



Marketing & Sales

YOU NEED BOTH TO COMPETE TODAY

LINDSAY KELLEY, PROSPECT BUILDER



Start With
Why



How We Think of Sales and Marketing

Sales = Driver

Marketing = Expense

Go back 10 years ago.

20%

What about today?

70%

What will the next decade look like?

90%?

Sales is needed now, but someone will figure out that this stuff can be sold online....

xerox Shop Xerox

UNITED STATES 866-495-6286 Chat now

Shopping cart Order status Support & Drivers Search

Printers Multifunction Printers Supplies & Accessories

Home > Office Equipment > Multifunctions > WorkCentre 6505 > Models > Accessories

WorkCentre 6505/N In Stock **\$499.00** 1

> choose a different model

What comes in the box:

- Print cartridges of each color (capacity: 1,000 pages)
- Software and Documentation CD (with Quick Installation Guide, Quick Use Guide, Features Setup Guide, User Manual)
- Power cord, USB cable, fax cord

Limited Time Offer

Save 10% with a Xerox Starter Toner Kit. Offer is only available with purchase of the WorkCentre 6505.

Limited time offer includes:

- 1 Cyan High Capacity Toner Cartridge (106R01594, yield: 2,500 pages)
- 1 Magenta High Capacity Toner Cartridge (106R01595, yield: 2,500 pages)
- 1 Yellow High Capacity Toner Cartridge (106R01596, yield: 2,500 pages)
- 1 Black High Capacity Toner Cartridge (106R01597, yield: 3,000 pages)

Toner Cartridges

Product	Model	Status	Price	Quantity
Phaser 6500/WorkCentre 6505 Standard Capacity Cyan Toner Cartridge	106R01591	In Stock	\$69.99	0
Phaser 6500/WorkCentre 6505 Standard Capacity Magenta Toner Cartridge	106R01592	In Stock	\$69.99	0
Phaser 6500/WorkCentre 6505 Standard Capacity Yellow Toner Cartridge	106R01593	In Stock	\$69.99	0
Phaser 6500/WorkCentre 6505 High Capacity Cyan Toner Cartridge <i>Best Value</i>	106R01594	In Stock	\$114.99	0
Phaser 6500/WorkCentre 6505 High Capacity Magenta Toner Cartridge <i>Best Value</i>	106R01595	In Stock	\$114.99	0
Phaser 6500/WorkCentre 6505 High Capacity Yellow Toner Cartridge <i>Best Value</i>	106R01596	In Stock	\$114.99	0
Phaser 6500/WorkCentre 6505 High Capacity Black Toner Cartridge	106R01597	In Stock	\$109.99	0

Your Shop Xerox Account

Welcome, Lindsay
> your account
> sign out

Products You Own
Add items to Products You Own for quicker supplies reordering.
> start now

Recent Orders
There are no recent orders to display at this time.

Need help?
866-495-6286
or Chat now

Sign Up For Savings
Get occasional emails about discounts, new products, free shipping events and new programs.
Sign up now

FREE Shipping
on all supplies

Don't take a chance with

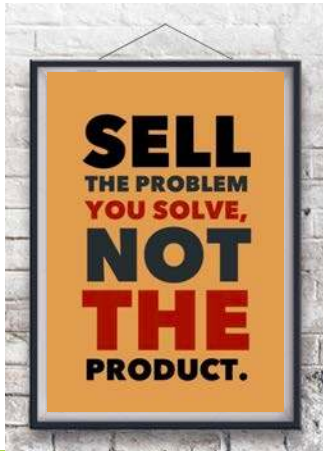
Technology has empowered the consumer...



Sales Activities



Marketing Activities

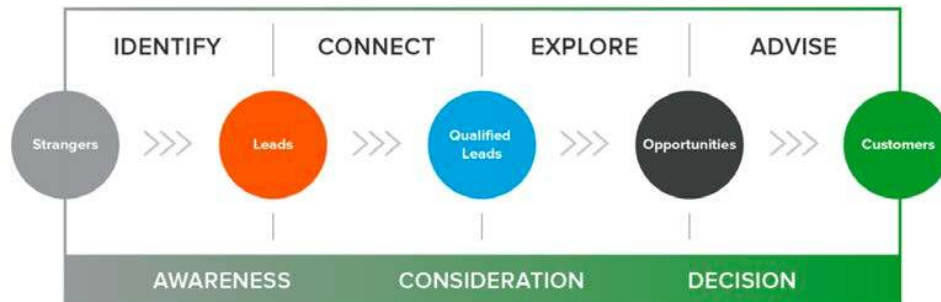


Technology



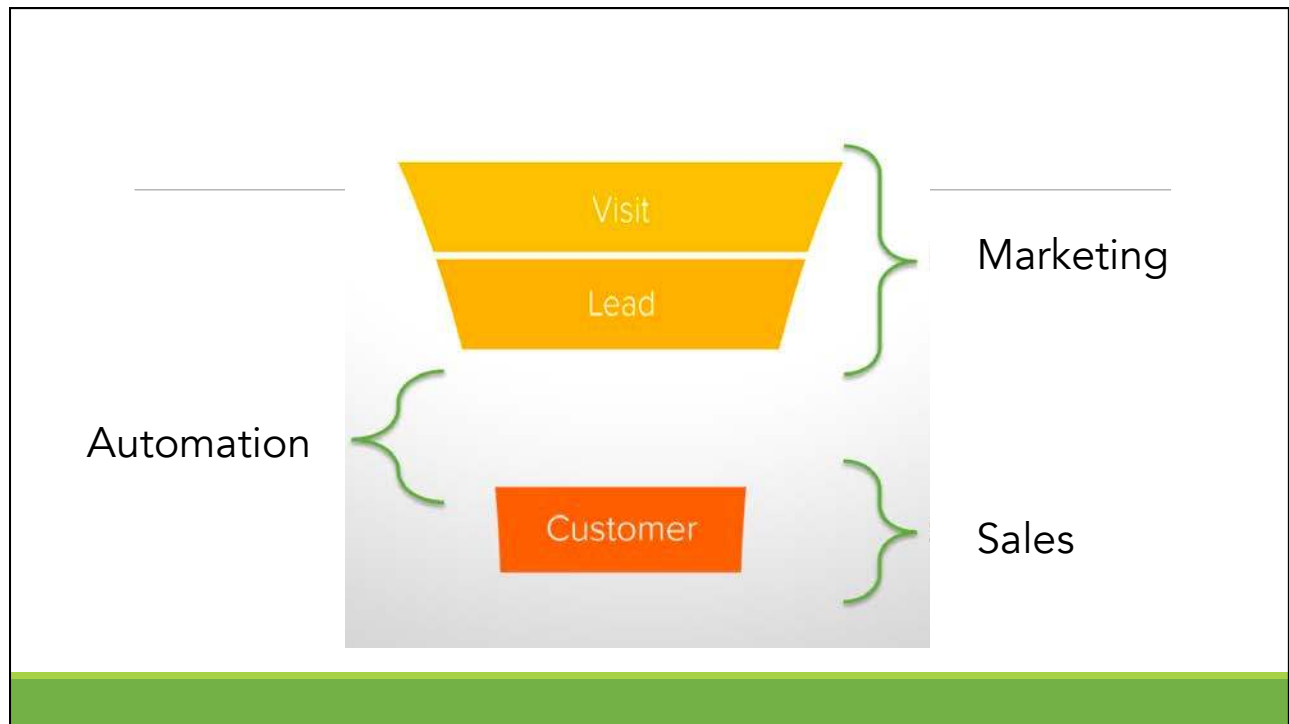


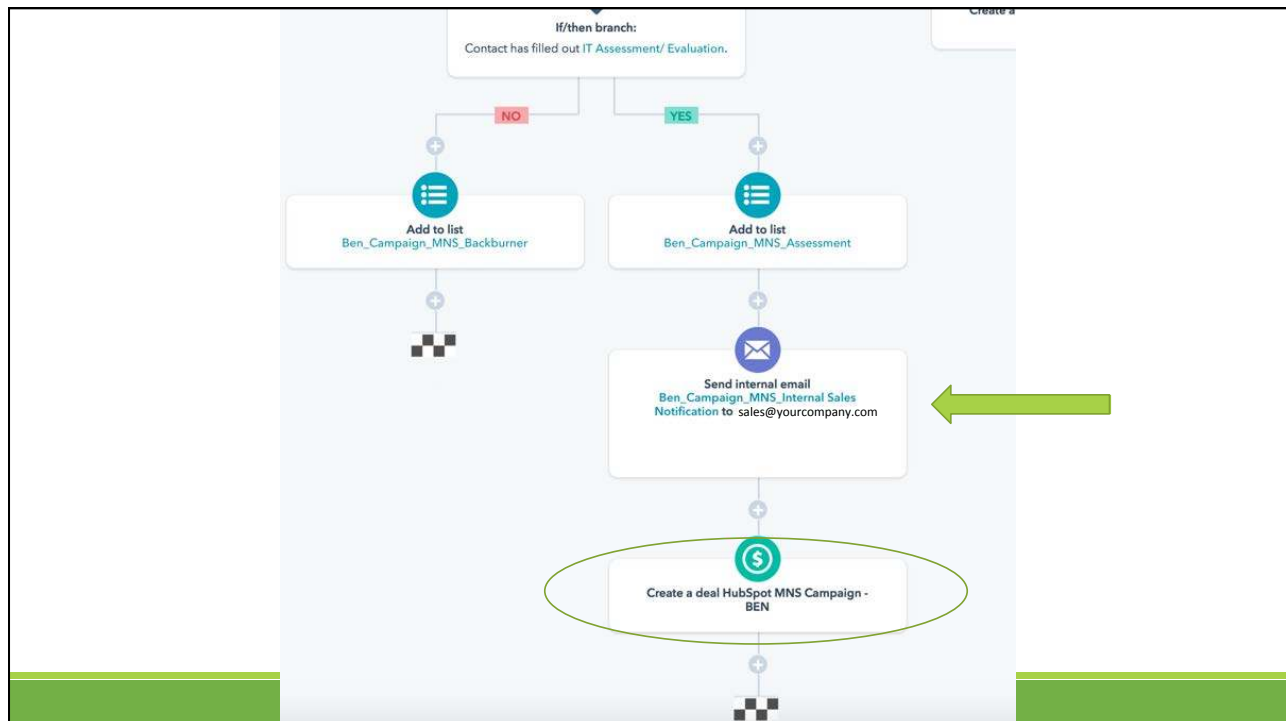
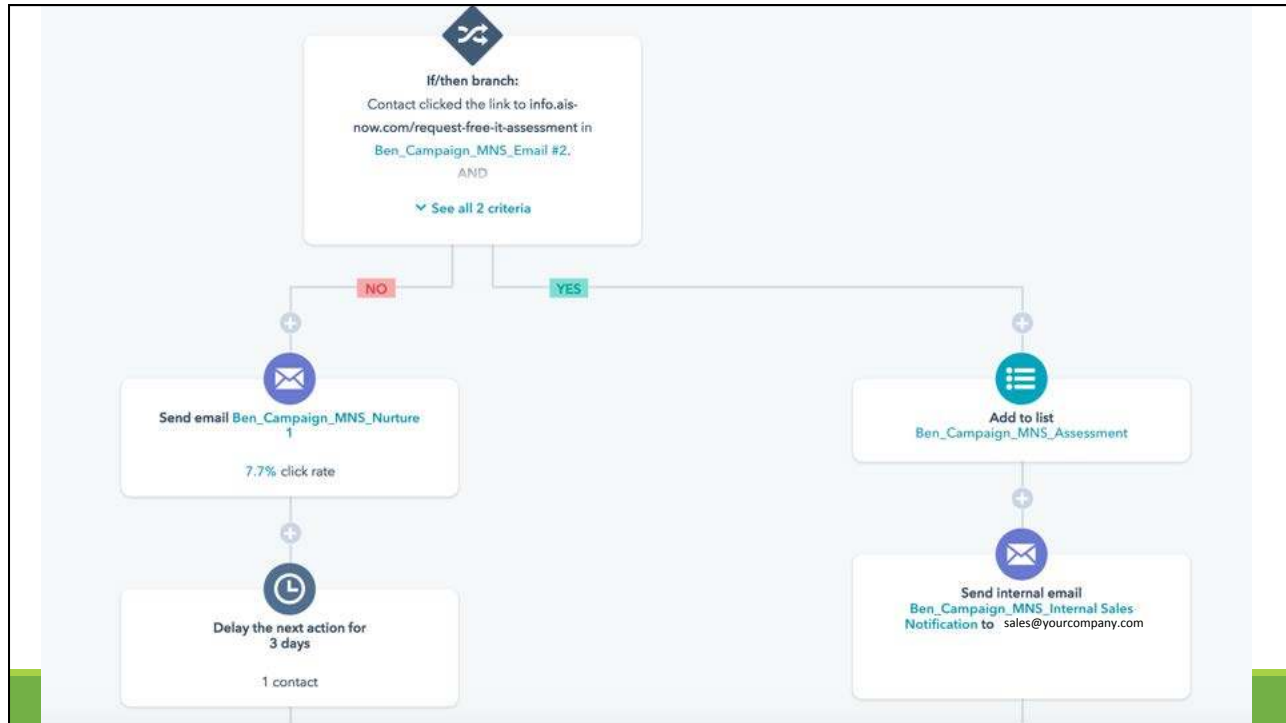
The Sales Methodology

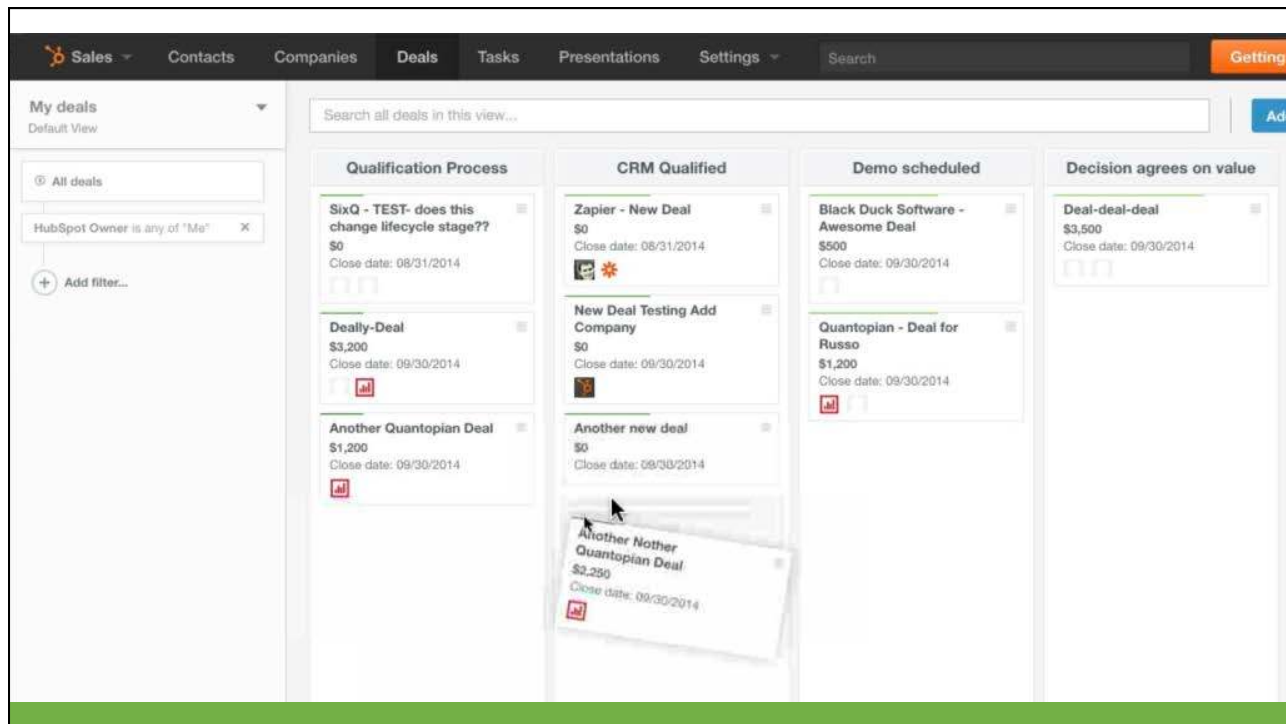


The Marketing Methodology









Two Primary Keys to Marketing Automation Success

1. Understand that marketing automation does not do marketing and lead generation for you, but can help scale your successful efforts. Sales needs to be a part of the process.
 - In order to build a pipeline of good leads, you need relevant, optimized content that speaks to your target prospect.
2. Remember the person receiving this is HUMAN.
 - You need to leverage all your technology tools to relate to them as a person, not a number in your CRM. Those days are gone.

Where does sales
come in?



Get the
prospect to fill
this out



John,

Thank you for our conversation yesterday. Learning about your dealership and your goal of _____ and understanding more of the challenge you are having with _____ was insightful.

Many other CFOs like you have heard many different things about document management. Sometimes it's hard to determine what is truth and what is myth.

After our conversation, I thought you would really benefit from this article - [5 Myths About Document Management - And Why Believing Them Is Bad For Business](#).

I look forward to speaking with you and your team next week.

Sincerely,

Pulley

[Prospect Builder](#)

(561) 349-5150 x301

Questions about Inbound? Schedule a conversation [here](#).

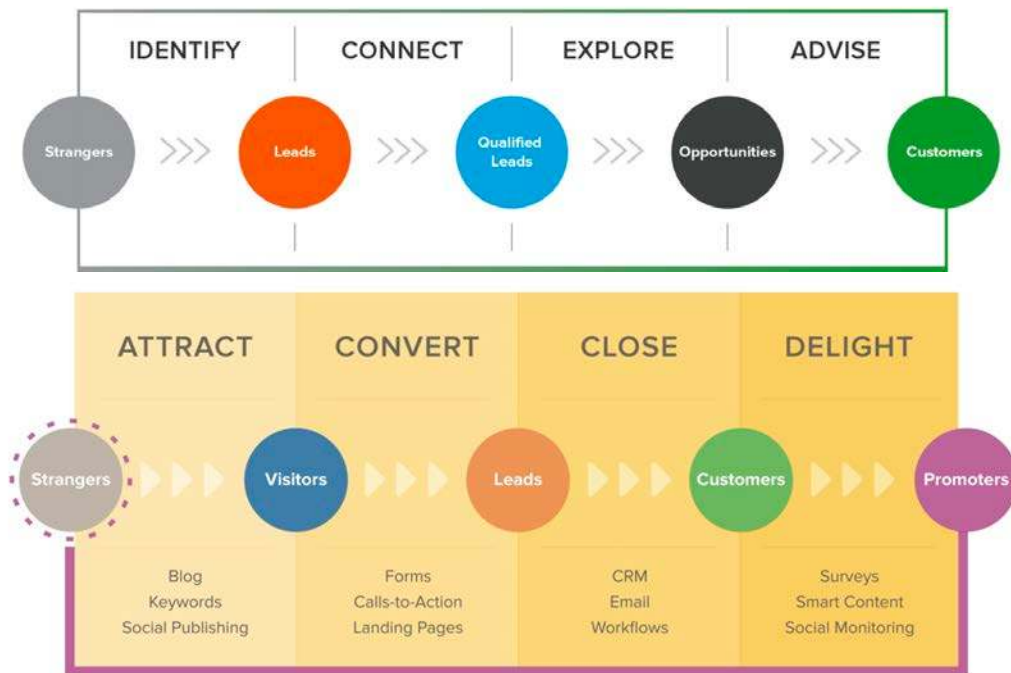
[2/15 Blog](#) - It Costs HOW MUCH to Generate Leads With Hubspot?

[1/19 Blog](#) - Social Media Profile Pics - Biff Not So McFly

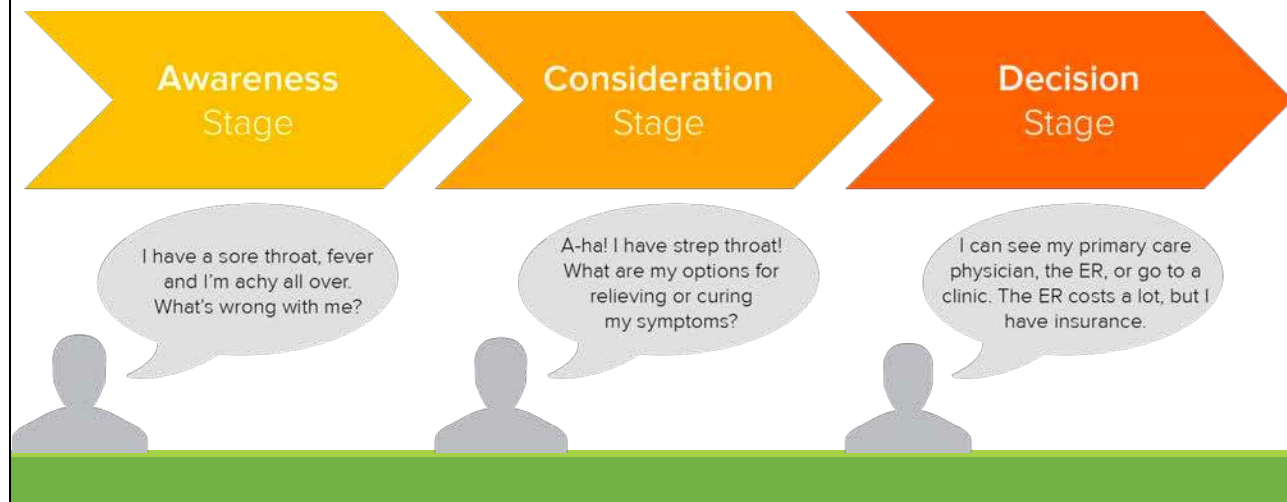
Yin and Yang Podcast featuring Prospect Builder's Lindsay Kelley and HubSpot's Brian Signorelli

[Podcast](#) - Inbound Marketing Part 1 - The Attract and Convert Stages

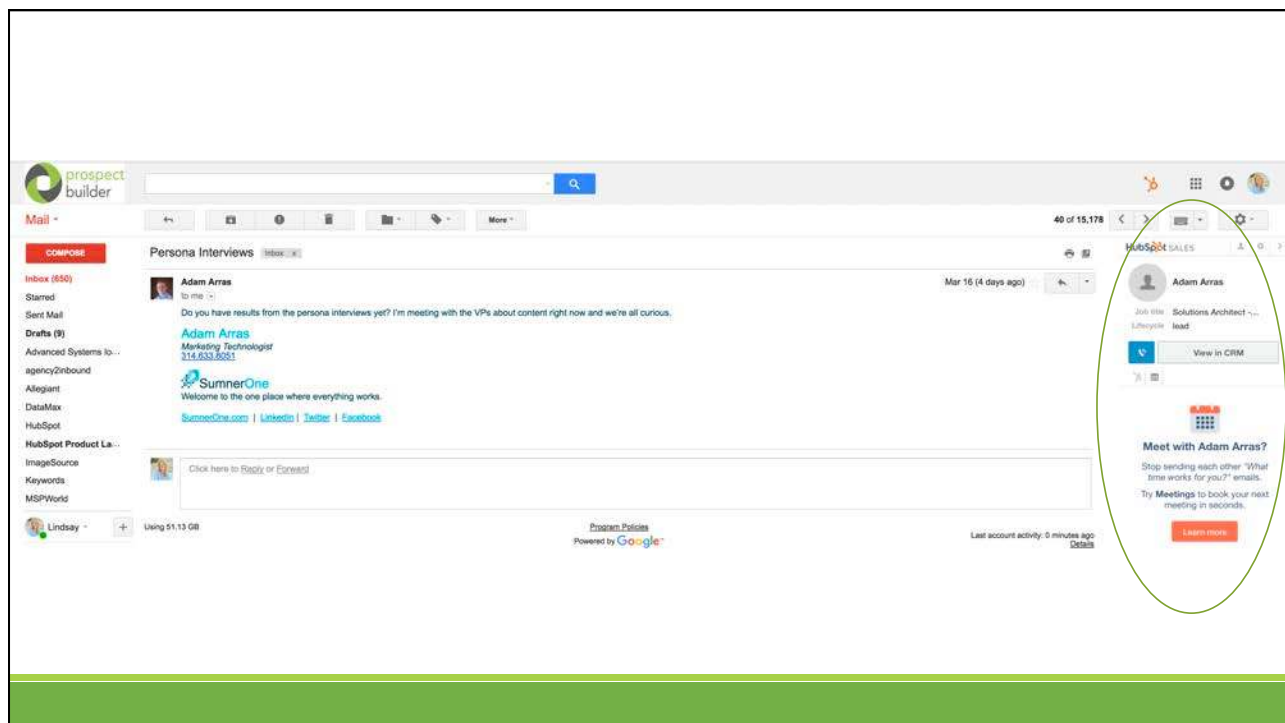
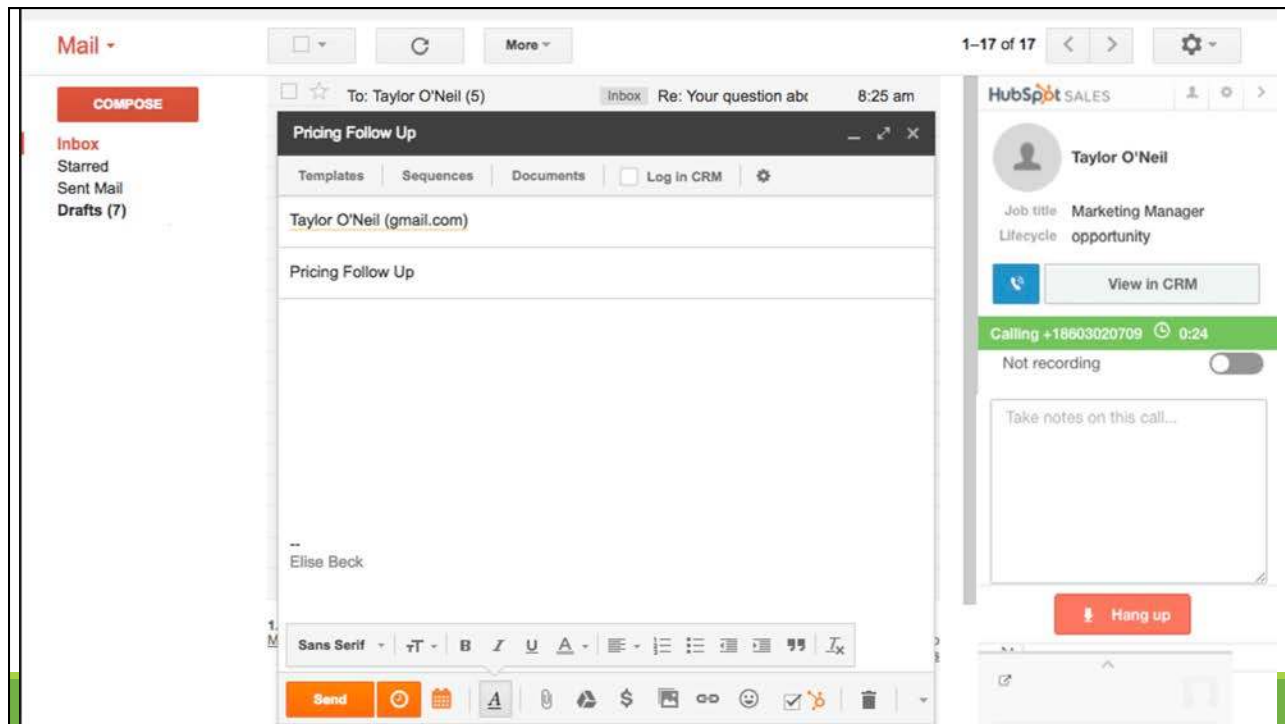
[Podcast](#) - Inbound Marketing Part 2 - The Close and Delight Stages



The Buyer's Journey



Let's look at some real world applications



HubSpot SALES

Dave Gurprasad

Add to HubSpot

Meet with Dave Gurprasad?

Stop sending each other "What time works for you?" emails.

Try **Meetings** to book your next meeting in seconds.

[Learn more](#)

HubSpot SALES

Dave Gurprasad

First name

Last name

Company

Website

Title

Email

Phone

Lifecycle

Cancel

Save in HubSpot

Sales - Dashboard - **Contacts** - Companies - Deals - Tasks - Sales Tools - Settings

Search

prospectbuilder...
Hub ID: 492152

Adam
Solutions Architect - IT Managed Services at

Actions

About Adam

First Name
Adam

Last Name

Email

Phone Number

Last Contacted
02/14/2017 11:28 AM EST

Lifecycle Stage
Lead

HubSpot Owner
John Pulley (jpulley@prospectbuilder.net)

New note | Email | Call | Log activity | Create task | Schedule

Start typing to leave a note...

March 2017

Inbound Marketing
March 17th at 4:53 pm

was sent the marketing email Guinness -- Not Gimmicks or Green Beer -- for

SENT DELIVERED OPENED CLICKED

Details

March 13th at 1:06 pm

was sent the marketing email Your Sales Team Thinks Inbound Isn't Working

SENT DELIVERED OPENED CLICKED

Details

The screenshot displays a CRM interface with a contact profile on the left and a timeline of activities on the right.

Contact Profile (Left):

- Twitter Username:** View all properties, View property history.
- Lead Registration:** Registered. This Contact was registered with HubSpot on 2017-01-23. Expires on 01/22/2018. Request re-registration.
- Deals:** Deals for Adam will live here. Create a deal.
- Adam's Company:** Name, Company Domain Name, Industry, Phone Number, City, State/Region, Postal Code, Number of Employees, Annual Revenue, Website.

Timeline (Right):

- February 2017
- was sent the marketing email The Buyer's Journey - Why It's Important and Why It's a Problem. February 28th at 8:15 am. SENT DELIVERED OPENED CLICKED Details
- Generate Leads With HubSpot? was sent the marketing email It Costs HOW MUCH to February 15th at 3:39 pm. SENT DELIVERED OPENED CLICKED Details
- John Pulley sent a tracked email to Adam. February 14th at 11:28 am. Status: Opened Opens: 2 Clicks: 0 Details
- RE: Feedback / Inbound Workshop. Expand
- John Pulley sent an email to Adam. February 13th at 1:04 pm. Status: Sent Opens: 0 Clicks: 0 Details
- RE: Feedback / Inbound Workshop. Expand
- Adam sent an email to John Pulley (jpulley@prospectbuilder.net). February 13th at 12:04 pm. Status: Sent Opens: 0 Clicks: 0 Details
- RE: Feedback / Inbound Workshop. Expand
- Adam Aras@summerone.com was sent the marketing email Thanks for joining us for the January HSG! January 27th at 4:34 pm. SENT DELIVERED OPENED CLICKED Details
- Adam Aras was added to contact has attended any FB webinar. January 25th at 2:16 pm.
- Adam Aras was added to contact has registered and attended Jan 2017 vlog. January 25th at 2:18 pm.
- Adam Aras@summerone.com was sent the marketing email Lead generation video series. January 23rd at 1:00 pm. SENT DELIVERED OPENED CLICKED Details
- Adam Aras was added to HubSpot Partner - Registered. January 23rd at 12:59 pm.
- Adam Aras completed HubSpot - Auto Registration. January 23rd at 12:59 pm.
- Adam Aras HubSpot - Auto Registration set Registration Action to "Request Registration". January 23rd at 12:59 pm.
- Adam Aras enrolled in HubSpot - Auto Registration. January 23rd at 12:59 pm.
- Adam Aras enrolled in VIDEO SERIES Drive Lead Generation. January 23rd at 12:59 pm.
- Adam Aras was added to IT Jan Persona - All Contacts. January 23rd at 12:59 pm.
- Adam Aras was added to IT Jan Persona - Leads. January 23rd at 12:59 pm.



70%

Closing the Loop





How to get started



Then What?

- Share the documented sales process
- Brainstorm all the questions asked throughout the sales process today and 10 years ago.
- Come up with a plan for marketing to share that awareness level content to prospects in their emails, on their social media...

Questions?

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@lvkelley