

Sales Opportunities in Six Minutes

IEEE Central Texas Consultants Network
Austin, Texas
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Malcolm Lui
Managing Member at Eversprint LLC
www.eversprint.com

What's a Sales Opportunity?



A sales opportunity is a qualified lead interested in learning more about how you can help them.

Strategy #1 Results

Cold Outreach



- Cold outreach to to 3,200 C-suite level contacts for our management consultant client.
- 34 sales opportunities generated in 3 weeks.
- This offer generated over \$5m of annual sales opportunities:

"At XXXX we developed a number of best practices and goals for our technology initiatives -- can I share them with you?"

Strategy #12 Results

Reactivating Past Prospects



- Reactivated 3,000 past prospects of our commercial insurance broker client
- 76 sales opportunities generated in 5 weeks
- This campaign generated over \$1.1m worth of recurring sales opportunities with this ten word offer:

"Do you still need help with your workers comp policy?"

Meet Steve - Took six minutes to get his first sales opportunity



Steve Pearson • 1st

Patent Researcher with Guaranteed Results | Innovation |
Competitive Intelligence

Austin, Texas

- 8:21 AM yesterday - Steve completed my survey
- 11:00 AM - We talked for 25 minutes about building his list and executing his campaign.
- 1:49 PM - Steve emailed 175 people asking one question: "Do you still need help with patent research?"
- 1:54 PM - **Six minutes later Steve received his first "Yes I do" response.**

What Steve did (and how you can do it too)



- Steve pulled from his database the email addresses of past prospects who he didn't do business with, and of past clients he hadn't contacted within the past three months
- Under his own business email account, he sent one email with all 175 past prospects and past clients in the BCC line.
- The message consisted of one question only: "Do you still need help with patent research?"

Steve's Email Looked Like This



Subject: Quick Question
From: Steve Pearson <steve@pearsonstrategy.com>
Date: Tue, October 23, 2018 2:49 pm
To: Steve Pearson <steve@pearsonstrategy.com>

Do you still need help with patent research?

Best,
Steve

--

Steve Pearson, Founder

Patent Research with Guaranteed Results | Innovation | Competitive Intelligence

[Pearson Strategy Group](#), US-based & Veteran-Owned

1.512.466.1450



Positive responses that open the door to further engagement



- We are interested in finding a licensing partner at the time. Still considering the best way to get the technology into the market. Did you have some ideas you would like to share?
- Yes, I do. There is something I'm interested in patenting for XXXXX. I can describe it fairly easily. I've never had any patent research done. What does this normally entail/cost?
- I am glad I didn't patent my XXXXX at that time because I came up with a different and improved version that produces XXXXX and a wider XXXXX ... I wouldn't mind to pursue the patent if the money would be wisely spend. What do you have in mind?

Steve's Campaign Results as of 2:24 PM today, (T + 25 hours)



- One email sent to 175 people on the BCC line
 - 27 emails bounced as they were no longer valid
 - 148 valid emails (= 175 - 27)
- Results:
 - 3 YES's - they do need help with patent research
 - 7 MAYBE's - they are open to discussing further how Steve can help them
- Conversion Rates
 - 2.0% YES (= 3 / 148)
 - 4.7% MAYBE (= 7 / 148)
 - Outstanding conversion rates for a non-personalized campaign

Steve's ROI and ROE



- Steve invested 2.5 hours of his time to create and send the campaign
 - 25 minutes on video conference call with Malcolm
 - 2 hours pulling 175 email addresses
 - 1 minute to compose and send the one sentence email
- He didn't spend a penny to execute the campaign
 - Steve used his current email service provider to execute the campaign.
- Return on Investment: Infinite
- Return on Effort: High
 - 3 sales opportunities for sure, perhaps as many as 10, from 2.5 hours of effort.

How Steve can get even more sales opportunities



- Personalize the emails with their first names, and send the emails to them directly via automated tools
 - This will increase open rates and response rates.
- Send follow-up emails to those who didn't respond
- Continue to keep in touch with everyone via a nurturing campaign that establishes him as the "go to guy" for patent research.
- Build a list and launch cold email campaigns to his target market.

The Tech - What's best depends on your list & desire to automate



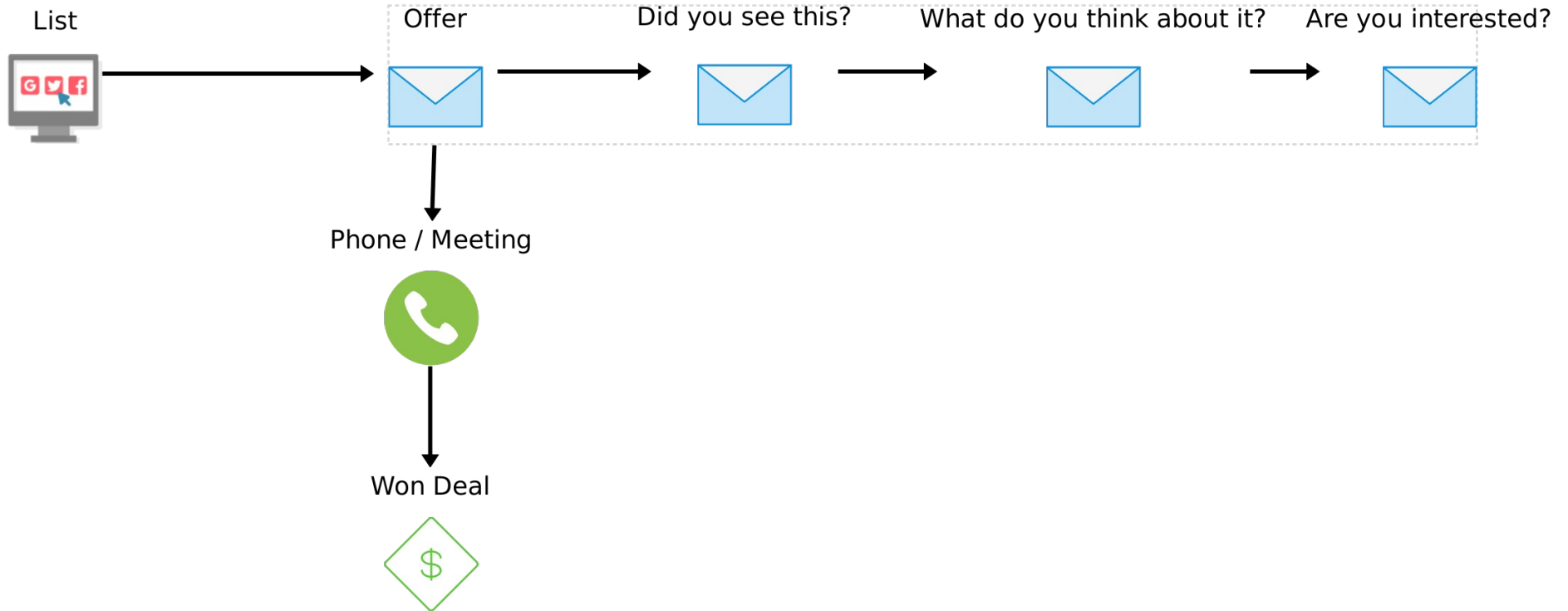
- If you're emailing to people who know you, your current work email account is all you need.
- If you're emailing to people who don't know you, you'll need to setup a new domain and email service.
- If you're list is in the thousands, or you want to automate the entire campaign, you'll want an autoresponder service.

The Tech - Tools



- Protect your primary domain
 - Email under a throwaway domain similar to your primary domain
- Maximize inbox deliverability
 - Google G-Suite & Outlook
 - Setup SPF, DMARC, DKIM
- Autoresponder
 - Say no to Mailchimp and other newsletter tools
 - Require follow up sequences with reply detection
 - Many choices: Mailshake, Woodpecker, Quickmail & more.

Eversprint Multi-Prong Campaign Framework



The Offer



Eric, three quick questions



Malcolm Lui <malcolm.lui@eversprintgroup.com>

to Eric ▾

Eric,

Three quick questions:

1. Do you need your sales team to close more B2B deals every month?
2. Do you have 2,000 or more prospects in your database?
3. Are you interested in sending your sales team dozens of opportunities each month?

We should talk if you answered yes to all three.

We have a proven system that delivers 20 or more B2B sales opportunities a month to our clients.

Even when your sales team is too busy to find new clients, our system continuously offers your firm's services to your prospects,

so instead of your sales team chasing opportunities, the opportunities come to them.

If you're serious about closing more deals at your firm, we should talk now, as we can only help one or two companies at your location.

Reply with YES and I'll call you.

Or visit <http://f.eversprintgroup.com/b2b-businesses> to schedule a time for us talk.

-- Malcolm

P.S. Should I reach out to someone else about this instead? If yes, who?

Malcolm Lui, CFA

Managing Member, Eversprint LLC

12400 W Hwy 71, Ste 350/231, Bee Cave, TX, 78738

Reply with "remove me" only to no longer receive our emails about our strategies and services.

October 24, 2018

www.eversprint.com

15

Did you see this?

Re: Eric, three quick questions



Malcolm Lui <malcolm.lui@eversprintgroup.com>

to Eric ▾

Hi Eric,

Have you looked at my earlier email yet?

-- Malc

Malcolm Lui, CFA

Managing Member, Eversprint LLC

12400 W Hwy 71, Ste 350/231, Bee Cave, TX, 78738


Reply with "remove me" only to no longer receive our emails about our strategies and services.

What do you think about it?

Re: Eric, three quick questions



Malcolm Lui <malcolm.lui@eversprintgroup.com>

to Eric 

Hi Eric,

What do you think about helping your sales team generate more revenue every month?

-- Malcolm

P.S. If you're not the right person for this, can you please direct me to the person who is?

Malcolm Lui, CFA

Managing Member, Eversprint LLC

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Reply with "remove me" only to no longer receive our emails about our strategies and services.

Are you interested?



Re: Eric, three yes/no questions



Malcolm Lui <malcolm.lui@eversprintgroup.com>

to Eric ▾

Eric,

Are you interested in helping your sales team win more deals every month?

- Malcolm

P.S. Should I contact someone else instead about this? If yes, can you please connect me with her/him?

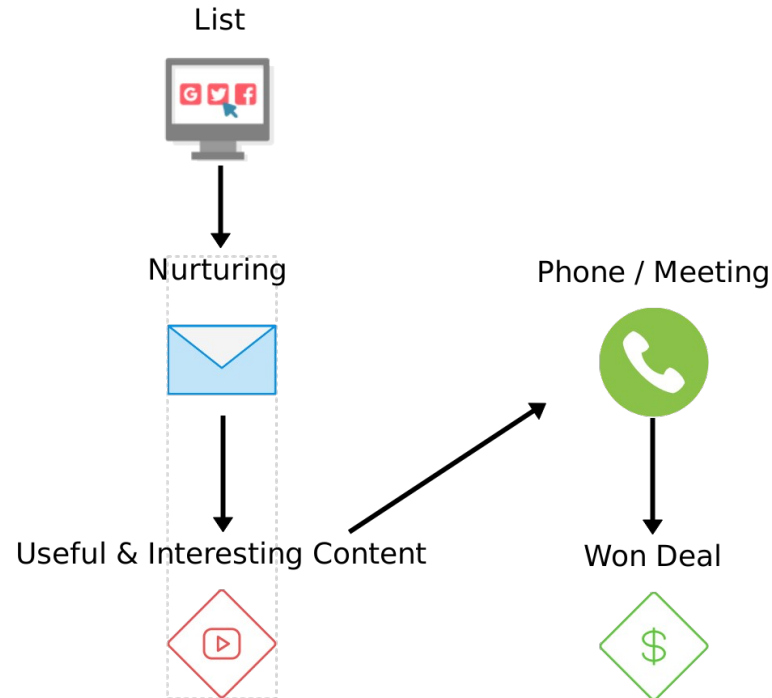
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Eversprint Nurturing Campaign Framework



Nurturing Email



Paul, module one

 [Redacted]

to Paul ▾

Hi Paul,

Our authorized dealers receive our sales training for free. Here's the first module.

It's only 15 minutes long. Grab a coffee and click on the following link to watch our training.

[\[Redacted Link\]](#)

If you're not one of our authorized dealers yet and would like to receive the rest of our sales training, let us know and we'll walk you through our application process.

To apply is free, and takes under 15 minutes.

[Redacted]

[Redacted]

Reply with "remove me" only to no longer receive my emails about our strategies, services and products.

Building Your list - Go for the easiest first



- Current clients → Highest conversions & ROI
- Past clients → 2nd highest
- Past qualified prospects → 3rd highest
- Cold leads → Lowest by far

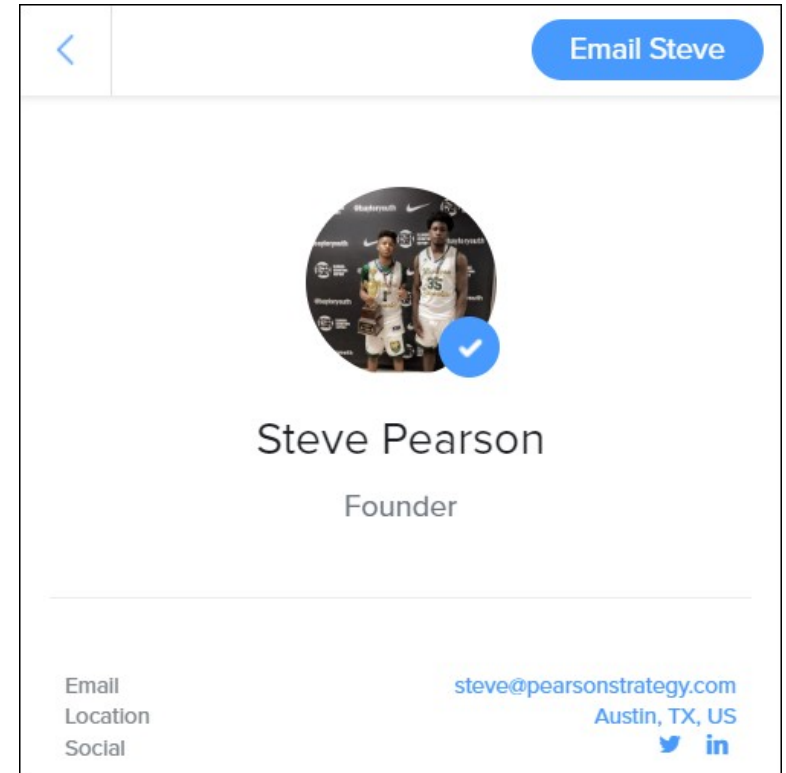
Building your cold leads list



- Hyper-target for best results
- Don't buy from a list vendor
- Sources: Company websites, industry associations, LinkedIn, Facebook, Twitter
- Finding emails: Google, Hunter.io, Clearbit

How I found Steve's email address

- From my survey, Steve was game for having me find his email address. He provided me with the following info:
 - Steven Lee Pearson
 - Pearson Strategy Group, LLC
 - <https://pearsonstrategy.com/>
- I found Steve's email in seconds with Clearbit's free Google Chrome extension.



Strategies drives the Offers



- Twelve sales opportunity generation strategies
- ... and each provides an offer for your campaign.
- Choose your strategy & offer that best fits your list and objectives.

Strategies #1-3



1. Systematically target and find sales opportunities within your ideal market
2. Provide your ideal market with industry specific news, opinions and commentary
3. Educate your clients about all your products and services

Strategies #4-6



4. Re-ignite your clients with exclusive offers
5. Cross sell and up sell your clients
6. Thank your clients after they do business with you

Strategies #7-9



7. Survey your clients on how you can serve them better
8. Ask your clients for testimonials
9. Encourage and help your clients provide testimonials and / or 5-star reviews about your company on relevant 3rd party sites

Strategies #10-12



10. Ask your clients for referrals

11. Re-activate your former clients

12. Re-activate your past qualified prospects

How else can I help you from here?



- We've helped over 300 businesses achieve their objectives, including but not limited to:
 - Redesigning their business
 - Getting massive results by improving just one piece of their business
 - Creating new revenue streams from existing assets
- Our technical capabilities include but not limited to:
 - Email marketing, Webinars, Online advertising,
 - Social Media, Search engine optimization, Websites, E-commerce
 - Copywriting, Audio and Video
- Let's talk and see if we can help achieve your objectives.
- Schedule your call today at www.eversprint.com