND CALL CAMPAIGN CAN BENEFIT YOUR BUSINESS



### 1. Keep Your Existing Customer Base From Shrinking

How much is slow service costing you in both new and continued business? For most small businesses, the answer is more than they think.

That's because every time you fail to quickly respond to your customers' queries and issues, you lose trust, hurt your reputation, and lose to competitors who don't make the same mistake.

This was made clear in our recent campaign, where

we discovered how a lack of fast customer service was the #1 reason why customers lost interest and existing clients went cold.

But by identifying this and fixing it with prompt responses and scheduled follow-ups, we captured interest when it was most important and kept their customer base from moving in the wrong direction.



### 2. Generate New Customers From Your Competitors

It's easy to assume that your competitor's customers aren't worth going after - but they need you to give them a reason to switch over.

In our campaign, a significant chunk of the \$800k in new business we generated came from our client's

competitors. Upon reaching out with a few targeted questions, what we found out surprised us: Many of these customers were unhappy, had unaddressed issues, and were open to switching to a competitor. Once we showed them exactly how our client could fix the problems they cared most about, switching them over was an easy step. But it never would have

happened if we treated them as a lost cause not worth pursuing.



### 3. Uncover The Objections That Cost You New And Repeat Business

Do you have a general idea of why customers don't buy - or concrete reasons backed by thousands of conversations and undisputable data?

Most businesses fall in the first camp - and it may be costing them significantly. In our campaign we surveyed non-returning customers over the phone to find out what specifically stopped them from coming back. Then we talked to customers who were naturally due for a re-order to see if anything might stop them from purchasing again.

What we discovered were a set of issues that had already been fixed - but hadn't been properly communicated. And once we made past and existing customers aware of that, we cleared the roadblocks stopping them from re-ordering and recaptured \$300k of sales.

But the benefits don't end there - because we were able to use these same issues to preempt objections among new potential clients, giving us a massive edge in onboarding new business.



### 4. Build Loyal Customers And Long-Term Relationships

A proven phone strategy is your #1 tool for predictably growing your business and consistently outpacing your competition. But why does it work so well?

It's because few things are more profitable than listening to your customers - closely and often. Nowhere else will you learn exactly what you need to do to keep your most loyal and valuable customers on board for the long haul.

In our campaign, we tested dozens of different variables to maximize the response from new and existing customers - but nothing mattered as much as picking up the phone in the first place. This single action was by far the biggest needle mover in our campaign. And if you haven't started doing this then there's no better time than today.



## 5. Patch Up The Revenue Leaks That Drain Your Bottom Line

Is your business a ship that's smoothly sailing - or slowly sinking? You'd be surprised at how easy it is for 'minor' issues to become major profit holes that push you underwater.

In our campaign our client assumed that all daily operations were proceeding as planned. But after a close diagnosis we discovered website issues, unhelpful documents, non-working phone

extensions, and cart checkout problems that flew under the radar.

Alone, just one of these issues can lose you key business - but together they form a massive gap for your revenues to leak out of. And after patching these problems up we were able to recover a huge portion of those lost revenues and get everything back on track.



## 6. Close More Deals

In a perfect world, clients would email us back whenever they have an issue with our pricing or proposal. But reality shows that radio silence is by far the most common outcome.

To make matters worse, most business is lost through hidden objections that could have been easily addressed if revealed. But as your clients put things off due to a lack of proper follow-up, they slowly start to lose interest - with these unanswered issues acting as the final nail in the coffin.

That's why proactively pursuing your warm leads in the final stages of a negotiation is critical. In our campaign we were able to understand our customer's top concerns and make sure none were blocking the path to a finalized deal. And by diligently following up over the phone, we helped put an end to "radio silence" and close business that otherwise would have vanished.



## WANT EXPERT HELP TO RUN A PROVEN CALL CAMPAIGN AND GENERATE MORE BUSINESS?

If you don't have the time or resources to execute a high-converting call campaign - or just want to make sure you make the most out of your limited leads - we can help.

No matter how large or small your customer base is, we'll help fill your pipeline, accelerate your sales

and increase your retention using the same proven strategies we used to generate a record-breaking \$1.1M in business for our client in 2020.

Contact us here for a quick overview of our proven business development and client acquisition process.

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# CONTACT US HERE

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