



**Welcome to the
Sales Accelerator;
here's how it works.**

The Process.

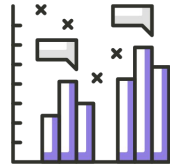


To win deals, you must:

- Provide customers information that solves their problem
- Be visible in multiple places at once so you can be found
- Help customers easily navigate the buying process



**Inbound Lead
Generation**



**Outbound Lead
Generation**



**Sales Enablement
Support**



**Sales Funnel
Optimization**



This is called smart marketing—
and it starts by aligning your
sales & marketing strategy.

How smarketing is different.



Inbound

Drives leads through digital campaigns, resources, and helps support the sales team with slicks, presentations, proposals, and more.



Outbound

A dedicated BDR uses a multichannel approach to contact potential customers and set sales qualified meetings.



Sales Support

Book sales qualified meetings

Our BDRs use a multichannel approach to create personalised messages that increase the chances of getting replies from prospects.

Enhance sales material

From sales sheets to explainer videos, we'll provide the resources that are necessary for your sales team to sell more effectively.

Review pitch content

On top of implementing a winning sales strategy, we'll tailor your sales pitch for greater impact and sales success.



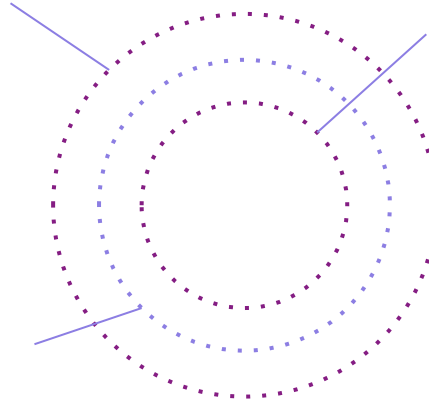
You need a multi-channel approach.

Email

We quickly find sales-ready leads. We'll warm leads up with targeted, non-intrusive messaging.

LinkedIn

Combine email with social selling on LinkedIn, a great channel because 80% of B2B leads come from it.



Cold Calls

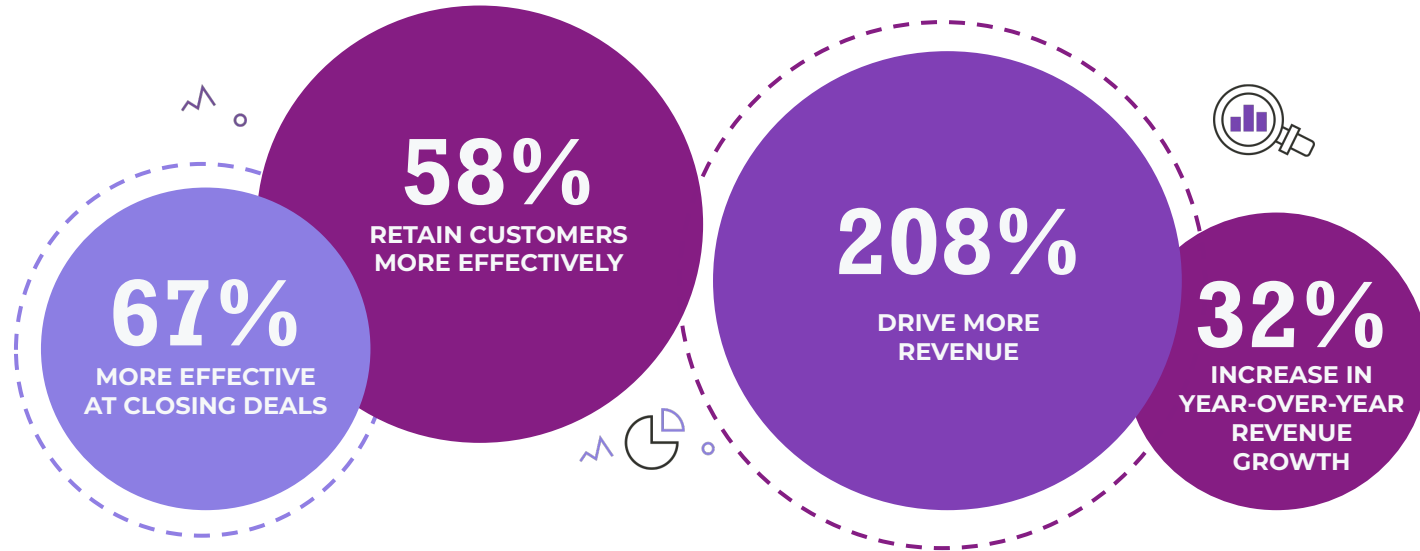
Then we go one step further and cold call prospects to initiate live dialogue through the phone. As a standalone channel, it can be disruptive to prospects and provide a lower ROI - but it is still very useful combined with other channels!

8 Average touches to book a meeting

97% of SDR teams that hit quota in 2019 used 3+ outreach channels.



Proof that it works.



Process



STEP 1

Clarify your message to attract the right leads.



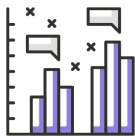
STEP 2

Develop copy and scripts with offers too good to pass up.



STEP 3

Build hyper-targeted lists to get in front of the right people at the right time.



STEP 4

Book meetings through our multi-channel approach.

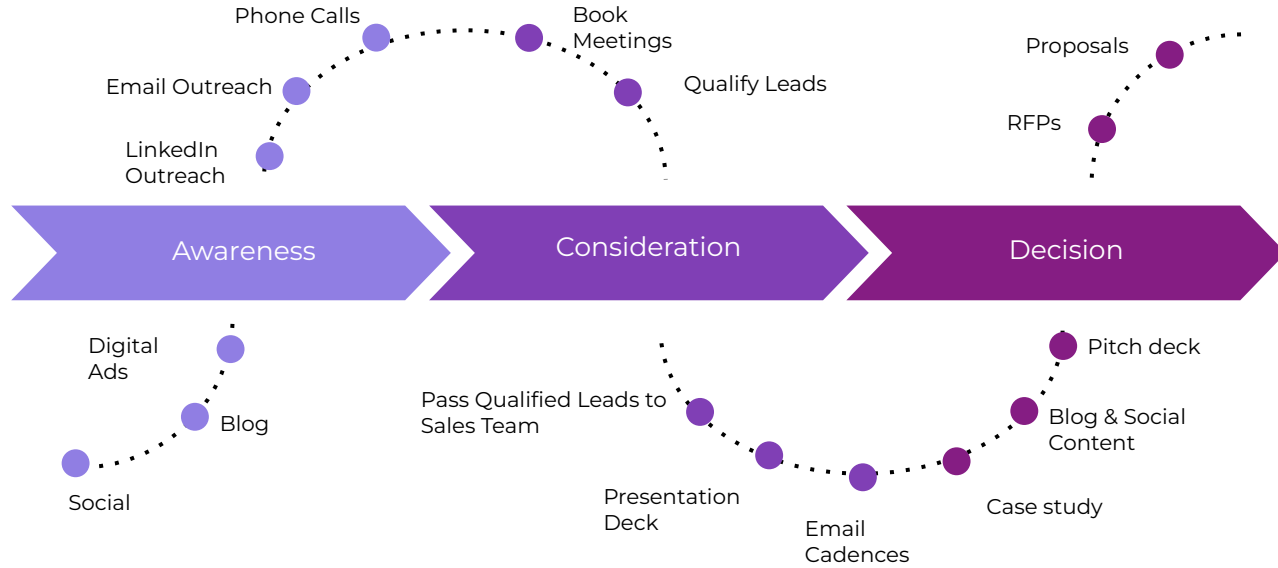


STEP 5

Help the sales team close deals with sales enablement materials.



Buyer journey touchpoints



How we measure your success.





Ready to get started?

Your prospects are looking for you
right now. We can help bring them in.

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