

How to Close Sales in the Fourth Quarter When Your Prospect Is On The Fence

C7group



Background

C7group is a sales enablement and content production company.

Our perspective is sales driven content intended to improve ratios throughout your sales funnel.

The following are slides shared today to guide you in how the sales funnel is changing and what elements need to come together in order for your content to convert prospects into customers.

Your Sales Process is Evolving

How it worked a few years ago no longer works – especially the what, when and where of sales content.

Your Sales Process is Evolving

Sales representative interaction occurs
much later in the process

Your Sales Process is Evolving

Content demand is shifting from the top of the funnel to the middle and bottom of the funnel.

Your Sales Process is Evolving

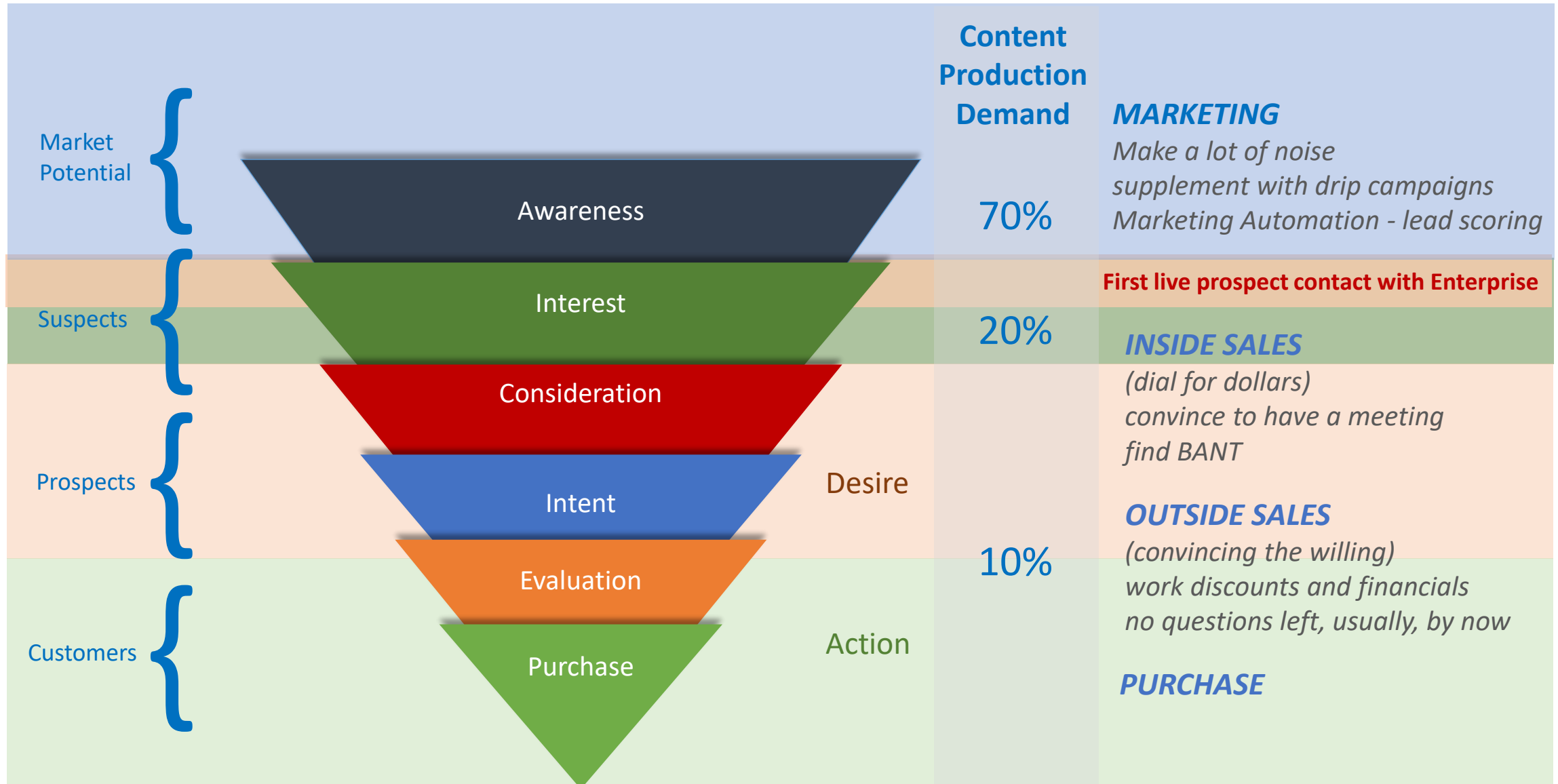
Closing content must be:

Frictionless

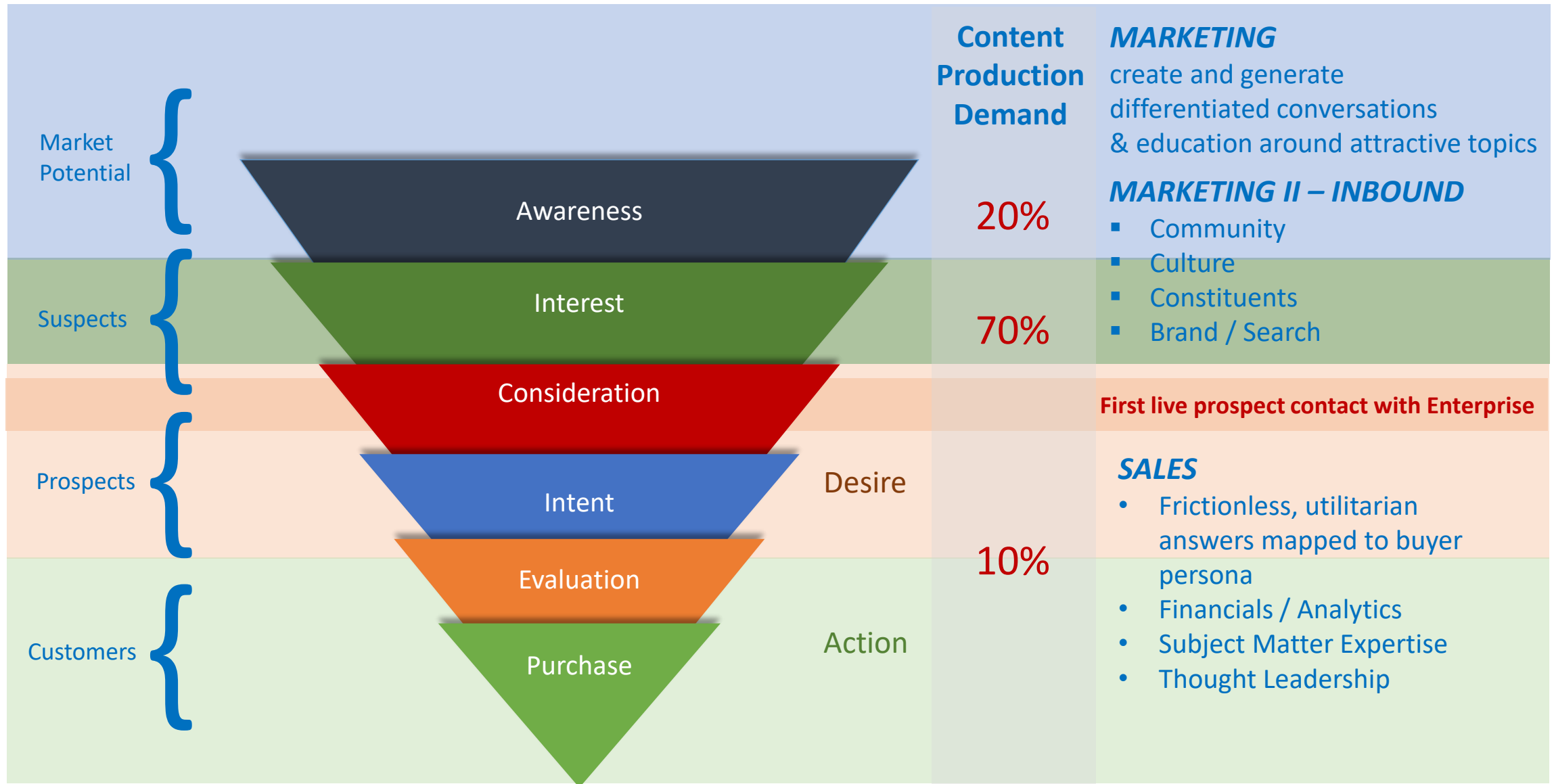
Thought leadership

Utilitarian

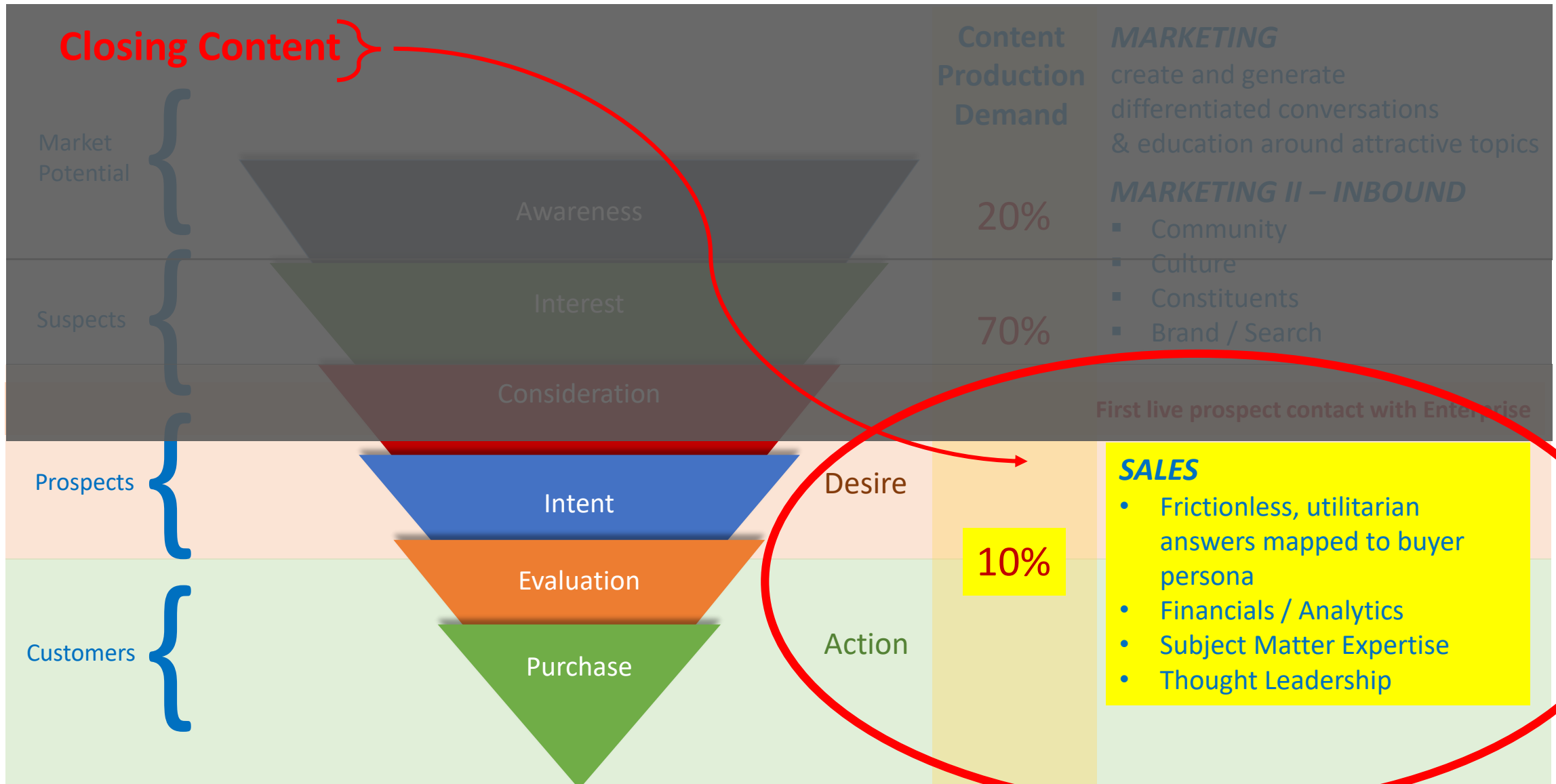
C7group B2B Sales Funnel - OLD

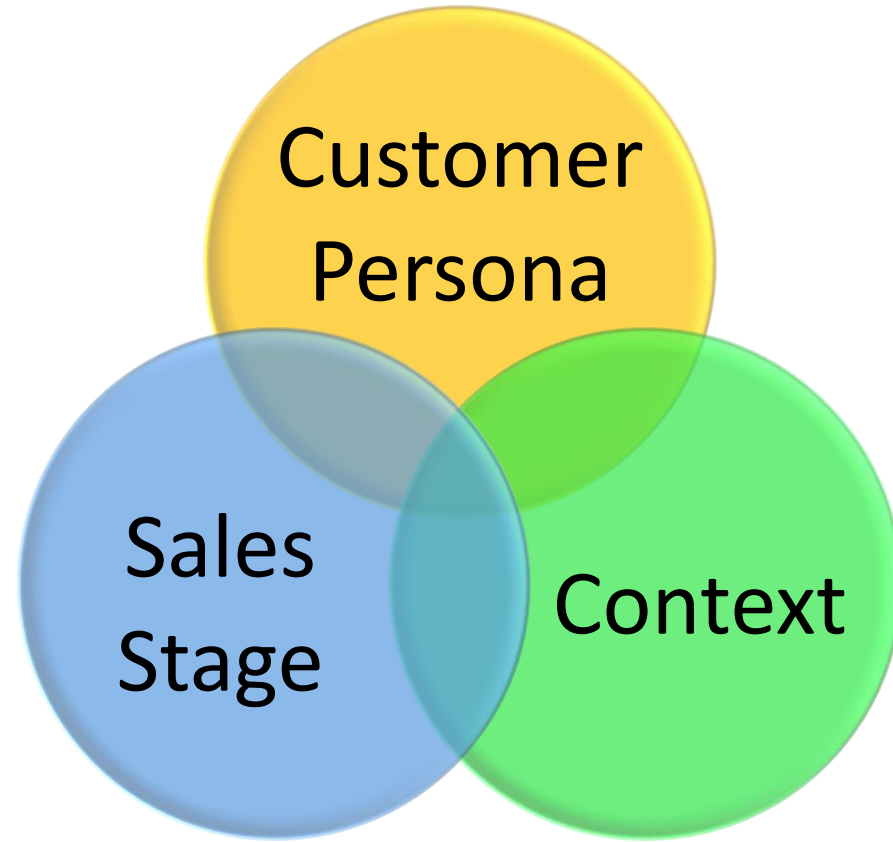


C7group 2018 B2B Sales Funnel - NOW



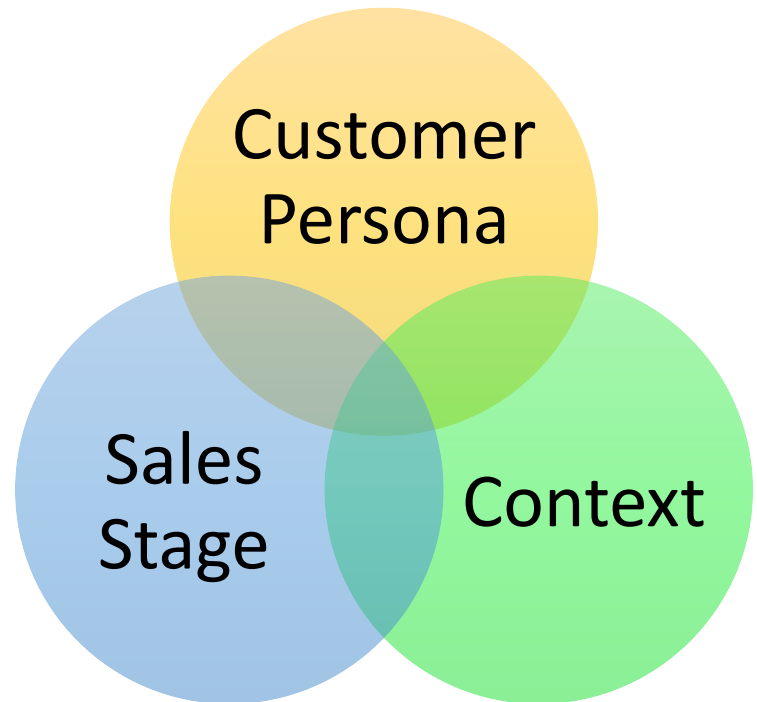
C7group 2018 B2B Sales Funnel - Q3 - Q4





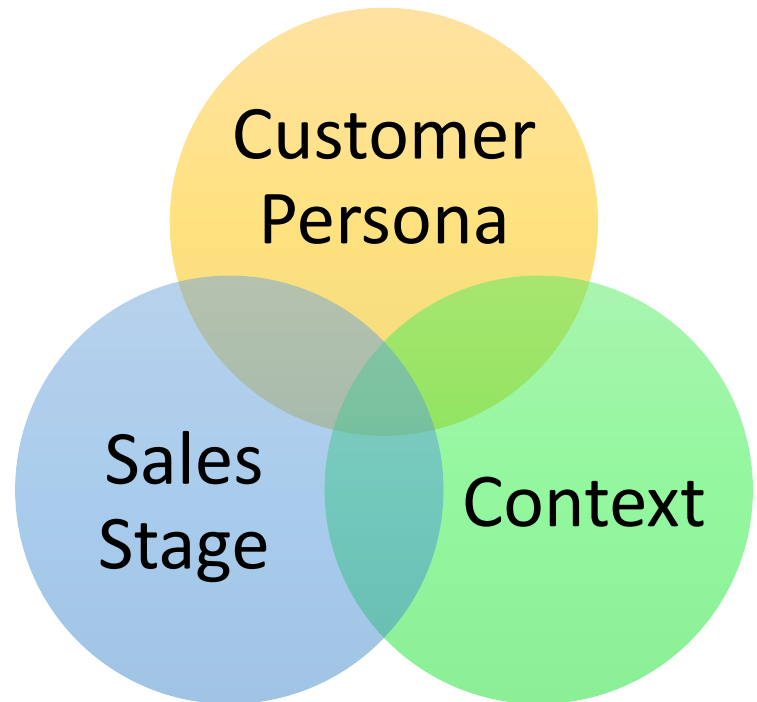
Areas of Impact: Closing Sales Content

Components of Content that Converts Propects to Customers



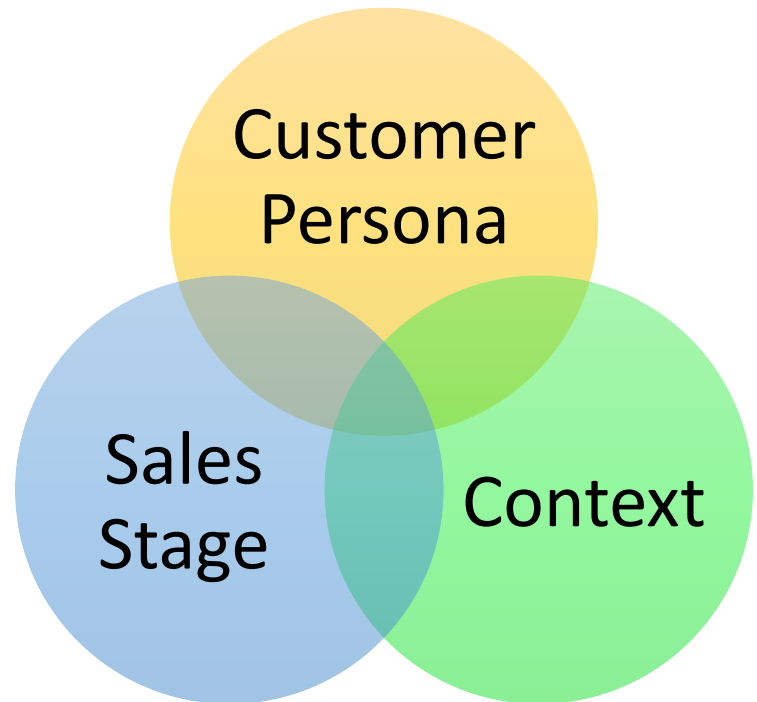
You must know your prospect well. Who is your ideal customer? How do they perceive you? Are you a trusted advisor?

Components of Content that Converts Propects to Customers



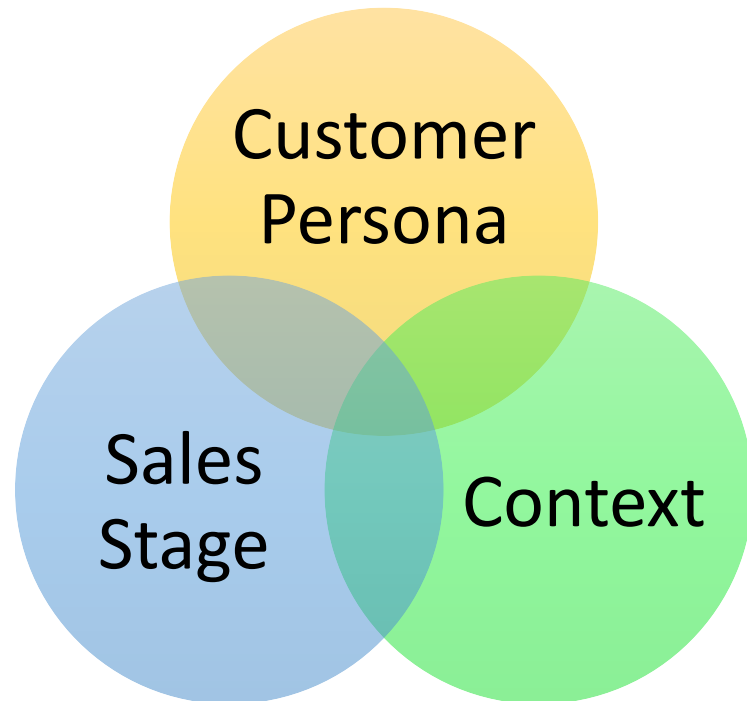
How well do you understand the context of the customer need and your level of influence?

Components of Content that Converts Propects to Customers



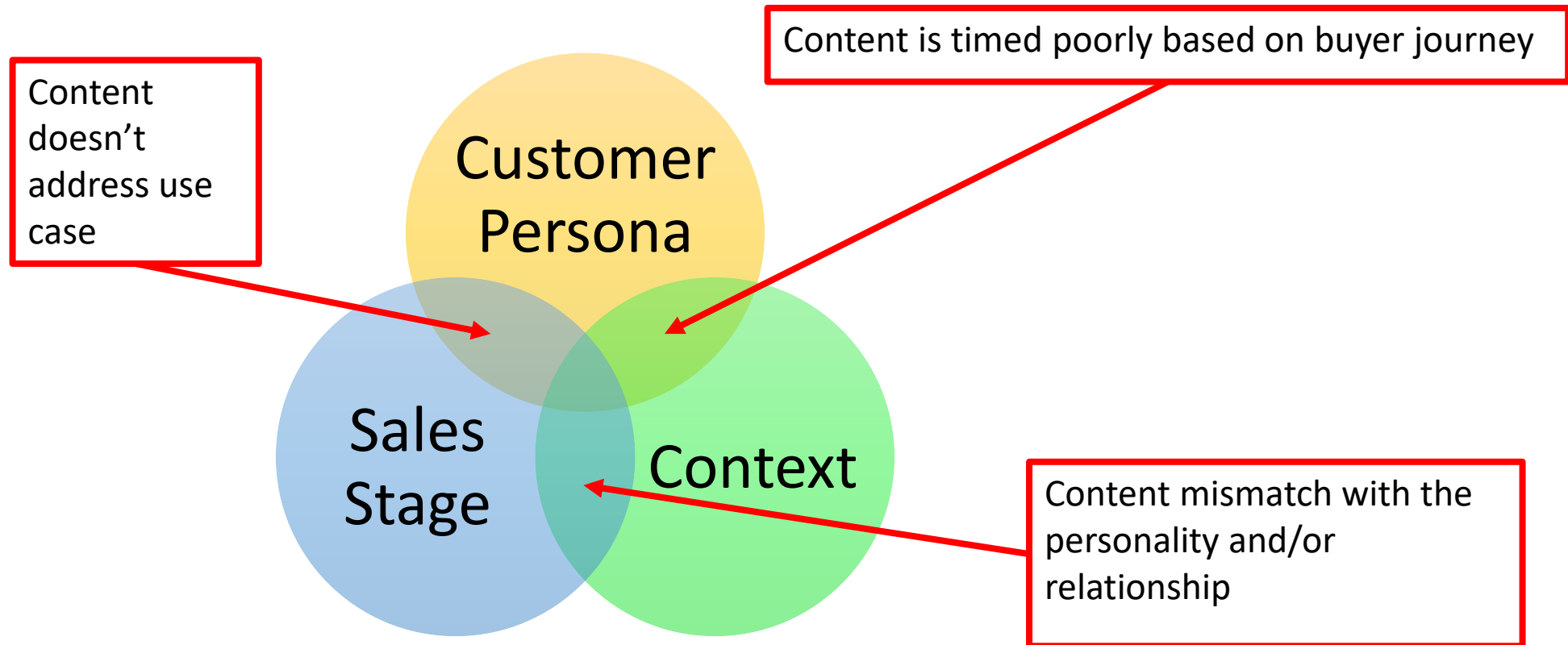
Are you certain of where you are in the relationship?

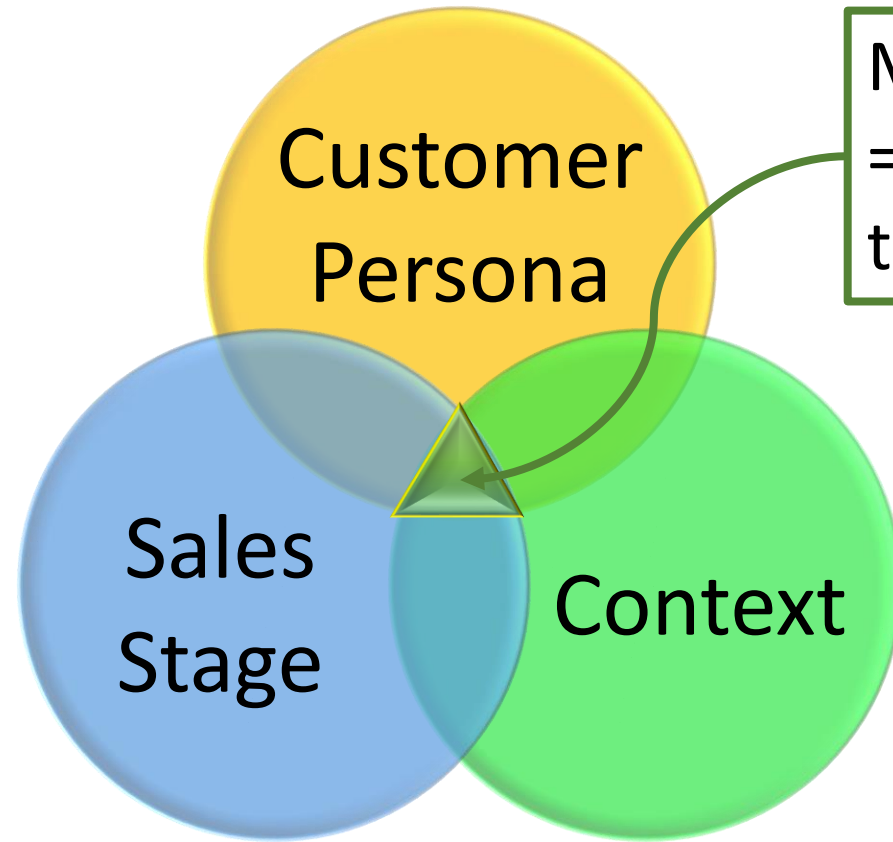
Components of Content that Converts Prospects to Customers



Is your sales process in concert with your customer's buying journey?

Components of Content that ~~Converts~~ Prospects into Customers





Move the needle Content
= Right person + Right
time + Right context

Areas of Impact: Closing Sales Content

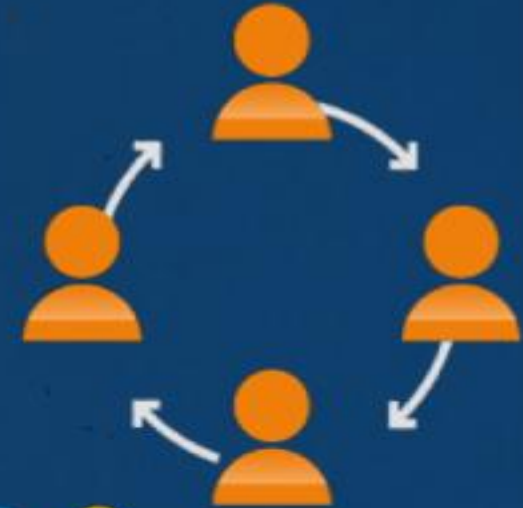
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How well do
you score in
each area?

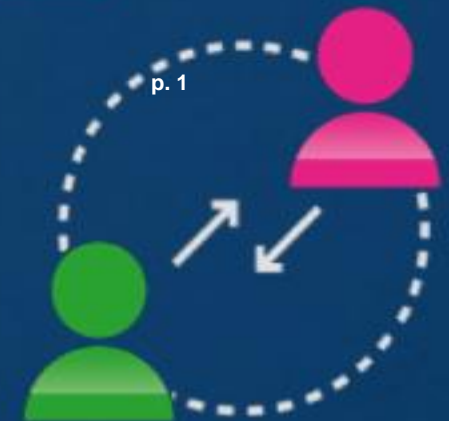
Don't have the answers that add up
to the right content?

- Your next piece of content needs to be questions for your team and for your prospects
- Explore where and how you are collecting data on your customer's behavior
- Call and discuss your path and priorities

Book a 15 minute follow up call



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