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A Comprehensive Guide

Enhancing B2B Sales and Marketing with Free Strategic Consultations

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Introduction

Sales = 1-2-1

Marketing = 1-2-MANY

Yes, marketing should be driving those valuable 1-2-1 conversations. But rarely do they have something of value to market. Have a think about how you can turn those 1-2-1 convos into something valuable for your ICPs.

An audit, a consultation, a strategy/review session. They're all there to build rapport, cred and trust.

Which is the goal of a first sales call anyway, right?

Let's give marketing a chance. Let's start to unify both teams together into one revenue-gen function.

This guide provides actionable tips to help B2B brands incorporate strategic consultations into their marketing and sales funnel, creating a unique value proposition that drives results.

Identify your ICPs and their pain points

Before you can offer valuable strategic consultations, you need to identify your ICPs and understand their unique challenges. Conduct thorough market research and analyse your existing customer base to pinpoint their specific needs and pain points.

Develop a consultation framework

Create a structured consultation process that addresses the key concerns of your ICPs. This should include:

Objective-setting: Define clear goals and expectations for the consultation.

Information gathering: Collect relevant data and insights about your ICP's business.

Problem identification: Analyse the information gathered to identify specific problems and opportunities.

Solution development: Collaboratively develop customised solutions to address the identified issues.

Action plan: Outline a clear and actionable roadmap to implement the proposed solutions.

Train your sales team

Your sales team must be well-equipped to handle strategic consultations. Invest in their training, ensuring they have a deep understanding of your products, services, and the specific challenges faced by your ICPs. Teach them effective listening, communication, and problem-solving skills to maximise the value of each consultation.

Promote your free consultations

Leverages your various marketing channels to promote your free strategic consultations. Include compelling case studies and testimonials to build credibility and encourage potential clients to sign up.

Schedule and prepare for the consultation

Once a potential client expresses interest in your consultation, schedule a convenient time and gather necessary information about their business. Prepare thoroughly by researching their industry, competition, and business model to ensure a productive and insightful consultation.

Deliver a high-quality consultation

During the consultation, actively listen and ask relevant questions to understand your client's unique needs. Present tailored solutions and demonstrate how your products or services can help them overcome their challenges. Make sure the consultation leaves a lasting impression on the client and adds genuine value to their business.

Follow up and nurture the relationship

After the consultation, follow up with your client to address any additional questions or concerns. Nurture the relationship by providing relevant content, updates, and insights. Stay in touch and be proactive in offering support to help them achieve their goals.

Track and measure success

Monitor the effectiveness of your free strategic consultations by tracking metrics such as the number of consultations conducted, the conversion rate of consultations to paying clients, and the revenue generated from these new clients. Analyse this data to identify areas of improvement and refine your consultation process.

Conclusion

Offering free strategic consultations as part of your sales process can help B2B brands differentiate themselves, build long-lasting relationships with ICPs, and ultimately increase sales. By following these actionable tips, you can effectively incorporate strategic consultations into your marketing and sales strategy and drive meaningful results for your business.

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