



Alan Morton
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Principal Consultant



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Director

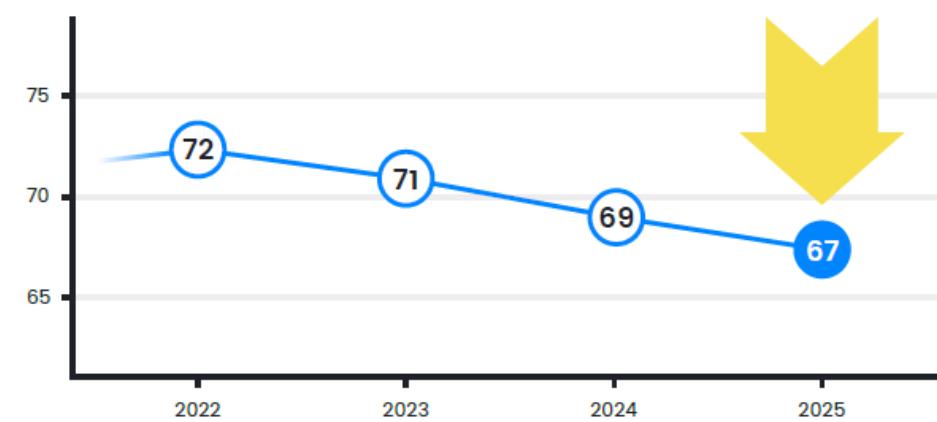
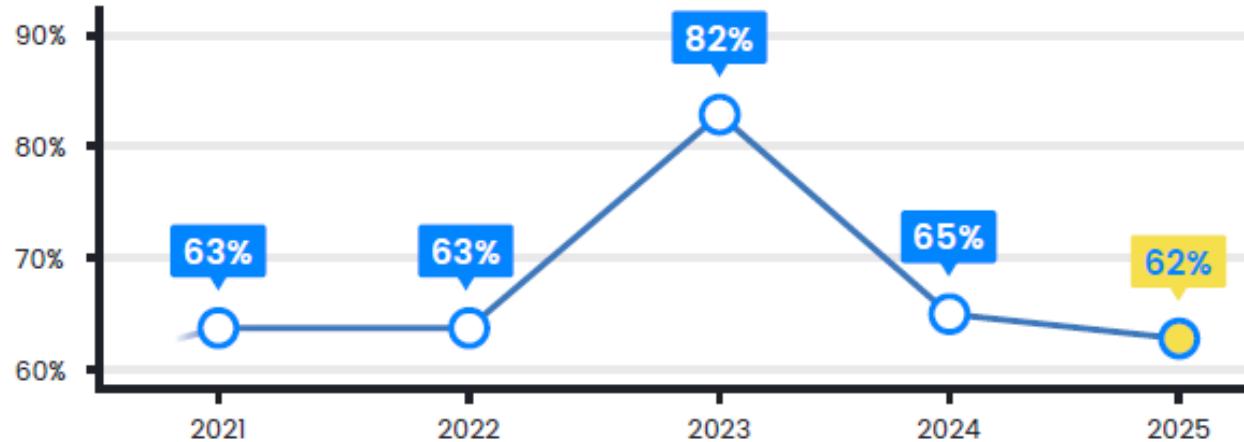


Alex Lewis
Account Director

Driving Marketing & Sales ROI for your consultancy
Building campaigns that convert

Growth confidence.

PERCENTAGE OF CONSULTANCIES THAT GREW REVENUE



IT'S NEVER BEEN HARDER TO WIN NEW BUSINESS

55% reported this as their number one challenge – the highest percentage since we started benchmarking consultancies in 2020.



WOW

Marketing sales alignment



What we will cover:



Why sales-marketing misalignment happens and how to fix it.



What great campaign execution looks like in your consultancy.



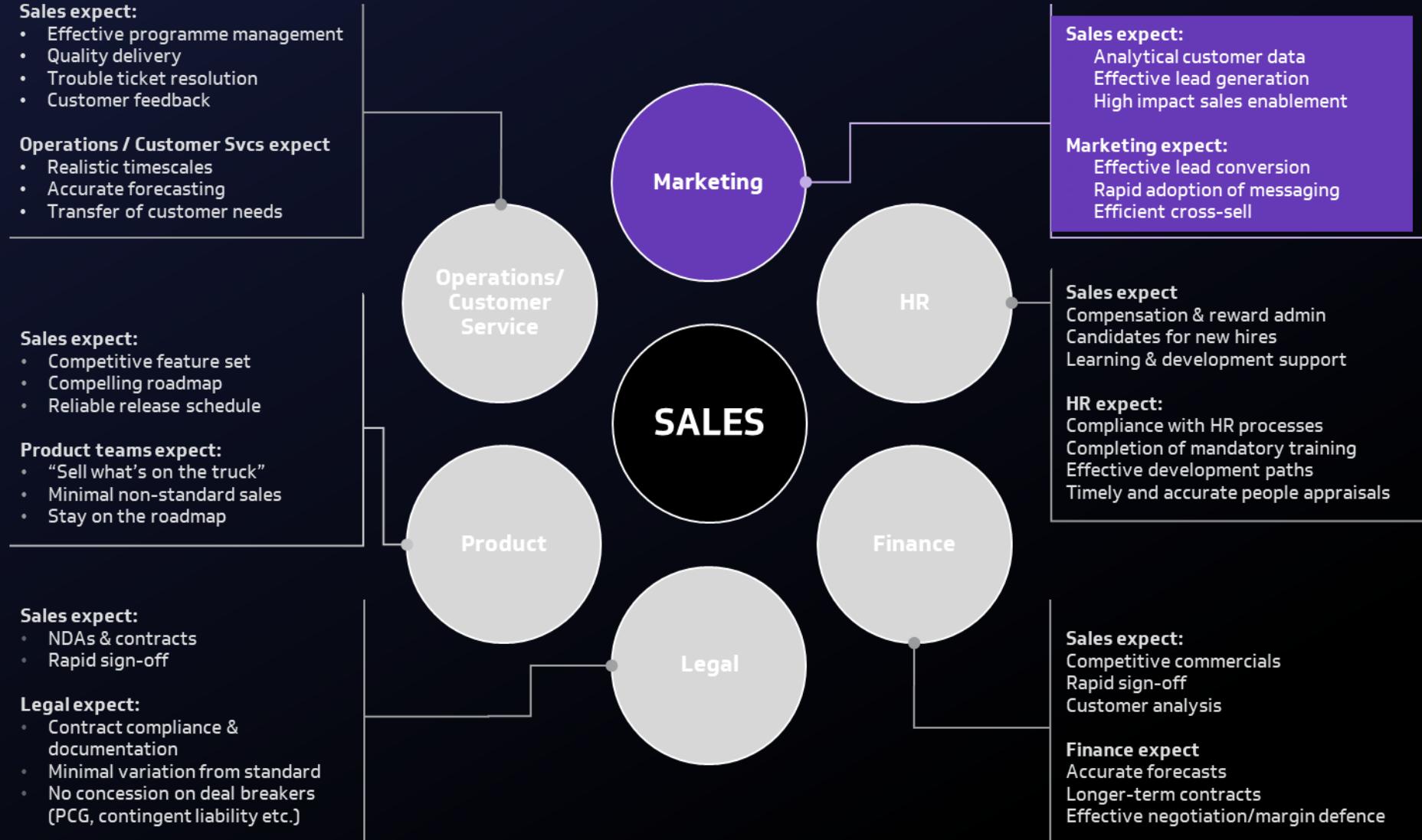
How to create joined-up goals, content, and follow-up plans.



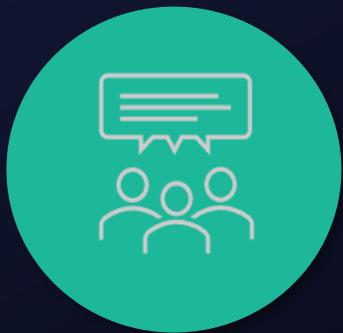
Key steps you can implement right away to align your teams.

Keys to seamless collaboration.

- Cut chaos!
- Create trust and belief
- Know your blind spots



Maximising opportunity & leads.



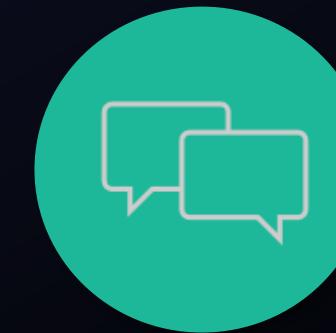
**Awareness
raisers**



**Credibility
builders**



**Lead
generators**



**Conversation
starters**

	 Awareness Raisers	 Credibility Builders	 Lead Generators	 Conversation Starters
Website	✓			
LinkedIn	✓			
Blogs	✓	✓		
Case Study	✓	✓		
Testimonials	✓	✓		
Newsletter	✓	✓	✓	
Whitepaper/eBook	✓	✓	✓	
Events	✓	✓	✓	✓
Webinar	✓	✓	✓	✓
Video Series	✓	✓	✓	✓
Podcast	✓	✓	✓	✓

How you can use AI to supercharge your marketing.



**Stretching a Single
Piece of Content**



**Ideation and
Repurposing**

So where are your leads?



Newsletter
Regular Readers



Gated Content
Downloads



Webinar
Attendees

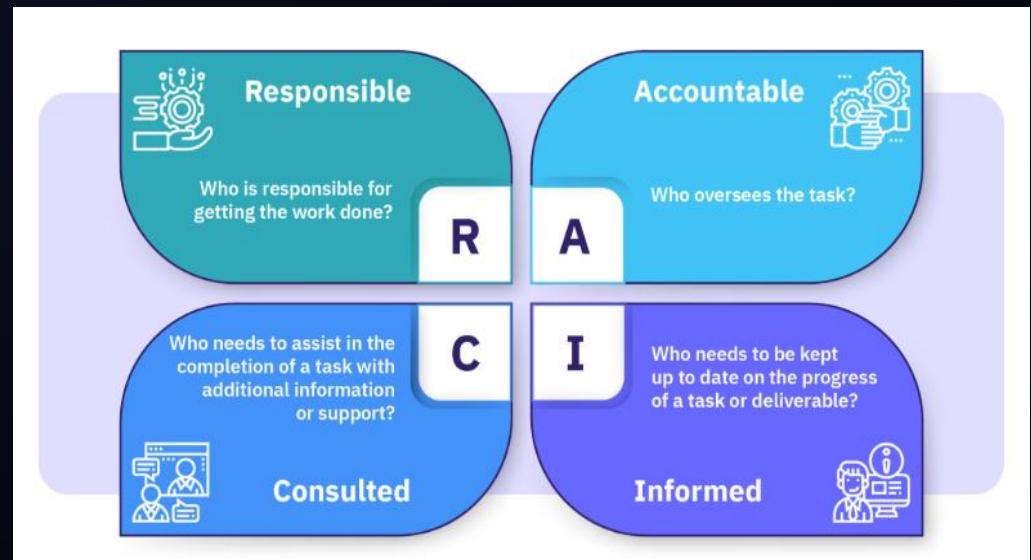


Webinar / Podcast
Guests

Create clarity.

Defining the process of working together

- Clear stage definitions
- Clear roles, responsibilities and expectations at each stage.
- Clear Feedback loops
- Clear data roadmap - tracking and reporting



The nurture phase ('the messy middle').



Roles and responsibilities

- IMMEDIATE NEED
 - Sales to act.
- MEDIUM TERM OPPORTUNITY
 - Targeted pursuit &/ or account-based marketing.
 - Sales to act at appropriate cadence.
- LONGER TERM POTENTIAL
 - e.g. Strategically important within ICP or potential to buy/ influence – decide investment.
 - Marketing continue the approach.
 - Assign sales resource to account and begin nurture/ relationship build.

Key steps to implement: build belief.

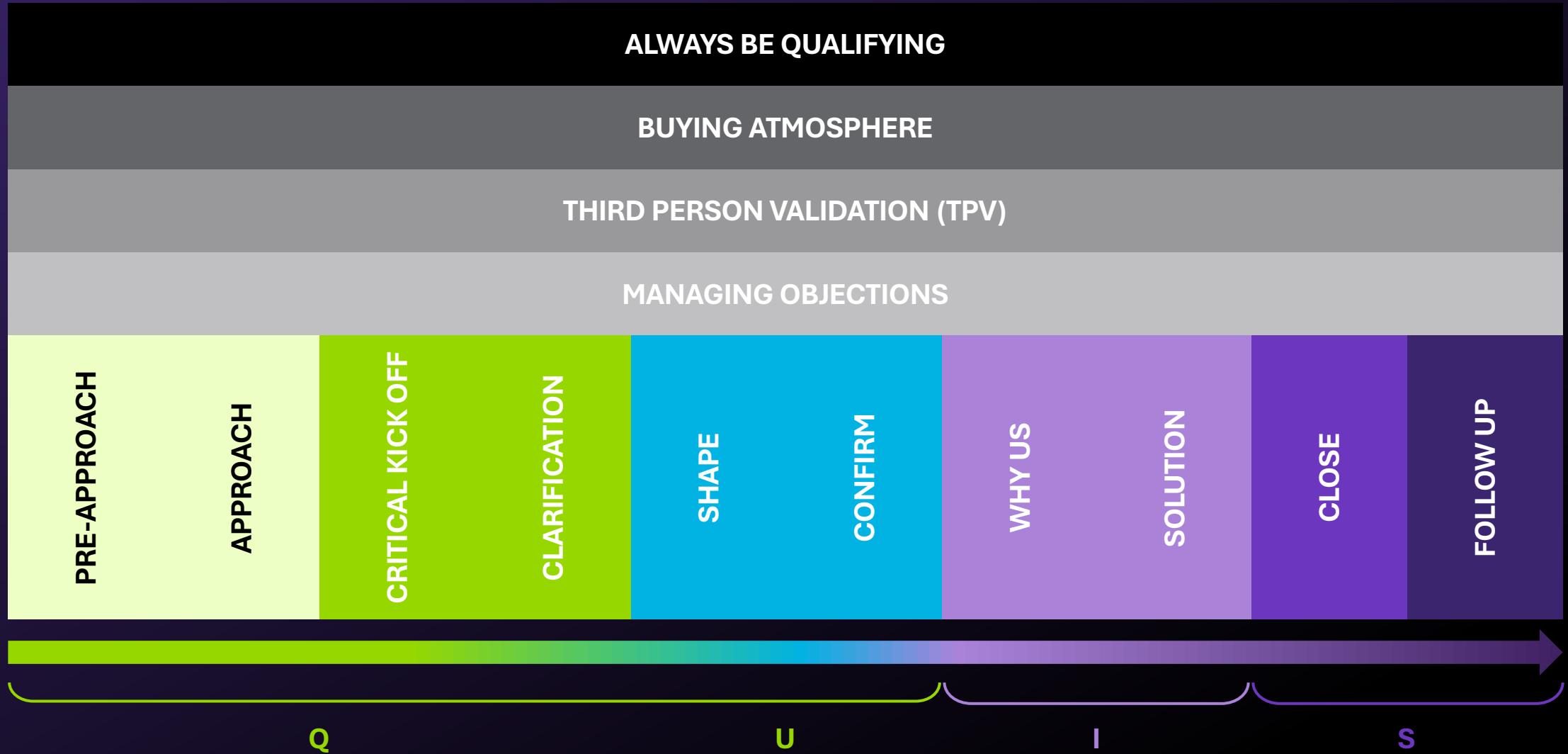
OPPORTUNITYISNOWHERE

ACTION: Build belief by sharing the stories of landmark deals

Key steps to implement: build capabilities.

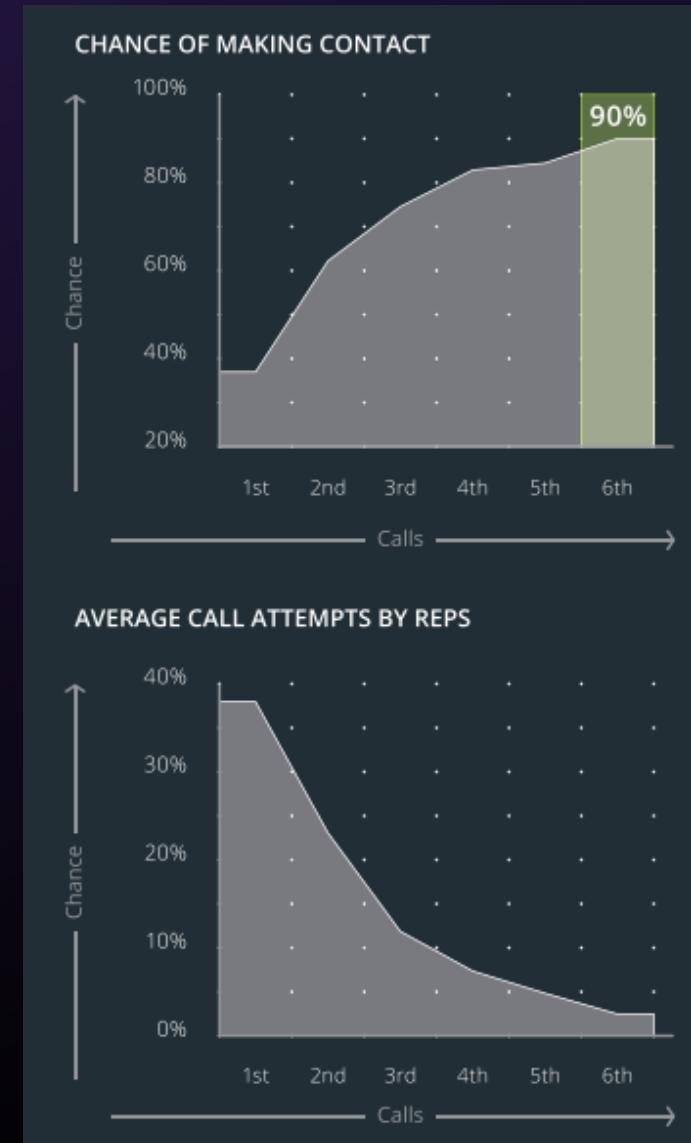
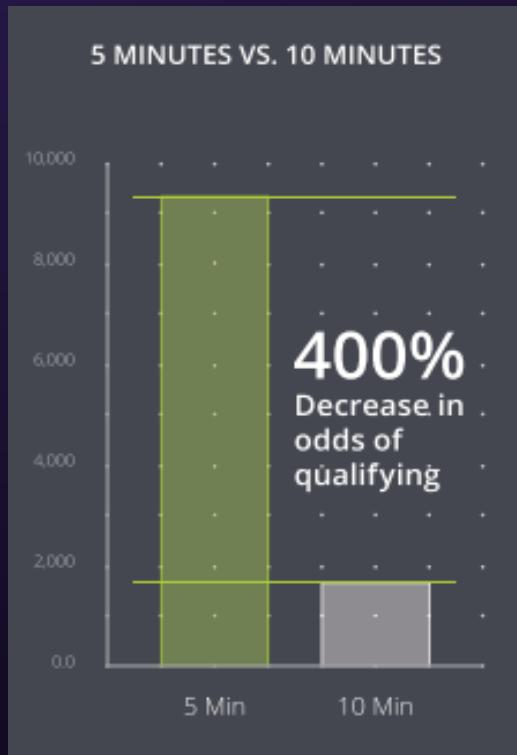


QUIS Selling™ - The 10:4 model.



Key steps to implement: Approach excellence.

- **Follow up promptly:** time steals deals.
- **Personalisation drives performance.**
- **Use questions** to create dialogue and stimulate response.
- **Multi-channel:** including the phone.
- **Give to get.**
- **Polite persistence:** if you can see potential.
- You can't manage what you don't **measure.**
- You get more of what you recognise.





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createengage.co.uk

Create.
Engage.

