Your Business Ops Playbook

Define a Sales Process
The proverbial "how"

Consistency is key when scaling up your sales efforts. A Standard Operating Procedure (SOP) for sales outreach ensures that your team has a clear, repeatable process for engaging potential customers. This approach can significantly improve conversion rates while reducing inefficiencies.

1

Setup a CRM
Integrate & populate with data

For software companies, a CRM should increase Go-to-market productivity for your sales people, as well as house customer data. Integrating your CRM with your marketing and finance systems, as well as your product to track customer engagement, and optimize follow-up activities. We can help you implement the right CRM tailored to your industry and train your team to use it effectively.

2

Developing Offers
Creating a taste of your value

Targeted campaigns and special offers tailored to the needs of your technical audience can create demand for your product. Whether you're launching a new material or showcasing a technology breakthrough, we help design campaigns that resonate with your audience and position your offering as a must-have in their supply chain or product development process.

3

Optimize Email Delivery
A primary outreach channel

Software companies often have complex products and business models that require education and nurturing. Email marketing is a critical channel for this, but only if your emails actually land in inboxes. We focus on optimizing email deliverability, from proper domain authentication to fine-tuning email content, ensuring your messages don't get flagged as spam.

4

Password Management
Getting your house in order

As your company grows, securing sensitive data and digital assets becomes more critical. Implementing a robust password management system like 1Password ensures that your team has easy, secure access to critical tools and platforms without compromising security.

5

Expand Your Reach
Grow your traffic and leads

We don't have to tell you that social media and digital advertising are powerful tools to augment your traffic in the early days. Connect with niche audiences, whether it's industry experts, potential investors, or academic institutions. While this sector may seem too technical for social media, the right strategy can highlight your innovation and build a broader following.

6

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We can Help. Your First 2 Hours are Free.