



KLA Group 45 Ways to Build and Protect Your Sales Funnel

Take Control of Unpredictable Business Situations

Clients change providers and drop services all the time, for a variety of reasons. Undiagnosed problems with your internal team cause client attrition. Industry-wide shifts alter the services your target market needs. An economic recession or global pandemic forces businesses to downsize. Mergers and acquisitions turn a few of your competitors into major power players who attract your clients and prospects.

Losing clients and opportunities with an empty funnel is a scary possibility, but it doesn't have to be a high probability. **You can be the provider clients stick with and businesses turn to – even during uncertain times.** Use these strategies to protect your current clients while generating new leads.

Protect Your Client Funnel

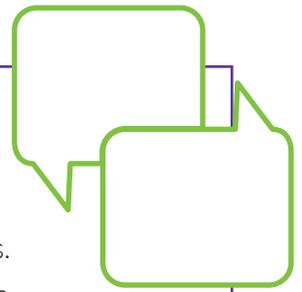
Strengthen Your Relationships

- 1.** Focus on providing good client service first and selling something second.
- 2.** Practice emotional intelligence. Show empathy and compassion for your client's personal and business situations.
- 3.** Let clients know how you can help them deal with these uncertain times – fee and free.
- 4.** Return calls and emails promptly – even if you're worried about the message you'll receive.
- 5.** Build relationships with contacts deep and wide to maintain a foothold in the event things within the company change.
- 6.** Connect with all your client contacts on LinkedIn. Follow what your top contacts are doing.



Communicate

- 7.** Overcommunicate. Meet more frequently. Send update emails and voicemails. Schedule brief check-in calls. Put simply, stay in touch.
- 8.** Conduct a virtual quarterly business review recapping where you've been focused on their behalf.
- 9.** If business reviews aren't an option, send a recap email to all key contacts in the organization.
- 10.** Remind clients of the free little things you're doing for them as well as the big projects.
- 11.** Follow up and ask what else you should be assisting them with for the next several months.
- 12.** Use video. When contacts see you eye to eye, they elaborate and share more openly. The conversation is more rewarding for you both.



Sell

- 13.** Listen first to concerns clients are facing and second for sales opportunities. If you're patient, the sales opportunities will emerge.
- 14.** Nudge clients to reassess their goals for the year and what's still possible. Listen for where you can help make their revised goals a reality.
- 15.** Don't assume staff reduction means no sales opportunity. The two don't equate.
- 16.** Share services your company offers that the client doesn't use. One of these solutions could benefit their business right now.
- 17.** Ask yourself: what's the best thing you did for a client in the last three months? How can you replicate it to drive sales over the next six months?
- 18.** Keep an eye on clients' budget for them. If you see savings, offer them. Now is not the time to oversell.



Change Your Recommendations

- 19.** Ask clients what priorities they're not focused on right now. People frequently lose sight of even the most basic strategies for success in uncertain times.
- 20.** Share ideas and recommendations you have to help them weather their current situation and possibly even excel.
- 21.** Recommend one thing they could do now that will feel low cost and low risk, and one thing that will allow them to move an inch forward toward a top priority.
- 22.** Show clients how they can do more with what they've already purchased. From there, they may want more staff able to use the same equipment, products or services.
- 23.** Don't lose sight of small sales. They may not be as appealing, but they add up. Rather than eliminate smaller sales, consider doubling them.



Build Your Prospect Funnel

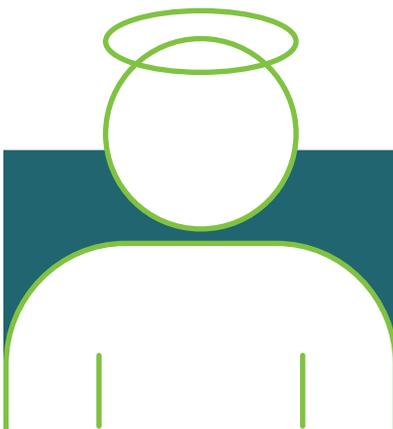
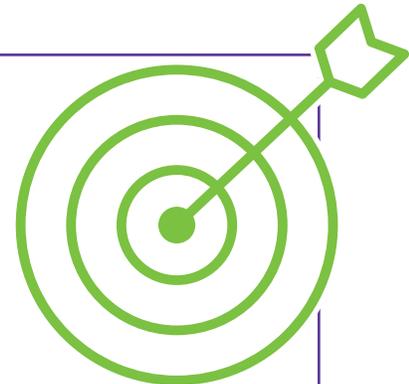
Change Your Message

- 24.** Focus on what prospects need to do right now to feel their company is secure. Use it in your marketing and prospecting.
- 25.** Talk about an issue already on their mind. What matters tomorrow isn't nearly as important as what they're dealing with right now.
- 26.** Know your target market's customers. Some industries will have greater opportunities. Align your message with their possibilities.
- 27.** Acknowledge that times are difficult, and contacts may be wondering why they should talk to you. Give them a good reason.
- 28.** Be natural and conversational. Infuse levity in calls. Don't turn into a comedian but avoid the same old script.



Target

- 29.** Focus on those industries and micro-segments who need your services despite the economic situation.
- 30.** Some companies will always see the glass half full, even during a crisis. If you know who they are, focus sales rep prospecting efforts on them.
- 31.** Start a newsletter for your entire list of customers and prospects to stay in close touch.
- 32.** Segment contacts who download your high value assets and engage with your campaigns.
- 33.** Team up with alliance partners, colleagues and local organizations to amplify your reach.

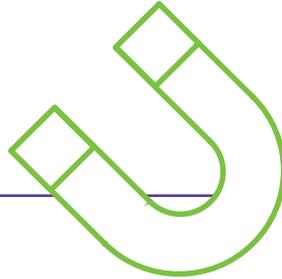


We're Here to Guide You

Your business shouldn't be at risk just because life is unpredictable. You don't have to navigate sales and lead generation alone. If you would like help generating leads, contact us today at **1-303-741-6636** or **info@klagroup.com** and let's talk.

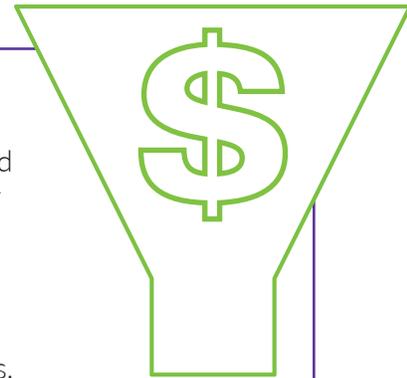
Multiply Your Lead Generation Strategies

- 34.** Expand your lead generation approach beyond email and warm call campaigns. Integrate digital ads, webinars, SEO and LinkedIn campaigns.
- 35.** Embrace webinars and in-person events. Both are fantastic ways to engage with a big group of prospects.
- 36.** Switch up your email campaigns' design, content and calls to action. Keep clients and prospects guessing what will come next.
- 37.** Create prescriptive assets that will guide prospects through uncertainty and change. Develop them with the goal of providing high value to people who use them.
- 38.** Make all your high value assets, podcasts and webinars available on your website. Post some behind registration pages. Offer others without a gate.
- 39.** Create campaigns to promote the new offerings you have developed to respond to client and prospect needs.



Be Persistent

- 40.** Run outbound lead generation campaigns frequently and consistently.
- 41.** Offer a way to work with you in every campaign. People need guidance. Give them the option to work with you
- 42.** Schedule warm and cold calling time on your or your salespeople's calendars and don't schedule over it.
- 43.** Call 9 times – or more. People may still be hard to reach. Just expect it.
- 44.** Don't be discouraged by disconnected lines or people no longer with the company. You know the organization. You have a starting point. Call to find new contacts.
- 45.** Follow up on every marketing qualified lead. Your goal? Start a relationship and see where it leads.



Share Your Tips

What is your best tip to build and protect your sales funnel? Let us know and we'll share it in our Weekly Sales Tip!

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