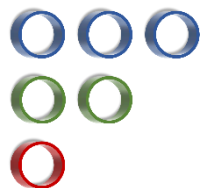# 3:2:1

Omni-Channel Demand Generation
& Sales Management Blueprint

A Disruptive Approach

The 3:2:1 Method is a Disruptive, Omni-Channel Demand Generation, Sales Management and Client Retention methodology that challenges the linear and scripted business development styles and strategies most B2B organizations practice today. The 3:2:1 Method:

- Systematically seeks engagement with prospects.

- Omni-dimensionally, creates awareness and fuels interest on products and services.

- Aims at being first to prospects and raise the bar for the competition behind.

What is Omni-Channel Demand Generation?

It is Modern and Traditional Lead Generation Tactics combined into a holistic approach to promote inter-departmental collaboration and 1:M Selling to increase the velocity in which MQLs convert into SQLs and SQLs enter the Sales Cycle.

Why is Omni-Channel Demand Generation More Effective?

- It is holistic and inspires trust...
- It simplifies the message...
- It fuels customer retention...
- It stimulates buyers...

Hexagon diagram

- Direct Mail
- Social Network
- 1:M Selling
- Cold Calling 2.0
- Emailing
- CRM System
- Systematic Execution
- Use Cases
- Calls to Action
- SN Messaging
- Landing Pages
- SN Posting

How it gets done!

Configure Technical Components
- Set-up CRM system
- Create Landing pages & blog
- Design email campaigns / cadences
- Configure workflows

Prepare Data Components
- Ideal Company Profile & Personas
- Build & optimize list(s)

Design Creative Components
- Email content
- CTAs and blog assets
- Use cases & Social media posts
- Calling scripts and cadences

3:2:1 Omni-Channel Demand Generation

3:2:1 Omni-Channel Demand Generation is designed to exponentially increase lead conversion and closing rates.

The 3:2:1 Method objectives:

1. Reach a lead conversion rate that supports our clients' sales goals.

2. Implement a strategy that promote continuous pipeline growth.

3. Seek high-velocity engagement with prospects through 1:M Selling.

4. Create awareness and fuel interest by prospects.

5. Be first to prospects and raise the bar for the competition.

3:2:1 Sales Management Blueprint

It is the process of developing a sales force that will empower your business to consistently hit your sales goals.

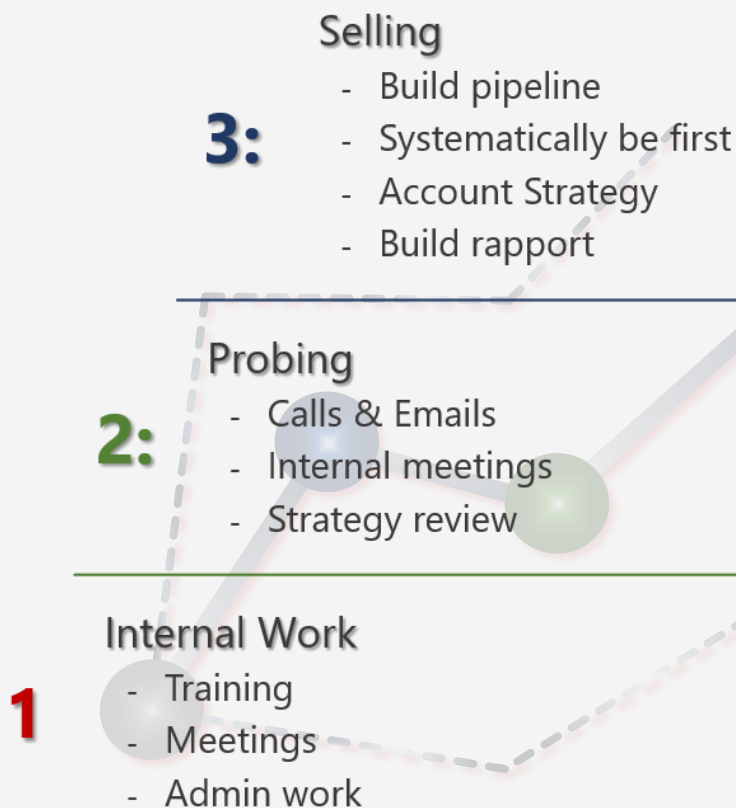There are four elements to Sales Management. The Strategy, The Team, The Process and The Results.

1. The Strategy is the Master Playbook, it gives the team a plan of action on how to position and sell products and services.
2. A High-Impact Sales Team is the backbone of every company. AEs with a "hunter's mindset" capable of creating their own pipelines.
3. The Sales Process defines how we carry out sales. It is structured and is designed to increase closing probabilities.
4. The Results will tell the story about performance. We must know if the implemented tactics and processes are working.

Effective Sales Management Framework

Embracing the elements of Sales Management will result in a team of Account Executives with a "hunter's mindset" guided by a structured, well-defined, "execution playbook" that will increase new business closing conversion and lead to bigger size deals.

Sales leadership is essential to grow and expand, a seasoned ERP Sales Leader can integrate a structured sales framework to guide the sales team and break through the growth challenges.

Selling Framework

3: **Selling**
- Build pipeline
- Systematically be first
- Account Strategy
- Build rapport

2: **Probing**
- Calls & Emails
- Internal meetings
- Strategy review

1 **Internal Work**
- Training
- Meetings
- Admin work

How we build it!

Sales Leadership
- GTM Strategy
- Process Definition
- Coaching & Guidance
- Team Structure
- Performance Analysis

Sales Enablement
- Demand Generation
- Sales Assets
- Sales Automation

Sales Execution
- Develop Value Propositions
- Follow Sales Process
- Adopt CRM
- Practice BANT

About 3:2:1

1. We are not a marketing agency.

2. We are inexpensive.

3. We make growth systematic and probable.

4. We are former ERP professionals.

5. Our professionals are all senior leaders.

6. Our participation is usually Fractional.

7. We focus on Demand Generation and Sales Management.

8. We will design an action plan based on your requirements.

9. We will implement a working framework for your team to embrace.