

# HORIZONWORKS

Supporting sales teams  
and working with  
business development

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The **B2B** Marketing Specialists



# Introduction

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It is important that marketing, business development and sales teams work together effectively and seamlessly. By combining objectives and campaigns, and implementing a joined-up strategy and approach, you will have the foundations for growth and be able to generate better results.

Over the past year in particular, sales and business development teams have had to adapt their approaches to meet the challenging business landscape - and working with marketing teams has been critical to success. It's important to understand each of these roles in a business:

- Marketing's role is to promote the business, build its brand and profile and reach out to prospects, customers and stakeholders to build awareness and interest.
- The sales function works with prospects and leads and converts them into customers.
- And the role of business development is to nurture customers and stakeholders and develop strategic long-term relationships.

Effectively aligning your sales, business development and marketing teams can have a huge impact on business performance and can improve marketing Return on Investment (ROI), sales outputs and top-line growth.

This guide will take you through some practical marketing advice and tips on how marketing activity can bolster your business development activities and help your sales staff in the short, medium and long term.

**Samantha Vassallo**  
Managing Director

# Connect and engage on social media. Build business profile and get noticed!

Top-performing sales representatives consider social media networking platforms very important to their success - in particular, LinkedIn. These channels enable you to be where your audience is and improve the chances of driving sales and interest in your company.

Your audience engages and researches online so it's important to make your company visible to them through sharing relevant content: this will build interest and credibility. Encourage your customers and networks to share your news and positive testimonials, as this builds trust and loyalty. However, make sure that everyone in your business, including your sales and marketing teams, share relevant industry content and stay on message.

- Set up appropriate social media channels if you have not done so already. Think about which platforms are more relevant for your audience. Remember you do not have to be active on every single one.
- Use video or animations to enhance social media posts. It has been proven that this will help you generate more engagement and impressions.
- Use good quality photography - it can speak volumes - and is a reflection on the brand image of your business.
- Use infographics and simple social media banners with icons and captions. This will convey your information quickly and in an eye-catching way.
- Use software such as Hootsuite or TweetDeck to schedule social media content. This is useful if you have limited resources and if you have a very hectic schedule. It means your content is pre-loaded, scheduled and ready to go when you want it to.
- React to and comment on news from your industry. This is a great way to show you are engaged and connected with your industry and you're up to date with trends and developments.
- Ensure your sales and business development teams are on LinkedIn and are comfortable with using it. It's important they understand what your social media strategy and schedule is so that they contribute and share with their connections.
- Build a LinkedIn company page and post content on this which can be shared by staff. Treat it as an extra website for your business and make sure posts and content are considered and relevant.



**“Your audience engages and researches online so it's important to make your company visible to them.”**

# Enhance your marketing materials. Give your teams the tools and resources they need.

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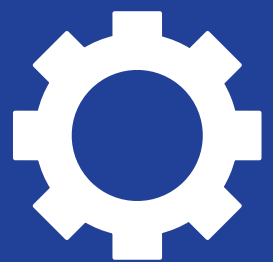
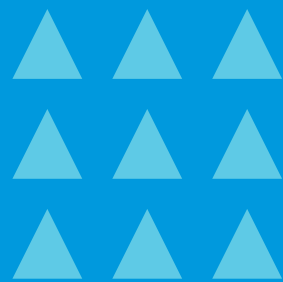
The goal of both sales and marketing teams is to secure business and help their companies to grow. Research shows that alignment between sales and marketing in a business, leads to higher revenues, win rates and customer retention. So, it's critical that your sales teams have the digital tools and resources to support them with their direct selling and prospecting.

Take a step back. What do your sales team need to help them sell? What information do your customers require? Are your sales materials up to date? Are your marketing materials tailored to your target markets and audiences?

So much time and effort is put into awareness and attracting the initial interest. Make sure that when your sales team get involved and start the conversion process, your sales and marketing materials do not let you down. Create interest and engage with prospects through high quality marketing materials that really stand out, as this will help your sales team!

- Create eye-catching, high impact marketing materials to promote your business and make sure they are available in a range of formats - including digital.
- Convert company brochures, flyers, and data sheets into PDFs for email use or make them downloadable via your website.
- Create a suite of infographics which succinctly summarises your products and services as these can be used in sales presentations to quickly communicate your Unique Selling Proposition (USP) and key benefits.
- Create short videos - for example on product demos or using images/captions in a 'slide show' format. Embed these into websites and use them on social media.
- Create website landing pages which focus on products and services you need to highlight, or on challenges and solutions which are relevant to your industry.
- Ensure website content, such as information on products and services, is up to date and can be easily found on the website, through easy navigation.

**“It's critical  
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# Make a real impact with your sales presentations. And make them memorable.

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“Marketing support can help sales teams make a lasting impression.”

Your sales team need to close the deal and make sure their presentation sticks! It is important that a presentation tells your business story, highlights your USP, aligns with your prospects' needs and wants, and ends with a strong call to action.

Studies have found that a prospect's brain can take in information at 400-500 words per minute, but a presenter can only speak at 125 words per minute - so replace some text with visuals. Combining visuals with text increases understanding and retention. Marketing support can help sales teams make a lasting impression through a memorable and impactful sales presentation, which will hopefully close the deal.

- Create presentations which resonate with your target audiences - in terms of industry type, culture and demographics.
- Use photography and infographics instead of standard graphs, tables and charts - this can really bring a presentation to life.
- Videos and animations can greatly enhance presentations and simply explain a complex process.
- Create a branded master presentation template which all of your sales team can use with guidelines on how to use it.
- Plan, rehearse, gain feedback and refine - and then refine again!



# Get on top of your data. Use it to your advantage to power your sales campaigns.

Sales data and Customer Relationship Management (CRM) database updates generally take a back seat as they can be time consuming. But data, and your CRM database, must be accurate, up to date and aligned with your strategy. It is important to review data against your ideal client, do your research, build your prospect lists, and update your information centrally.

Ask your sales teams what information they require to do their jobs effectively and look at the gaps in your current data. Quality data enables the creation of more targeted marketing campaigns - and more clarity on results. Better data can save your business time, money and resources in the long run - and streamline processes to maximise business impact.

- Use your CRM database to segment your target audiences by categories such as industry, location and job title.
- Invest in a CRM database that is right for the size of your business and is scalable - and ensure sales staff are bought into it.
- Audit your contact details for customers and prospects - are they still accurate?
- Integrate segmented data into email campaigns, in line with the target audiences for your products and services.
- Keep your CRM database updated and secure and adhere to General Data Protection Regulations (GDPR).

**“Quality data enables the creation of more targeted marketing campaigns.”**



# Home in on your target audiences. Build sales campaigns which connect with customers and prospects.

Build the picture of your clients' behaviours, buying habits, needs, wants and preferred communication channels, and segment your data and develop specific messaging and propositions that will meet your customers' needs. Then you can develop targeted sales campaigns.

- Build targeted campaigns after undertaking extensive research. What products or services will resonate with which audiences? What are your customers' and prospects' pain points?
- Set up email marketing templates using software such as MailChimp and populate these in line with specific campaigns.
- Create a suite of content that resonates and engages with your audiences and consider tone of voice impact and calls to action.
- Build consistent messaging for your campaigns and apply them to all relevant channels.
- Be planned and prepared to follow-up. If you're implementing email marketing, you will have campaign data which will provide potential leads and they should be followed up in a timely manner by your sales team.



“Create a suite of content that resonates and engages with your audiences.”

# Embed your business in trade networks and industry bodies. And make your membership count!

Use trade networks and industry bodies to strengthen your profile and use their support to get in front of the right businesses. You can draw on their advice and support, get introductions to network members and find out more about the companies involved in these organisations.

Take the time to connect with members. Introduce your businesses, exchange ideas, share experiences and provide advice, guidance and support to each other. In addition, it is important to take advantage of communication channels available through these networks - update your profile, member to member offer and highlight ways you can support the network. If you have relevant case studies, link these to your member profile to demonstrate that you have credentials and experience in that industry.

It is also a great opportunity to learn new skills and improve your industry knowledge. Research the sector, industry landscape and trends. This information could help reshape your sales approach and lead to better and more informed conversations with your prospects. Marketing support can make sure your profile is maintained so that awareness is there when you need it.

- Attend events, virtual events, exhibitions and conferences held by network organisations - there are plenty out there.
- Promote your presence at industry network events via social media, let people know you are attending and pre plan your attendance by linking up with other delegates beforehand.
- Comment on any events you have participated in afterwards via social media. If you have enjoyed an event and found it useful, say so. Make sure you connect with other delegates too.
- Take advantage of any opportunities for introductions to potential prospects - after all that's why you are there.
- Create member to member offers to drive further engagement. What will get your foot in the door? What offer will interest or benefit them?
- Research network member companies. Use your mutual memberships and industry connections as a platform for further engagement. After all, you have something in common, you are part of the same network!
- Promote any new initiatives, products or services through network communication channels. Most will have email newsletters and printed magazines for members.



**“Use trade networks and industry bodies to strengthen your profile.”**





# Promote your company's expertise. Tap into the desire for knowledge and personal development.

**“Knowledge and expertise are important strategic assets in your business.”**

Be at the forefront in a competitive market and develop a reputation for being an expert and thought leader in your industry. Knowledge and expertise are important strategic assets in your business - internally and externally. Businesses choose you for your expertise and real-world experience, so promote this and use it to engage with your audience.

Establish the expertise in your business and determine what content and themes can be shaped around this. Underpin marketing campaigns around your expertise and share your knowledge to increase interest and demand. Using knowledge and expertise is the best sales tool for any business.

- Add 'how to' guides to your website to encourage engagement and give sales teams additional content to promote to their prospects.
- Consider producing white papers and promoting these via your website as downloadable gated content to capture new leads for your sales team to then follow up with.
- Use LinkedIn to post on industry challenges and topics. Get noticed for your specialist expertise and give your teams something to share which will attract attention in your industry.
- Research and pitch for speaker opportunities at events. This is an opportunity to present, make new connections and draw attention to your business specialisms.
- Host your own events and webinars - and bring in guest speakers or partner with complementary businesses to broaden your reach.

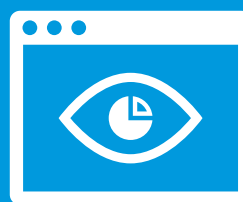
# Turn complex technical content into compelling messages. Make it easy for prospects to understand how your business can help them.

If your business is from a complex and highly technical sector, cutting through the noise and articulating what you do is very important. It is easy to share your knowledge and what you know - but does it resonate with your audience? Do not bombard your audience with jargon and lots of complicated information if they will not understand it.

Making information digestible and informative is key when relying on digital channels for your sales activity. Translating complexity into powerful messages, images and campaigns which tell a story is vitally important. Think about your global market - how can you demonstrate your highly technical products and cut through language barriers? Less is more and visuals can do the talking.

- Use infographics and icons to convey statistics, figures, comparisons, features and benefits. These are visually impactful and can convey key information succinctly.
- Develop a suite of key messages around your products and services and ensure these will resonate in target sectors.
- Look at how your products and services help your customers. What challenges do they overcome? What will the overall impact be? Customer case studies can be a useful way to communicate this.
- Consider demonstration videos and product animations - they could convey your products, services or processes more effectively and can be used everywhere.

**“Translating complexity into powerful messages, images and campaigns which tell a story is vitally important.”**



# Little touches can lead to big wins. Be proactive and agile in your communications.

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Here are some ideas that could go a long way...

- Follow your industry on social media. Engage and interact around topical issues and positive news to influencers, trade bodies, media titles, journalists, pioneers, prospects and customers.
- Say congratulations to clients and prospects with a card or social media message - it will mean a lot.
- Involve your whole team in social media and have some fun. They may come up with different ideas to engage with customers and prospects at this time.
- Carry campaign messages, industry advice, and information on new services and products on to invoices and other regular correspondence.
- Check in with old contacts, re-connect and invite them to webinars, industry events, conferences. It is a great opportunity to come back together.
- Put your clients in touch with each other, facilitate introductions and endorse them. They will return the favour.
- Look at how you can add value. Is there something you can offer your customers that will really help?
- Could you offer prospects guidance and advice? This could prompt them to engage further.
- Share useful news or business opportunities across your network.
- Stay in touch. That phone call or email asking how your customer/prospect is doing could go a long way!



“Look at how  
you can add  
value.”

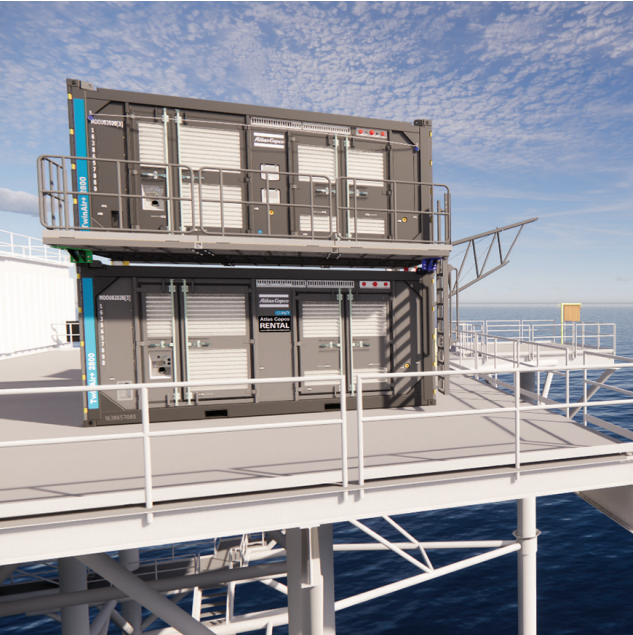
# Summary

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There are many advantages of sales, marketing and business development teams working together.

- Your sales and marketing strategies will be more integrated and defined. They will be aligned and focused towards achieving the same common goal.
- Because goals are fully aligned, teams will work together more closely and in collaboration.
- You will benefit from strength in brand. Messages and outreach will be more streamlined and consistent.
- Ideas and creativity increases. Working collectively on campaign ideas will generate better results in the long run.
- There's a better understanding of your customers and ideal buyer personas. Therefore activities are more targeted and focused around what matters.
- And finally, you'll have a competitive edge. Joining teams up and sharing goals and activities with purpose means you are always one step ahead. Your business will stay at the forefront of your market and ahead of competitors.

But most importantly the main advantage of working together is that it can increase revenues in your business!



# Atlas Copco - Case Study

## Background

Atlas Copco Rental UK, part of Atlas Copco Group, specialises in the provision of state-of-the-art temporary compressed air, nitrogen, power modules, industrial boilers and services. A total solution provider, Atlas Copco Rental UK operates nationwide across a breadth of industries including oil and gas, manufacturing, power, chemicals and food and beverage.

The organisation was merging its onshore and offshore rental divisions and required a marketing strategy to raise the profile of its extensive rental capabilities amongst its target audiences.

## Our Approach

We worked closely with Atlas Copco Rental UK's Sales Engineers to gain an in-depth understanding of the organisation's proposition, extensive portfolio of rental equipment and services and core target markets.

In addition, we undertook thorough market research and carried out a communications audit with Atlas Copco Rental UK's customers which allowed us to gauge their perceptions of the company, its proposition and marketing. We discovered that, alongside its innovative equipment, what truly sets Atlas Copco Rental UK apart is its high-quality customer service and its ability to provide bespoke total rental solutions.

Harnessing this intelligence, we refreshed Atlas Copco Rental UK's key messaging - translating the technical intricacies of its proposition into messaging which was tailored to each of its target audiences and clearly articulated its USPs and in-house expertise.

## Outcome

A marketing strategy was developed in line with the organisation's objective of further raising the profile of its extensive rental capabilities. This included a comprehensive six-month marketing plan which defined integrated and targeted campaigns to support the efforts of Atlas Copco Rental UK's Sales Engineers.

Horizon Works then transitioned to a retainer relationship with Atlas Copco Rental UK. As its marketing partner, we provide a range of ongoing marketing support including PR, design and a range of content marketing such as case studies and blogs.



“We have found Horizon Works great to work alongside. The content they produce is at a high level and communication is very good. Their knowledge, experience and skills ensure they understand what message we are trying convey to our customers or prospects and create content in-line with our company brand and guidelines. I would highly recommend their services if you are looking to completely outsource or supplement your marketing.”

**Sean Clemens,**  
UK Sales and Business  
Development Manager





# snapshot360

## The **B2B** Marketing Diagnostic

Snapshot360 is our free online diagnostic which reviews your marketing in minutes.

It measures your marketing strategy and focus, brand and market awareness, client relationships and experience, tactics, implementation and how you review results.

On completion you will be emailed a report outlining your scores in each of these areas and advice and tips on improvements.

## What will Snapshot360 measure?



Market Focus and Direction



Brand Awareness



Market Awareness



Client Experience



Market Implementation



**TAKE THE TEST**

[www.horizonworks.co.uk/free-review](http://www.horizonworks.co.uk/free-review)



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