Executive Sales and Marketing Plan

Client – Recommended Campaigns with Expected Returns:

LinkedIn Connection Campaign
Expected Return:
40 qualified connections per week
10 leads requesting additional information per week
2-3 appointments per week
- First LinkedIn connections to start via HCD using the client's CEO (or high-level) LinkedIn profile.

Outbound E-Mail Marketing
Expected Return:
10% response rate for targeted contact lists
100 leads via 1000 contacts through e-mail drip campaign
- HCD to build large data lead lists through LinkedIn outreach campaign and through other data sources
- HCD and client to accumulate all contact lists from events, research, cold-calling, etc. to create new master list to be used for e-mail outreach campaigns.
- HCD will set-up and manage a Autovation.io account for the client and run event-centered campaigns to help uncover additional leads to set exploratory meetings with the client.

Sales Training
Expected Return:
30-50% Shorter Average Closing Time
- HCD to work with the client to improve the sales process.
- HCD to implement S.P.I.N. Selling model and evaluate current consultative selling approach.

Referral Campaign
Expected Return:
Estimate of 10% for the current Alumni Base to Respond
1-2 Qualified Referrals Each
- E-mail from the client to current and past students.
- HCD to conduct outreach to students who respond, to set meetings with the client.
- Client to ask for referral and new candidates.
- Identify best and willing clients for written testimonials.
- Identify best and willing clients for video testimonials.