

Krista Software: Executive Sales and Marketing Plan

Krista Software – 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 Krista Software 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 Krista Software 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 Krista Software and run event-centered campaigns to help uncover additional leads to set exploratory meetings with Krista Software.

Sales Training

Expected Return:

30-50% Shorter Average Closing Time

- HCD to work with Krista Software 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 Krista Software Customer Base to Respond

1-2 Qualified Referrals Each

- E-mail from Krista Software to current and past customers.
- HCD to conduct outreach to customers who respond, to set meetings with Krista Software.
- Krista Software to ask for referral and new business.
- Identify best and willing clients for written testimonials.
- Identify best and willing clients for video testimonials.