

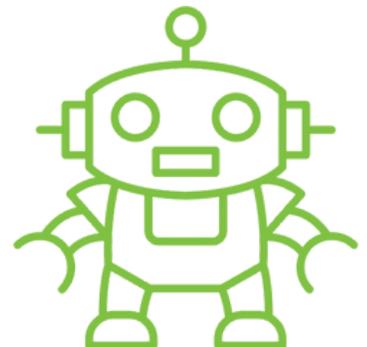
90-Day Power Move Action Plan

Make The Next 90 Days Your Most Productive Yet

Achieving consistent revenue growth doesn't happen by chance—it's a result of implementing a clear and actionable plan. The 90-Day Power Move Action Plan is your blueprint for aligning sales, marketing, and optimization efforts to drive measurable results. Incorporate AI-enhanced recommendations to help you work smarter, not harder.

Start executing high-impact strategies that align with your company goals, improve team efficiency, and drive meaningful results.

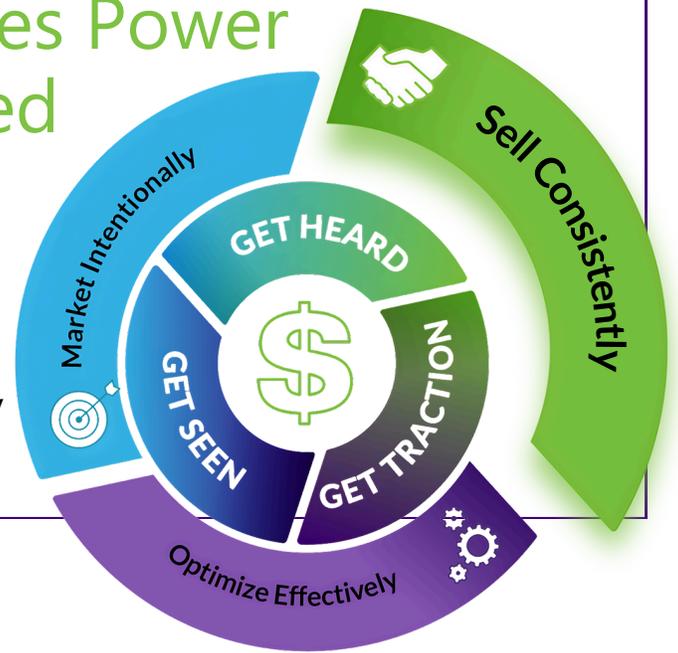
Let's get started!



Step 1: Define Your Sales Power Moves With AI-Enhanced Support

Key Objectives:

- Streamline lead engagement
- Improve team collaboration and productivity
- Shorten sales cycles and increase close rates



Action Steps:

Refine Lead Scoring (Week 1–2):

- Use your CRM or marketing platform to review and optimize lead scoring based on behaviors like:
 - Webinar attendance
 - Email engagement
 - Website visits
- **AI Element: Leverage predictive scoring tools (e.g., HubSpot)** to prioritize high-value leads automatically.
- **Revenue Generation System:** This step strengthens "Sell Consistently" by ensuring sales focuses on warm, ready-to-convert leads.

Streamline Follow-Up Cadences (Week 3–4):

- Create standardized follow-up sequences for different lead stages:
 - MQLs
 - SQLs
 - Referrals
- **AI Element:** Use tools like ChatGPT to analyze follow-up effectiveness and improve personalization.
- **Revenue Generation System:** Supports "Optimize Effectively" by improving process consistency and follow-up timing.



Sharpen Messaging (Week 5–6)

- Develop messaging frameworks for:
 - Cold outreach
 - Discovery calls
 - Proposal presentations
- **AI Element:** Use ChatGPT to create draft scripts, then refine them for tone and audience relevance.
- **Revenue Generation System:** Reinforces "Market Intentionally" by aligning messaging with the target audience's needs.

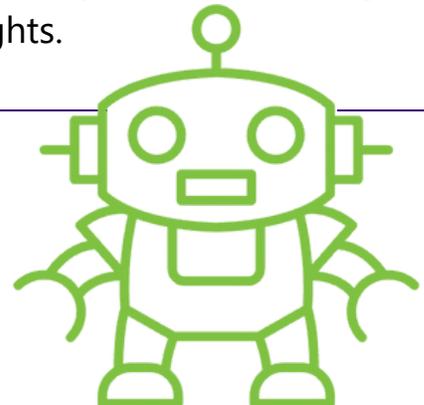


Role-Play and Skill Development (Week 7–8):

- Host weekly role-playing sessions to practice:
 - Objection handling
 - Upselling
 - Closing techniques
- **AI Element:** Use ChatGPT to simulate real-world sales scenarios for team training.
- **Revenue Generation System:** Enhances the "Sell Consistently" pillar by strengthening team effectiveness in key areas.

Monitor and Adjust (Week 9–12):

- Review metrics like:
 - Lead conversion rates
 - Response times
 - Close rates
- **AI Element:** Use AI dashboards in tools like HubSpot to identify trends and opportunities.
- **Revenue Generation System:** Combines "Sell Consistently" and "Optimize Effectively" by ensuring continuous improvement through data insights.

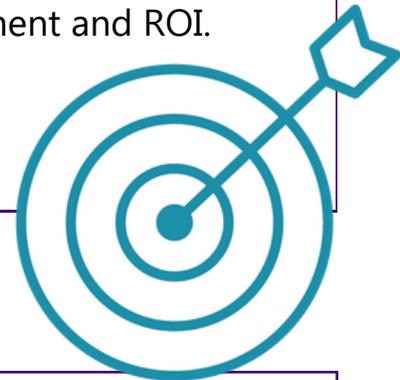


Step 2: Implement Marketing Power Moves With Targeted AI Support



Key Objectives:

- Generate high-quality leads through strategic campaigns.
- Align sales and marketing for better conversions.
- Enhance campaign engagement and ROI.



Action Steps:

Launch Targeted Campaigns (Week 1–3):

- Identify audience segments from past campaigns and webinars.
 - Design personalized email campaigns tailored to their specific challenges.
- **AI Element:** Use HubSpot's AI tools to automate segmentation and personalization.
- **Revenue Generation System:** Aligns with "Market Intentionally" by creating campaigns that resonate with prospects' pain points.

Content Optimization for SEO and Engagement (Week 4–5):

- Audit your top-performing content for opportunities to improve:
 - Keyword targeting
 - Audience segmentation
 - Readability
- **AI Element:** Use tools like SEMrush and ChatGPT to optimize blog posts, landing pages, and email copy.
- **Revenue Generation System:** Increases visibility and reach, amplifying your marketing efforts.

Create Gated Content (Week 8–9):

- Work with sales to create three tools that address key client challenges.
 - Case studies
 - Templates
 - Guides
- **AI Element:** Use AI dashboards in tools like HubSpot to identify trends and opportunities.
- **Revenue Generation System:** Combines "Sell Consistently" and "Optimize Effectively" by ensuring continuous improvement through data insights.



Campaign Performance Analysis (Week 10–12):

- Review metrics to identify top-performing campaigns
 - Click-through rates
 - Conversions
 - ROI
- **AI Element:** Use analytics dashboards in HubSpot or Google Analytics 4 to extract actionable insights.
- **Revenue Generation System:** Supports "Optimize Effectively" by using data to improve future marketing efforts.

Share Your Tips

What is your top tip for how you stay focused on reaching your sales goals? Let us know and we'll share them in our Weekly Sales Tip!

info@klagroup.com



Step 3: Set Data-Driven Goals and Track Progress

Key Objectives:

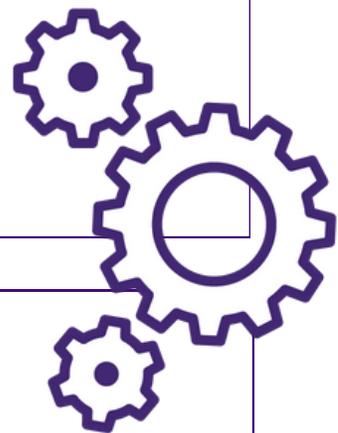
- Align sales and marketing teams on shared goals
- Use data insights to guide decisions and optimize efforts
- Maintain accountability with clear tracking mechanisms



Action Steps:

Establish SMART Goals (Weeks 6–7):

- **Sales:** Increase conversion rates from MQL to SQL by 20%.
- **Marketing:** Generate 200 new MQLs through campaigns and SEO.
- **AI Element:** Use AI dashboards (e.g., ChatGPT, HubSpot) to set realistic benchmarks based on historical data.
- **Revenue Generation System:** Encourages collaboration and accountability across teams, tying into all three pillars.



Weekly Check-Ins (Weeks 9–12):

- Host regular meetings to review progress and address challenges.
- Use A/B testing insights powered by AI in your CRM to identify what's working.
- **Revenue Generation System:** Ensures continuous alignment and optimization across "Sell Consistently," "Market Intentionally," and "Optimize Effectively."

End-of-Quarter Review and Adjustments:

Celebrate wins

- What wins have you achieved this quarter, and how can you celebrate them with your team?

Refine strategies

- What strategies worked best, and how can you refine them for even greater success?

Plan for the next 90 days

- What new goals or adjustments will you make to ensure the next 90 days are even more productive?

Timeline Overview

Week	Key Activities	Revenue Generation System Pillar	AI Element
1-2	Refine lead scoring, launch campaigns	Sell Consistently	Predictive scoring tools optimize leads
3-4	Standardize follow-ups, improve SEO	Market Intentionally	AI suggests messaging and keywords
5-6	Sharpen messaging, launch ads	Sell Consistently, Market Intentionally	AI-generated scripts and optimizations
7-8	Role-play, create gated content	Sell Consistently, Market Intentionally	AI assists content creation and training
9-10	Analyze metrics, refine strategies	Optimize Effectively	AI highlights trends and opportunities
11-12	Finalize review, adjust workflows	Optimize Effectively	AI insights inform quarterly adjustments

We're Here To Help

If you need help with Your Revenue Generation System contact KLA Group at +1-303-741-6636 or info@klagroup.com, and let's talk.



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