

Prospect Engagement Guide



Driving an Early Conversation

With prospects remaining anonymous throughout most of their research and selection process, it has become increasingly difficult for sales professionals to influence them during the “needs identification” phase of their buying journey—when they are developing their early biases and forming strong opinions about solution fit.

While most prospects will comfortably exchange their basic contact information for a marketing asset (infographic, analyst report or trial) or webinar, few will respond to requests for follow up conversations. Convincing prospective buyers to disclose their identities on your website may be difficult, but convincing them to engage in a telephone conversation is almost impossible.

Breaking through your prospect’s anonymity barrier takes more than predictable, easy-to-delete follow-up emails and voicemails. It requires a disciplined and deliberate engagement rhythm focused on three key objectives:

Tips:

- ✓ Business professionals send and receive over 120 emails per day. Sales professionals must communicate a compelling reason for the prospect to engage with them that is anchored in both their industry and role.

Credential
Email

Curiosity
Voicemail

Value
Email

Risk
Voicemail

Closure
Email

Engagement #1 - Credentialing Email

After receiving a marketing qualified lead (MQL) immediately send your prospect a **credentialing email** that positions you and your organization as industry/workload specialists. Prospects will not respond to meeting requests unless they see clear and obvious value. Therefore, your email must contain links to high-impact marketing assets that are relevant to your prospect's industry, business challenge or role.

Allow your prospect to control the engagement cycle by letting them schedule an appropriate appointment time. Business professionals send and receive over 120 emails per day so its easy to end up in a deleted folder, or worse, an unsubscribe list. To avoid this, you must provide a compelling reason for your prospect to engage with you that is anchored in value.

Credentialing Email Example:

Tips:

- ✓ Always send an email explaining the purpose of your call before reaching out to a prospect.
- ✓ Create a compelling or "charged" subject line that references common industry or workload challenges.
- ✓ Prospects will only respond to emails that trigger fear, greed/gain or curiosity.
- ✓ Assume all emails will be read on a smart phone (be brief and communicate value quickly).

Prospect Engagement Guide



To

Cc

Subject

Why Are So Many Discrete Manufacturers Moving to the Cloud?

John,

Thank you for attending our recent webinar and Q&A session.

As A. Datum Corp's discrete Manufacturing specialist, I would like to better understand your primary area of interest so that I can best direct you towards some of the resources (case studies, report samples, videos) that we have developed specifically for manufacturing business leaders.

I'll be reaching out in the next couple of days to schedule a brief conversation with you to determine how I can best support your research efforts. Given the focus of the webinar, I would also like to share some insights into why many of our discrete manufacturing clients are moving their business and operational systems to the cloud.

In the interim, I have included links to some short videos that explore some of the primary challenges we see behind many of our clients' ERP/MRP projects

- Managing the Risks of Increasing Regulatory Compliance
- Industry 4.0 & Business Model Disruption

If there is an ideal time to connect, please provide me with a date/Time that works best for you and I'll forward an invitation.

Sincerely,

Lukas Keller
Discrete Manufacturing Specialist

Engagement #2 – Curiosity Voicemail

If a response is not received within two business days, call the prospect directly to discuss their interest. Be prepared to leave a **curiosity voicemail**. Your message must be crisp and concise, and reference something that will trigger curiosity.

"Good morning John, this is Lukas Keller calling from A. Datum Corporation. I'm responding to your recent information request regarding (reference download or marketing activity). As part of the discrete manufacturing industry team I'm reaching out to answer any initial questions you might have after visiting our website. Most of the supply chain managers <personalize> that I speak with in the cast concrete <personalize> sector are quite surprised to learn they can be up and running on a cloud-based manufacturing system, with full MRP, in less than 45 days. If you'd like to see if your organization fits that profile, I can be reached at <insert number>; again, this is Lukas Keller with A. Datum Corporation, <insert number>"

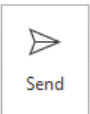
Important to Note:

- ✓ Over 90% of outbound B2B calls in North America end in voicemail.
- ✓ On average, people listen to voicemails for between 6 and 20 seconds!

Engagement #3 – Value Email

If you do not receive a response to your curiosity voicemail within two business days, the next step is to send a **value email** that focuses on the positive business outcomes you believe are most important to your prospect. The email must clearly communicate the benefits similar clients (in their industry) realized as a result of implementing your products. The email must contain links to a minimum of two high-impact marketing assets that support the business benefit claims. Consider the buyer profile (business decision maker vs. technical decision maker) when selecting your marketing assets. The value email is solely focused on prospect benefits; no reference is made to how the benefits are produced.

Value Email Example:



To

Cc

Subject

No More Inventory Surprises

John,

Further to my voice-mail message, I look forward to connecting with you soon to explore your interest in our discrete manufacturing solution.

While every organization and project is unique, some of the consistent benefits that many of our manufacturing clients consistently realize are:

- Improved product quality
- Lower inventory levels
- Lower labour costs
- Improved OTD
- Fewer stock outs
- Increased capacity utilization
- Fewer regulatory compliance violations

A. Datum Corp has been helping discrete manufacturers improve their inventory management capacity planning and management reporting for over 15 years. If you would like to learn more about how our clients optimized their business processes and systems to drive these outcomes, please forward a date and time to connect that works best for you. I'd also like to show you come production/capacity utilization and project profitability dashboard that we developed specifically for discrete manufacturers.

In the meantime, be sure to take advantage of our video library and client case studies for insights into how other discrete manufacturers have leveraged their existing investment to unlock their full potential.

Sincerely,

Lukas Keller
Discrete Manufacturing Specialist

Engagement #4 – Risk Voicemail

If you do not receive a response to the **value email** within two business days, place a second follow up call (be ready to leave a voicemail) that references the previous email and offers a “special” marketing asset focused solely on project risk.

“Good morning John, this is Lukas Keller calling from A. Datum Corporation. I’m reaching out to provide some additional background on the video links and case studies that I sent you earlier this week, and to see if you would be interested in receiving an industry whitepaper we just released that speaks to the top 3 unexpected risks of moving a legacy discrete manufacturing ERP system to the cloud.

If you would like me to forward a copy, please reply to my previous email or call me directly at <insert number>.


Tips:

- ✓ Prospects quickly form opinions about sales professionals (both positive and negative) based solely on the tone and professionalism of their voicemail messages.
- ✓ Sales professionals often communicate why THEY want to speak with prospects but seldom communicate how the PROSPECT benefits from the call.
- ✓ Voicemail messages need to be prepared in advance to avoid coming across as rushed and disorganized.
- ✓ Prospects will respond (consciously and unconsciously) to familiar industry terms and references. They will grant time to sales professionals who they feel understand their goals, objectives and challenges.

Engagement #5 – Closure Email

If there is no response to the **risk voicemail** within three business days, send a final **closure email** that clearly communicates you will no longer be pursuing a direct conversation. If the previous communications and marketing assets were helpful or insightful, and your prospect is legitimately exploring your solution, there is a high probability they will respond to this final email.

Closure Email Example:



To

Cc

Subject One last opportunity to Review Your Discrete Manufacturing Visions

John,

To ensure that you have access to all of the resources we have developed to support your interest in modernizing your manufacturing processes and systems, I have attempted to reach out a few times to schedule a conversation.

Unfortunately, the business challenges (complex scheduling, production disruption, stock-outs, supplier quality issues, complex regulatory compliance changes, etc.) that force many organizations to explore a new ERP/MRP/CRM system often get in the way of the research process itself; which I suspect may be the case with you as well.

In working with other discrete manufacturing firms similar to <prospect company> I have found that most <prospect title> benefits from a short conversation with an experience industry partner during their research. There is often a lot to digest and the process can sometimes feel overwhelming.

I want to be respectful of your time, so am reaching out one last time prior to closing your file. If you would prefer to stay engaged, please feel free to connect with me directly at <phone number> or respond with a date/time that works best for you.

Sincerely,

Lukas Keller
Discrete Manufacturing Specialist

If your prospect does not reply to your **closure email**, return them to your marketing team for ongoing nurture engagement. For further information on prospect nurture, please review the **Nurture Content Calendar Guide**.



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