What is a Sales Play?

+ Sample Sales Plays

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PLEASE NOTE

Building Sales Plays helps instill proven best practices into your sales process and make those best practices repeatable and scalable. Each Sales Play should include the recommended steps, time frame, and any related content or resources to go with those steps.

Disclaimer: This resource is NOT a complete Sales Play. It's meant to break down the overall uses of a Sales Play and provide some examples.

WHAT IS A SALES PLAY?

Sales Plays are the "plays" that guide salespeople through the exact recommended steps they should take in different sales scenarios. Every play should offer specific information on when to use the play, what persona it should target, and the strategy behind it.

When we build a Sales Playbook for our clients, we customize it to fit their unique needs, prospects, sales strategy, and target buyer's journey.

THE STEPS A SALES PLAY HELPS WITH

- How to follow-up with a top of the funnel (TOFU) inbound lead
- How to approach a cold prospect that fits your ideal business profile
- What steps to take and questions to ask in order to conduct a thorough needs analysis
- What to do/say when you hear certain objections
- How to follow-up with leads that have stopped responding after presenting a proposal
- How to follow-up after the first appointment
- How to up-sell existing clients
- How to ask for a referral

BENEFITS OF A SALES PLAY

A Sales Play is a plan to engage an account and move them through the sales process with a high probability of success They incorporate best practices and proven strategies for a variety of sales scenarios.

- Sales Plays ensure that all leads generated by inbound marketing efforts receive appropriate attention and none fall through the cracks.
- Sales Plays are a prescribed sequence of tactics and resources used to connect and engage with leads.
- A Sales Play takes the guess work out of the lead follow up process.
- Every sales team has pockets of best practices – team members who are executing proven sales practices at a high level. Sales Plays help organizations make those best practices scalable and repeatable across the entire team.

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BEST PRACTICES OF SALES PLAYS

- Audit the sales team to determine what tactics, resources, timing, messaging, etc. are effective for the sales scenario you're building the Sales Play. The objective is to identify the "pockets of best practice, optimize them, and make them scalable and repeatable.

- Leverage multiple communication channels (i.e., phone, email, social media, snail mail and text).

- Once the Sales Play and the prescribed sequence is designed, it must be executed with discipline. Building the plan is only part of a Sales Play. Actually working the plan is the critical element. Stick to it. Don't quit halfway through.

DON'T GIVE UP! Preparation is essential, but so is persistence

When you know you have an ideal prospect, don't give up after one or two attempts. Personalize something similar to this sequence to pre-heat your approach.

DAY 1

EMAIL TESTIMONIAL

DAY 3

PHONE CALL

PERSONAL MARKETING RESUME

DAY 6

CALL AGAIN WITH RESEARCH

EMAIL RESEARCH

If the prospect is important enough, use your persistence and professionalism to break through clutter.

DAY 7

PERSONAL LETTER OR CARD

DAY 11

CALL THE PROSPECT AGAIN

DAY 12

EMAIL THE PROSPECT AGAIN

DAY 16

EMAIL SPECIFIC VALUE

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EXAMPLES OF A SALES PLAY

PLEASE NOTE

The examples you are about to view are just part of a Sales Play. This is NOT the entire play.

A Sales Playbook with multiple Sales Plays is a customized approach to your unique sales process that puts the right strategy, best practices, content, and resources at the fingertips of your salespeople so they can take the right steps, at the right time, with the right people.

With each Sales Play included in a Sales Playbook, your sales team receives the recommended steps, time frame, and any related content or resources to go with those steps.

GETTING THE APPOINTMENT – CLINICAL LABS

Example Sales Play #1

DETERMINE WHO TO CONTACT

Determine who to begin contact with - research on their website and LinkedIn. Identify up to 3-5 decision makers/influencers and consider Step 3-9 for each.

RESEARCH TRENDS & BUSINESS

Research their industry and business for potential business insights that will make them want to meet you.

SEND INTRODUCTION EMAIL

- ✓ DAY 1: Send an introductory email.
- ✓ Use **EMAIL TEMPLATE CLINICAL LABS 1** and send a link to your blog.

EMAIL

- ✓ DAY 9: Send email using **EMAIL TEMPLATE CLINICAL LABS 3**.

EMAIL

- ✓ DAY 6: Send email using **EMAIL TEMPLATE CLINICAL LABS 2**.
- ✓ Include case study.

INTRODUCTORY PHONE CALL

- ✓ DAY 2: Recap the phone call with an email.
- ✓ Use **TALK TRACK CLINICAL LABS 1**.

INVITE TO CONNECT ON LINKEDIN

- ✓ DAY 11: Send a personalized invitation to connect.
- ✓ Use **LINKEDIN TEMPLATE CLINICAL LABS**.

FINAL PHONE CALL

- ✓ DAY 15: Call one last time using **TALK TRACK CLINICAL 2**.
- ✓ Use **EMAIL TEMPLATE CLINICAL LABS 1** and send a link to your blog.

FINAL EMAIL

- ✓ DAY 16: Send final email using **EMAIL TEMPLATE CLINICAL LABS 4**.

DECISION TIME

- ✓ DAY 20: If you have not heard back from the prospect after your seven attempts, consider trying with another contact within the company or moving on.

Disclaimer: This is an example of what could be in a Sales Play. There are more pieces that make up the entire Sales Play.

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GETTING THE FIRST APPOINTMENT – GENERAL

Example Sales Play #2

1 DEVELOP YOUR VALID BUSINESS REASON

- ✓ Research the business and industry trends to use as part of your Business Valid Reason.
- ✓ Refer to the category briefs on the website.

2 INTRODUCTION PHONE CALL

- ✓ DAY 1: Make an introductory phone call.
- ✓ Refer to the GENERAL TALK TRACK 1.

3 FOLLOW-UP EMAIL

- ✓ DAY 1: Send a follow-up email using VBR.
- ✓ Refer to GENERAL EMAIL 1.

4 CONNECT ON SOCIAL MEDIA

- ✓ DAY 3: Research their social media presence and like or follow the business.
- ✓ If the decision makers or influencers are on LinkedIn, send them an invite to connect using GENERAL LINKEDIN TEMPLATE.

5 PHONE CALL

- ✓ DAY 6: Make a follow-up phone call.
- ✓ Refer to the **GENERAL TALK TRACK 2**.

6 FOLLOW-UP EMAIL WITH SUCCESS STORY

- ✓ DAY 7: Follow-up email
- ✓ Include a success story that highlights the type of results you achieve for your clients.
- ✓ Refer to **GENERAL EMAIL 2**.

7 FINAL PHONE CALL

- ✓ DAY 10: Final phone call. Let them know that you would not be calling if you did not think you could help their business.
- ✓ Refer to the **GENERAL TALK TRACK 3**.

8 FINAL EMAIL

- ✓ DAY 11: Let them know that you believe that you can help their business and if you do not hear back from them, you will assume they are not interested and will move on to someone else.
- ✓ Use **GENERAL GENERAL EMAIL 3**.

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STEP 1 | GENERATE LIST OF PROSPECTS

Example Sales Play #3

As you work to identify potential prospects, focus attributes on high potential prospects. Your goal is to spend your time with businesses that have the highest potential of success with your organization. Here are a few areas to consider:

LOOK FOR BEST FIT

- **Type of Industries**
  (i.e., white collar industries)
- **Company Size**
  (i.e., company with 75-100 employees)
- **Annual Revenue**
  (i.e., $10M+)
- **Target Title**
  (i.e., Marketing Executives & Sales Executives)
- **Company Goals**
  (i.e., companies looking to cut costs)

TOOLS TO RESEARCH

- **LinkedIn**
- **Company Website**
- **Google**
- **Glassdoor or Indeed**
- **Zoom info**

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< BACK

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STEP 5 | TALK TRACK 1 | EXAMPLE

- **Review and rehearse this talk track before you pick up the phone and call your prospect.**
- **This template can be customized based on details you uncovered during your research of uncovered trends.**
- **If you decide to use a different VBR, be sure to replace it with the one in the script.**
- **Feel free to adjust to match your own personal delivery and style.**
- **Be sure to customize the appropriate areas within the talk track, including their name and your contact information if you get voicemail.**
- **If you do get voicemail, let them know you will follow up with an email.**

Good Morning/Good Afternoon **[NAME]**

This is **[NAME]** and with **[COMPANY NAME/CALL LETTERS]**. We have a history of using our proven marketing strategies to drive real business results, from building awareness, generating leads, or driving new customers.

A recent poll conducting by Morning Consult found 20% of US adults plan to switch their bank within the next year, thus creating an opportunity for **[NAME/BANK]** to grow by educating and engaging these consumers with the right message as they look for a new financial institution.

I'd like to schedule a meeting with you sometime over the next two weeks, to discuss you, your growth goals, and share a few ideas on how we can help you capture and unfair share on this market.

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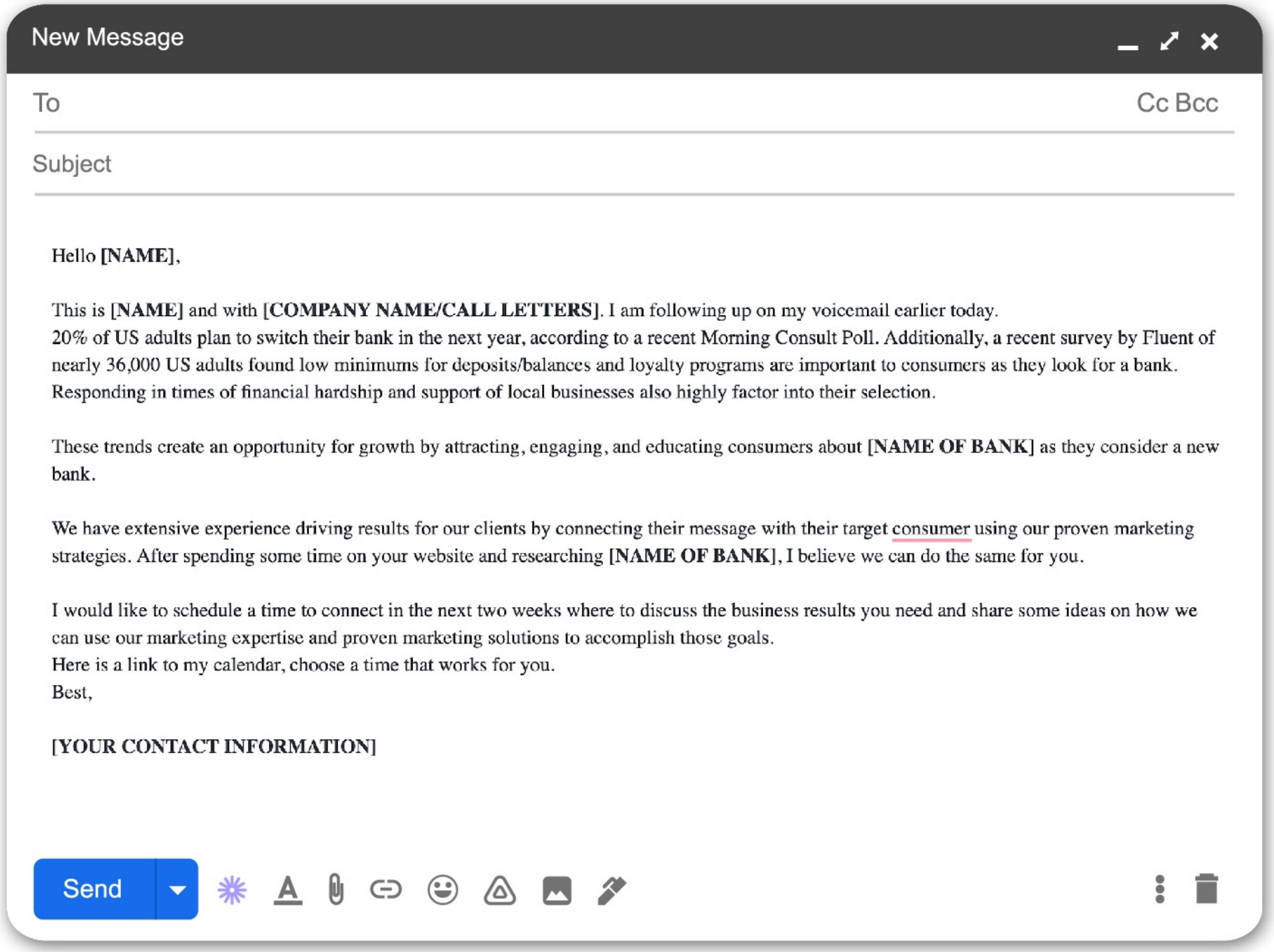
< BACK

STEP 6 | EMAIL TEMPLATE | EXAMPLE

- This template can be customized based on details you uncovered during your research of consumer trends, their website, and social media presence.
- If you decide to use a different VBR, swap it out with the one used here.
- Be sure to customize the appropriate areas within the email, including their name and your contact information.
- If you are including times, consider offering 2-3 options or include a link if you use a calendar scheduling tool like Calendly or Hubspot meetings.
- As you consider a subject for your email, check it for effectiveness at subjectlinegrader.com



Hello **[NAME]**,

This is **[NAME]** and with **[COMPANY NAME/CALL LETTERS]**. I am following up on my voicemail earlier today.
20% of US adults plan to switch their bank in the next year, according to a recent Morning Consult Poll. Additionally, a recent survey by Fluent of nearly 36,000 US adults found low minimums for deposits/balances and loyalty programs are important to consumers as they look for a bank. Responding in times of financial hardship and support of local businesses also highly factor into their selection.

These trends create an opportunity for growth by attracting, engaging, and educating consumers about **[NAME OF BANK]** as they consider a new bank.

We have extensive experience driving results for our clients by connecting their message with their target consumer using our proven marketing strategies. After spending some time on your website and researching **[NAME OF BANK]**, I believe we can do the same for you.

I would like to schedule a time to connect in the next two weeks where to discuss the business results you need and share some ideas on how we can use our marketing expertise and proven marketing solutions to accomplish those goals.
Here is a link to my calendar, choose a time that works for you.
Best,

[YOUR CONTACT INFORMATION]

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< BACK

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STEP 7 | LINKEDIN TEMPLATE | EXAMPLE

- It is likely that you will find your prospect on multiple social networks.
- Once you find them, follow them to see how they engage with their patients.
- If your point of contact is on LinkedIn, request to connect with them. Make sure that you personalize your attempt to connect on LinkedIn.
- Look to see if you have connections in common that you might be able to use as a referral, client reference, or as an introduction.
- Feel free to customize this template using information that you uncovered during your research or found on their profile, such as commonalities with connections, school, groups, etc.

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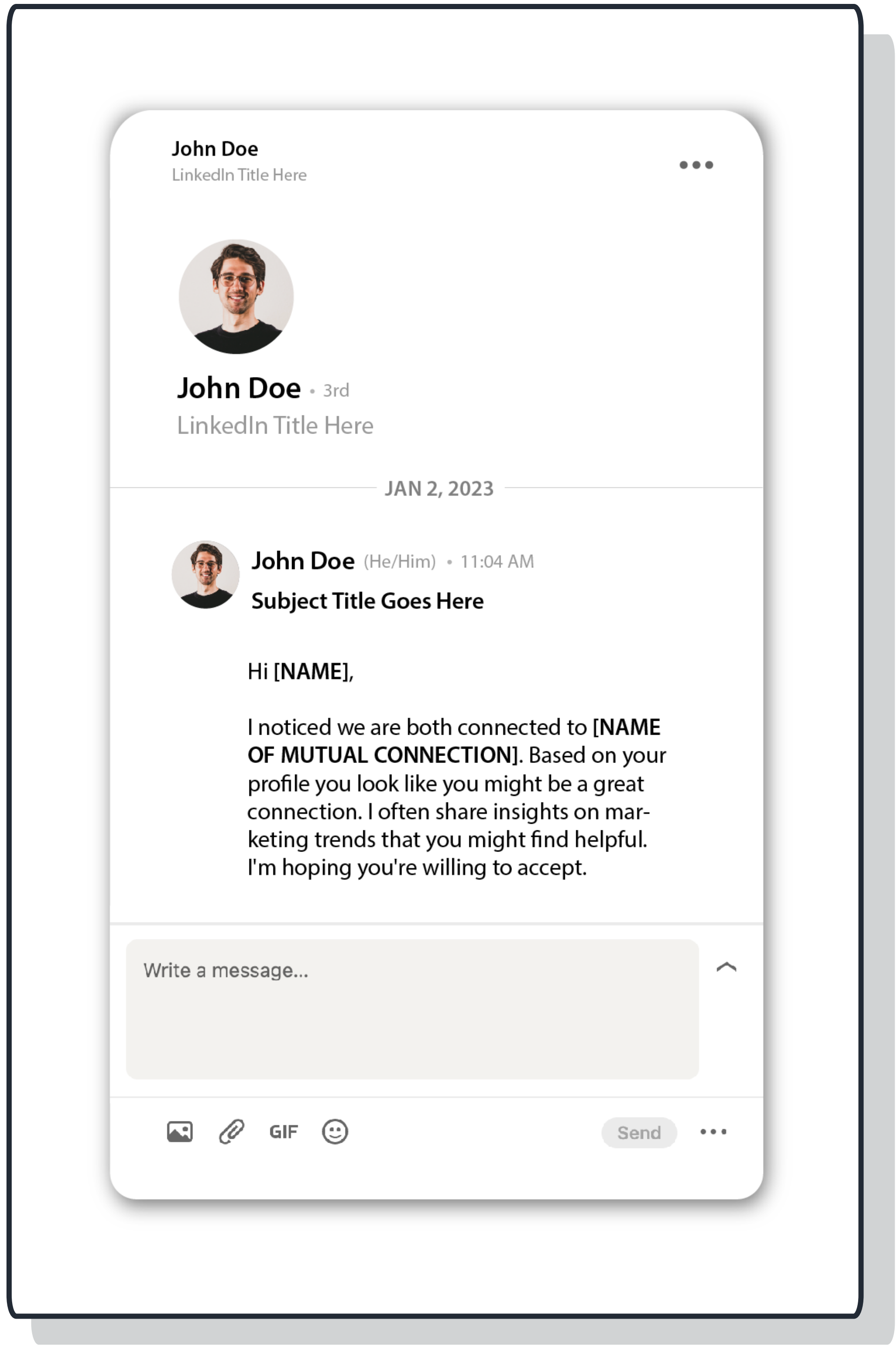

< BACK

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Learn more about our Sales Playbook development & Sales Enablement Services

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