

Your Revenue Growth Lives & Dies By Your Customer Acquisition Strategy

Does your manufacturing or industrial company have customer acquisition down to a science?

If you were given the choice to either hire a new sales rep or improve the content on your website this year, which do you believe would produce more revenue for you?

HOW would you make this decision?

**New 2021 data
may surprise you.**

Traditional sales & marketing strategies are now proven outdated – product feature & benefit communication is a losing proposition. -HBR

To approach 2021 like it's 2001 will extend your sales process length, waste more of your valuable time, and provide you with less control and visibility into sales forecasting.



Competition Is Rising

Five years ago, the typical business had just 2.6 competitors. Today that number has quadrupled to 9.7
-The Hustle



Differentiation Is Shrinking

86% of B2B buyers see no real difference between suppliers
-CEB



Sales Isn't Trusted

Less than 33% of sales people are viewed as trustworthy
-McKinsey & Co

**Your website can become a revenue-generating machine.
Or it can be a red line on your books.**

Grey Matter
www.gogreymatter.com

The most critical phase of the sales process has **shifted away from the sales-guided decision phase** and **toward the self-guided research phase**.

Two Truths About Today's Buying Process That Impact Your Investment

1 *70% of B2B buyers' purchase decisions are made in the research phase. - IMPACT+*



When a potential customer is vetting your company/product/service before they contact you, they need to be able to see anything they want, and answer any question they have, online.



70% of B2B buyers say they are open to making new, fully self-serve or remote purchases in excess of \$50,000. (27% would spend more than \$500,000!)

- McKinsey & Company

If your company is not creating self-serve buying experiences for their products and services online, sales will never get the opportunity to meet with their buyers.

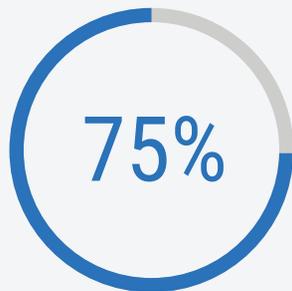
Is your company investing in the right sales & marketing strategies to reach your revenue goals?

It's time to find out

How Can You Be Sure About Your Company's Growth Velocity?

Run them through our 10-Point Inspection Analysis™ to evaluate your risk exposure

The website is the center of the growth universe in 2021:



75% of B2B customers prefer remote sales interactions over traditional face-to-face ones.

- McKinsey & Company

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1 Positioning – Content:

Are you using enough “you” vs “we” content to personalize the experience and build more trust?

2 Positioning – Visual:

Do you look modern enough, or too old fashioned? First impressions are critical in the virtual environment. Burn that bridge once and they won't come back.

Only 27% of leads sent from marketing to sales will be qualified. - IMPACT+

3 Website – Product Configurator:

Is there enough organized, helpful content available on your website that would allow buyers to make a purchase decision without speaking with you? (if they so choose)

4 Website – Calls-to-action:

Does your website feature appropriate calls-to-action? As important as it is to get people to your site, it's important to guide them toward the next step.

5 Website – Technical Configuration:



Is your CMS (website development platform) up to date?



Are the correct website tracking pixels in place to measure all the important key performance indicators (KPIs)?



Is their marketing automation integration setup?

*40%+ media spend is wasted on ineffective strategies.
- Commerce Signals*

6 Traffic generation:

Is your website targeting the right paid and display traffic to generate as much qualified traffic as possible?

Is your website targeting the right organic traffic to generate as much qualified traffic as possible?

78% of customers buy from first responder. Sales conversions 391% higher in first minute. Longer than 5 minutes =80% decrease in lead qualification. - Vendasta

7 Lead response:

Does your company respond the right way when forms are filled out? To build growth velocity it's essential that marketing and sales are working together for the same goal.

A company should never lose based on price, if the right value proposition is evident. - Grey Matter

8 Competition - Positioning Comparison:

How differentiated is your company compared to your top competitors?

9 Competition - Technical Comparison:

How technically advanced is your company compared to your top competitors?

*The value of your digital sales & marketing efforts should be unmistakably clear.
- Grey Matter*

10 Measuring your ROI:

Are you measuring all the KIPs necessary to continuously improve your investment in the sales & marketing processes of your company? You need to be able to determine:

1. Cost of a lead
 - Traffic you buy (all new contacts)
 - Traffic you own (all current contacts)
2. Close rate & length of time
3. LTV of a customer
4. ROI of your digital sales & marketing investment
5. Determine digital sales & marketing investment required to reach your revenue goal
6. Clarity to invest the money to reach goal

Get your complementary Competitor Audit by going to www.GoGreyMatter.com

We will benchmark your current customer acquisition activities against your competition to see how you stack up.

Let's Talk

 **513-878-3989**

 **gogreymatter.com**

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