

Aligning Your Sales Team with Your Target Audience

IDENTIFY

Does your sales team know who is in, and who is out?

ENGAGE

Does your message drive a response?

DISCOVER

What qualification framework your team is using?

RECOMMEND

Are you the trusted advisor?

Understanding the way people buy your products, or service, is critical for your sales team's effectiveness. Today's sourcing professionals want to be educated through the "Buyers Journey" as they identify the problem they have, understand the options available to them and compare the alternatives once ready to make a decision.

Four critical areas of focus for alignment:

Identify – Determine if the lead is a good fit.

Not all targets are created equal, and not all prospects are a good fit. Providing your sales team with as much information as possible and prioritization helps direct engagement. By establishing your ideal customer profile, including revenue targets, deal size and type, your sales teams will know where to spend their time.

Engage – Connect with your target.

Once you have identified your target, finding the right person to talk to and reaching out with a message that will motivate a response requires an understanding of the buyer's persona and what their motivations are. Once this has been defined, marketing can create content that sales can use to

engage. For example, helping engineering understand how you can increase performance, or how purchasing can reduce lead-time with your solution directly addresses areas of interest versus simply pitching them both on your service and capabilities.

Discover – Explore their needs.

One of the biggest sources of friction in a sales process is the qualification stage to explore your target's needs. Consultative selling is a learned skill that many reps do not have so developing a line of questioning to uncover needs is critical. In many cases, you may uncover issues or needs your audience was unaware of, which offers further value against your competitors.

Recommend – Advise them on a path.

In conjunction with marketing, your sales team acts as the translator between the broad message of the company and the need of each buyer. A personalized approach providing a professional recommendation that mitigates risk, eases pain, and satisfies a need quickly puts you in the position of the trusted advisor.

KALLAN Sales Development works to develop sales process and enablement solution's by working with your internal marketing group, or our industry leading partners, to help your organization identify key prospects and develop strategies to engage and adopt new customers to drive sales growth.
