

The Nett Sales process in action

Clients come to Nett Sales because they want more sales; more sales from existing clients and sales from new clients.

Process

We suggest following a simple process:

- Target: build a list of the contacts that you want to talk to
- Share: share stories, knowledge and experience with these contacts
- Observe: identify the contacts that engage with the shared communication
- Start conversations: talk to contacts that have engaged to qualify if they are ready to buy
- Engage: contacts that are ready to buy are passed over to you

Target

Existing customer and prospect lists provide a starting point. Supplement these with purchased lists of carefully selected contacts or build lists from other sources. Once you have a list of contacts, validate that they still exist and obtain permission to email them by telephone.

Share

Nett Sales will create and send a series of emails offering relevant advice, offers, knowledge and expertise. Stories and knowledge will also be communicated through various social media channels appropriate to client and campaign. The aim is to get contacts reading and engaging with the content.

Observe

Track the contacts that engage with material. Those that click through from an email to a link or to access content are interested in what you are talking about. The question is why are they interested?

Start conversations

We know when contacts are engaging with your content through email replies, email click throughs, web views and social interaction. Once a contact's engagement passes a defined threshold, the contact is ready for a telephone conversation. These calls will further the engagement and let you understand whether the contact currently has a requirement that you can meet.

Engage

Once a contact has a requirement and trusts you, they will be willing to buy from you. Then it's over to you to turn the opportunity into a sale.

Timescale and costs

This is not a quick fix. It takes time to identify new contacts and engage with them to the point that they are willing to buy from you. But this process will produce a stream of new prospects for as long as you want them. Allow three months to get set up, messages agreed, initial emails sent and sales in for you. Then expect to see real sales results within the next three months.

No two clients are the same and so costs vary. Allow in the region of £900 to £1,500 per month (depending on what you need) for the programme described above, including email marketing, social networking and telephone follows up.

Also expect a setup fee of about £1000 to £3000 to buy, clean and process data and for system setup costs if you need them.