Curie Point Video Transcripts

we're talking about acceleration

of a growth company and uh you know the

background here is

you know every company reaches a a

inflection point at some point or at

many points where they want to launch a

new product or they want to enter a new

market

or sales just are not going the way they

want because they're

either going negative or they want to

prepare for

an acquisition and they got to do

something the problem is

the bad guy in the room is all the

executives

uh argue about what is the right thing

to do and and nobody's really sure

and nobody has the data to prove what's

right

and so we've developed a process to

address

that exact problem and it's really all

about how do you accelerate

a company forward and growth when you

don't have perfect information

and we use a data-driven agile process

we're going to go through that today on

on how we do it and the tools we use um

to create that environment and

uh we'll just jump right in so you know

we use an analogy here

of hunting so you know if you're going

to go out and you're going to hunt

antelope

you're probably going to take a

long-range high-powered rifle with a

you know a big enough bullet to you know

hunt an antelope but i know that's

probably politically incorrect to be

hunting antelope but

that's a very different thing than if

you're hunting pigeons um which you're

gonna take a shotgun you know and go out

there or

make a trap and throw popcorn out or

something but you know you gotta use the

right

ammunition and you got to use the right

gun

and you got to know what the target is

and so we talked a lot about the target

you know using you know client profiling

ideal client profiling and voice of the

customer research but today we're really

talking about

bullets and guns and and how to use them

in the market and so i thought we'd

start with

with ben uh and ben thiefels uh

at people benthieffels.com uh to talk

about

you know how to you know given voice of

the customer and

and ideal client profiling and things um

what what do the bullets look like how

do you how do you build the bullets and

what do you use them for and why

ben take it away

What do you create

yeah that's a great question jeff and

i think the the key here before you dive

into content creation

um you know the bullets and the guns is

is to make sure

you have your ideal client profile down

and your core messaging

positioning down because you want to

make sure that you're building

consistency throughout all these assets

before you get started

so once you have all of those things

settled

what do you create i think that's the

question that a lot of companies

struggle with and

we use a simple three-part framework to

help map content to specific parts of

the sales and marketing funnel

it's why buy anything why buy mine and

why buy now

and this is a super fast and easy way to

organize content creation because

you know 75 70 ish of your

sales cycle happens online before you

ever even speak to a customer they're

doing their own research

so it's super important you have all of

your bases covered

uh when it comes to content so getting

into

the first stage why buy anything that's

the top of the sales funnel uh the sales

and marketing

funnel and this stage is all about

problem definition so you want to

present a problem that you know your

customers have

and you'll know this from your voice

voice of the customer research and

market research

and then discuss the benefits of solving

this problem

so the key isn't to sell them on your

solution at this point

this is all about building rapport and

positioning your company as an expert

so examples of why buy anything content

are blog posts

infographics videos social media posts

podcasts

um the stage again it's all about

education

so moving on to why buy mine that maps

to your the middle of your funnel so

once your target customer knows they

have a problem

you need to position your product as the

solution

and obviously this is marketing 101 but

it's still helpful

to think in these really simple terms

so why my mind content is specific to

your product

and can either be feature or

benefit-based we definitely

skew towards more benefit-focused

language but sometimes it's appropriate

to have feature-focused language

and you just want to make sure that all

your content maps back to the problems

that you solve

and examples of why my mind content are

product data sheets case studies

product videos webinars email courses

white papers analyst reports there's

tons of different content that falls

into this middle funnel

and that's really what is going to

educate your customers on

on high on how you solve their problem

so

once your target customer knows that

your product can solve their problem

it's time to close the sale

and that's when why buy now content um

is built so why buy now content is built

specifically to incite

action so if you have a high price point

and a longer sales cycle think about

maybe creating

a custom tailored demo or setting up a

free or paid proof of concept

you could also reach out to existing

customers references

or create maybe like a net price

calculator to reinforce roi

this is also a great time to invest in

competitive research

so you can provide detailed break

detailed breakdowns of how you

win out over your competition if you

have a low price point and a short sale

cycle think about how to create urgency

maybe a seasonal or holiday promotion

or free trial a good pro tip is to have

this content

or give this content to your sdr team so

they can distribute it in outreach

campaigns to broaden your reach and i

think this is something that they'll

touch on as well

but when creating content always

remember to ask yourself what purpose it

serves

and make sure to create at least a few

pieces of content for each stage to

cover your bases

and don't be afraid to test new things

cool thanks nate i can see you have a

question there

a comment all right i i i agree i mean

Understand the buyer journey

if you're

on the sales side if you're creating

assets towards your ideal client profile

i think it's great to also have a

conversation with your sales team

um just to make sure that we all

understand what the buyer's journey is

and understanding not just who the buyer

is but also the purchasing process

that goes along with it so that way we

really can enter the conversation that's

already being had

in the buyer's head and produce the

content

that aligns with that buyer journey at

those different steps

that sometimes and this could be a

challenge for different marketing teams

is

you're not always creating the assets

that um

that we like ourselves but necessarily

what we're

we all tend to overproduce uh things too

much

um what we really want to look at is

producing the assets that

aren't built for our likes but for our

prospective

uh clients likes and so that way the

prospect uh

you know someone who may just want to

come on your website

and see a quick simple easy demo

we don't overthink it over create it but

we're creating content that

can be used to proactively overcome

obstacles

within the buyer's path so they can

successfully convert

and we that way we just know uh from

talking to the sales team what is the

primary buyer objections

how does the sales team typically talk

through those how do they overcome them

what are the different stages within a

sales team's buying process

and what actions typically are taken by

the sales team

to get people on to that next stage and

outlining those of

those objections can create just killer

targets for the marketing team

to be able to create assets to move

those deal stages forward and along

um but as we do that we just want to

make sure that they're not

product centric um i think that's a

that's a little bit of a trap

but rather they're not not focused on

selling features but really

want to focus on being buyer-centric

content that communicates the value we

bring

specifically to the needs of the

customer yeah i'll

kind of amplify that you know you use

the word alignment and again

it's the right word i think a lot of

companies

they get stuck with being kind of myopic

about you know

our product is wonderful and it does

these things and you should love it for

what it does

but they're not good at you know taking

their shoes off putting their customer

shoes on and going

yeah but i work for this big

organization and this is my job and

here's my pain

help me solve my pain and and this is

where

i do my research and this is who i trust

on a recommendation

how do i influence those people so that

you know is it gartner

is it captera is it a peer group you're

associated with

uh is it the folks you work with i mean

what where is this influence and every

company every market

every product is different that way and

i think that's one of the

key things that you have to understand

to make this work and be aligned with

the buying process not the selling

process

so right that's great and and then just

real quick i i have a question for ben

so ben you rattled off like all these

different things that

that content could be built but if you

had to pick

your top three in why buy

anything and why buy mine what would be

the what would be

in general the top three that you would

go after

Top 3 content ideas

i would say for why buy anything content

i would make sure that you have a solid

ebook or white paper that

that does a good job of outlining the

problems that your industry faces

not necessarily what your product solves

but

more general problems in the industry

these are great lead generation tools

to get people into the top of your

funnel for why

buy mine i would say a good data sheet

and at least one solid case study

you want to make sure that you're able

to

[Music]

show how your product has helped others

and also

make sure that to nate's point you're

getting out that benefit focused

language

and for why buy now that really depends

on

your product and your price point i've

we've seen really

great results with free trials and

making sure that people are able to

use your product without speaking to a

sales person

if you're in more of a higher price

point with a longer sales cycle

a like a really concise solid product

demo

video is is a really a really great way

to go

cool okay thanks guys

you

Intro

hey welcome to our discussion today

we're talking about

ideal client profiles and how they

affect the growth

sales and marketing of a company uh here

today with uh

nate rupal uh ceo of upside sales and

ben thiefels of benthifuls.com

uh a marketing expert and pragmatic

marketing certified

uh product marketer so um so let's uh

let's start off here with uh

with the first question so

ideal client profiles um maybe nate you

could start us off i mean

what's the payoff for for actually

understanding if you have the right you

know persona and ideal client profile

from a sales and outreach point of view

Target the right client profile

well

the overall payoff is uh if you're

targeting the right

client profile you should be seeing

people

uh move it at an appropriate pace

through your sales process based on your

industry

your price point and various things

however if

you don't have the right client profile

it's a little bit like walking up to a

very large

office building with hundreds of tenants

you may be at the right destination but

it's going to take you a while to find

the right suite number

um so uh you can spend a lot of time a

lot of money

uh chasing after the wrong things um if

you don't really know exactly who the

target is

okay and and ben what about you i mean

from the online

buyer point of view and and

you know post sales i guess how do how

do you look at that problem

Ideal company profiles

i mean ideal company profiles are are

super super important i think it's

i look at them as as a as an alignment

tool

um just to make sure that everybody in

your organization is

is marching in the same direction um

with b2b sales especially sas

sales these days the vast majority of

the buyer's journey happens

without a prospect ever

talking to one of your salespeople so if

you aren't

speaking their language and you don't

know what they care about you're going

to sound

tone deaf and they're gonna go somewhere

else because

there are probably three other solutions

that do

exactly what you do so making sure that

you have your messaging on point

is uh is really really important

Impact of ideal client profiles

that's great thanks i mean i i i think

in my own

point of view working with ceos that the

the implications of getting the ideal

client profile are are pretty profound

because it affects kind of all the

revenue facing

pieces of the company if you don't have

the

product designed to match the champion

in the deal that they're not

delighted and it doesn't make a

difference to them it's you know it's a

vitamin

or it's a painkiller not a vitamin right

it really fits into their workflow

and it solves their problem um you know

the product isn't right fundamentally

you can have the most wonderful

marketing material in the world but once

they hit the product

it's going to fail and then same same

with sales right you can you can have

the best sales guys in the world with

the best marketing materials

uh and you know it still doesn't work

right and so

the product alignment with the marketing

alignment

with the sales alignment and blending

that whole process together is

is kind of fundamental to growth and it

it doesn't really stop there

it stops then at customer retention and

upselling right because if you don't

have it right those people are going to

churn

they're you're not going to be the

favorite product that they use every day

and love

and when someone else comes along with a

better one they're going to switch

especially in sas where the friction's a

lot lower so

really understanding that ideal client

profile is is key

i mean any um i guess a question to to

ben is you know if you're

if you're new into this well how do you

even figure out who your ideal client

profile

is i mean what are there uh do you have

any ideas of how i would know it or

how i would know i was wrong and i was

off and needed rethink

Where to start

yeah i mean a really good place to start

is just to start with your current

clients

right i mean there's a lot of there's a

lot of data at your disposal just in

which clients have been easy to onboard

are most profitable are your biggest

advocates just asking your customer

success team or your account managers or

even your support team

who they like working with and who is

using the product to its fullest extent

will give you a really good

clue as to who you should be targeting

the outliers the people who are really

really difficult or who

maybe took way more resources than you

uh than you expected to onboard you know

put a put a tick in uh in the no column

and and just start to look for patterns

so it doesn't have to be super

complicated that's a really good place

to start and you can get

as sophisticated with it as you want

that's excellent excellent

you

so let's

let's move on to the to the next topic

so if i'm out there selling a product

today and

um you know i i think i

i think i know who my customers are i

mean they're buying my product but

you know are there any red flags or

warning signs

that you know would help me understand

whether i really do have that ideal

client profile dialed in

nate any comment on that yeah well

one of the things is just looking at

your your overall uh sales process

looking at your pipeline and seeing

where things are getting stuck

um seeing where uh you know oftentimes

you'll you'll look and you'll see that

uh

there's a certain phase or stage that uh

we keep seeing a lot of churning

we're bringing people top of funnel uh

we think they're interested we think

they're the right people

but then as they go to the through the

pipeline they keep being this one

barrier we can't get them over

and and that that often is a red flag of

uh telling you you need to start looking

more at the data

you need to start looking at um who

these people are

what are they reacting to um when

one of the things we we do is when we're

looking at an ideal client profile is

we look at the different sales

activities we have and we start to

measure

uh the various different titles um the

various different industries company

sizes geographies

and just start saying who's reacting to

what um we may think it's

it's one title and that is the one that

we've been pushing through the crm and

that's the one that we can't get over

the hump

and our our close rate isn't what we

hoped or expected it to be

but as we approach the data we see that

the people who are reacting most may be

a completely different

buyer and having those insights

um triggered by that red flag of kind of

this uh

stalled out sales pipeline

allows us to reshape and retarget who

who we should go after and be able to

align with marketing to say

here's what's reacting best here's what

materials

are driving interest and driving

excitement towards

a purchase decision so going back to the

data

answers a lot of questions and solves a

lot of problems

if you can evaluate and test uh just

what works best what message resonates

most and what

pushes and accelerates uh the sales

process

nate i would also i would also say that

on the the flip side of the sales

process

um it's looking at your current

customers

again and and looking at churn and also

customer acquisition costs

if you're if you're finding that um

a lot of your your your closed deals are

are coming in and they're a nightmare

to onboard or they're churning after

three months without ever really having

um

adopt fully adopted the product then

those are some

big red flags uh that you're probably

bringing in

customers that aren't jiving with your

your customer success team maybe your

onboarding materials aren't what they

should be

maybe your product isn't um

isn't positioned for that audience so

those two metrics in themselves are

a great place to start to figure out if

you're on you know on the flip side of

the sales process

if um if who you're actually bringing in

is uh you know is worth it right

i think that's a good point then um and

i think that this plays back into you

know from a ceo's point of view

thinking about who is your most

profitable customer and who is your

best customer and i think a lot of

companies don't really know their

most profitable customer um and so and

and best and so i think

you know i i don't know how many times

i've heard the the story and

i'm sure you have two nate um you know

the the sales guy

and i sat there in a meeting and heard

this myself

came in he said oh i'm going to make my

quarter right i was on the plane

and the guy sitting next to me he loved

what we do he's definitely going to

close

and i thought okay now look i'm all into

you know a little bit of luck goes a

long way but

the probability of that is super super

low

so what did the ceo ask them next

that said i'm gonna i'm gonna forecast

that or i'm not

and if you know your ideal client

profile you could ask that question to

the sales guy right there and go

yeah i'm gonna give you two percent on

that one not eighty percent that you

think it's gonna be

right and so i think you see those kind

of very real world things if you can't

really know who is my ideal client

profile

yeah i think the other you know for

do-it-yourselfers right the other thing

to think about is

you know you develop these ideal client

profiles and a lot of people you know on

the on the most extreme case says look

if just one percent of all the people on

facebook use my product

man i'm rich yeah no

it's not going to happen on the other

side they say you know my product is

it's perfect for this application you

say okay great how many people have that

problem

well i'm not really sure well you you

should probably go find out

because can you build a 50 million

dollar business on that or 100 million

dollar business on that or

or a two or three million dollar

business on that and so you know you

really got to know my ideal client

profile may be

too narrow right so i may i may have to

broaden

my product offering or or new markets

in order to get enough meat uh into the

funnels that will close

we uh that's a great point jeff i we

call this like the unicorn syndrome and

we see it a lot

in small businesses where they'll

land that unicorn and uh

it's highly profitable um they didn't

see it coming uh it's uh it's it's a

maybe a new industry or a new market for

them and

they push all their chips in on it

because they feel like we need a

thousand more of those

um and they create a whole profile

around this

exception rather than the rule and they

spend a lot of time

chasing after that next unicorn very

frustrated

uh have spent a lot of money yet they

aren't able to duplicate the same

success they've had

it's just a not very scalable effort and

it goes back to a little bit what ben

was talking about is

going back and looking at your customer

profile of maybe your last five to ten

closes

and these closes have to be outbound

closes

and uh sort of evaluate the customer

journey

and say all right what was our first

touch point

who was that person how did they

influence

uh someone or was that the direct buyer

and when we

talked to them they closed every time

oftentimes people

look at what what made big success or

major success they

had and that becomes their new north and

uh

will will cause a lot of problems and

even churn within their

sales organization because they're just

frustrated chasing something that's just

not paying off

that's just great feedback um ben and

nate thanks for

for uh for chiming in i think there's a

lot of really helpful information in

there

you

you know

we we do this kind of work for people uh

help them figure out the ideal client

profile

uh we've used i think probably every

trick in the book um

i mean not i'm sure there's a new book

being written every moment right

i think clubhouse is the book of the day

right okay how do we leverage

clubhouse to do this but um you know

just that just to talk through this a

little bit

in terms of of how we practice it and

some of the tools that we use to do it

um you know maybe maybe i'll start on

this you know

we talked about last week uh voice of

the customer research and

you know voice of the customer research

is one of the really uh really useful

ways to

get you know right up close and personal

with a client and figure

out do they have a real problem right

and you can do that through

interviews on the phone really really

helpful to actually stand behind them

and see how they do their jobs

to figure out you know does your product

fit into

their day-to-day workflow does it solve

something that takes a

significant chunk of their time or make

them a significant amount of

you know extra money um you know or let

them go home early at night or whatever

it is i mean unless you're

making entertainment products you know

it's got to make a difference and so you

really got to know that client up close

but at the same time you know sometimes

clients have lots of customers and lots

of data in their crm and will pull that

data and look at it

and say well wait a minute so these

people all seem to churn a lot

these people you know have a five-year

you know a lifetime why is there such a

difference

what's the difference between these two

groups of people could we could we

figure that out because we want more of

the latter group and a lot less of the

first group so um you know how do we

solve that problem using

data and data analysis is another tool

but uh you know once we have an idea of

how we can do that you know nate you

have a lot of really interesting

outreach tools i mean how how could how

do you do it

how what tools do you bring to bear and

processes to this

well i think it starts a little earlier

like a lot of small businesses who

are maybe they've built their business

on referrals

they've uh they've had some some inbound

or outbound success but they're at a

stage of growth now

where they need to accelerate that

growth and they need to be able to

scale what they have and they're really

getting into starting

starting to increase their outbound

efforts

some of the hacks and tricks that we

would recommend for

small businesses is go back and look at

your clients the last five or ten

and figure out what the different

attributes of each client is what's the

customer journey

and start writing down who's involved in

the process

and then what we like to do is use

different tools like outreach.io

apollo io different outbound outreach

tools and

start crafting messages targeted

to these different client profiles it's

a very

agile fast and effective way to put

something out there in the market

uh to different personas get real-time

instant feedback

based on the data you have already in

your crm and what you already know about

your customers

and pivot based on what comes back

whether it be

objections uh from a certain persona or

just flat out knows from another

and then evaluate how long one persona

takes to close

versus another look at the cost of

acquisition between the two

and it kind of creates a spotlight on

who your real best buyer is

and what uh what it takes to start

moving them through the pipeline

from a sales marketing support

customer service support uh and then uh

in

your sales efforts and once you've craft

that out

now you can start having some fun and

playing with different outbound

um and different sales channels to see

how can we

take what we've learned and

create growth at scale um and so those

are just a few tools

from an outbound side uh that allow you

to be able to

move quickly adjust fast pivot on a dime

and uh

and learn a lot of information through

the data very quickly about

who buys and who doesn't ben do you want

to uh

want to argue that point and how

marketing kind of plays the role in that

versus the the sales approaches

well i i don't necessarily think there's

anything to argue

right but but i will say that you know

the ideal customer profile it

we just hammer this home all the time in

marketing and people are probably sick

of hearing it but it's so true it starts

with data

like it's really it's really not that

difficult uh you know

in our conversation last week jeff

said that voice of the customer research

it it's so useful that sometimes it

almost feels like cheating

and i mean it's it's true there's

there's really no reason

to guess uh most most of us

we make assumptions about who wants to

buy our product

and you know who we think our ideal

customer is because

i mean let's be honest it's easy it's

easy

to think that we know uh

everything about our customer and

everything about our market and why they

want to buy our products but until you

ask them

you really don't know until you dig into

your crm and you look at which customers

are churning and you look at which

customers

took a you know way longer to onboard

than you thought

um everything is is

you know up for debate right so and it's

it's so important to

align on that ideal customer profile

because everything else

flows from it from your sales outreach

uh to you know to what nate was saying

also to the marketing materials that you

create

um and also it informs your product

roadmap um

if you if you don't know who you're

creating for and why you are creating

um features and enhancements for your

product then

you quickly fall victim to like the

shiny object syndrome which is

uh relying on sales most often

to dictate your product roadmap and to

close

the the deal of the day rather than

looking six months or 12 months down the

road

so it is critical

to put in the time now to just

create that ideal customer profile

honestly just write it down on a piece

of paper

hang it on your wall and every time you

go to make

a marketing or sales or product decision

just look at it and make sure

that what you're doing is serving that

group of people

and if you do that is a really good step

in the right direction

yeah that's great yeah and i think

something that's often overlooked

is the collaboration between sales and

marketing

um we're

one of the the uh big benefits that we

we have working together as uh through

our sas acceleration

uh for companies is as we're testing and

doing

measurable outreach uh looking at

different targeted personas

we're getting real world feedback

leveraging different marketing assets

and as we get that data to see who's

responding to what or what objections we

get into

and could really use maybe a data sheet

uh maybe a customer testimonial

maybe it's a video but we're up in the

front lines from a sales point of view

and collaborating with marketing and say

here's what we're finding here's what

we're seeing here's what the data is

telling us

um how can you help support us

uh here's what we think we need so ben i

ask you

when sales comes to you as a marketer

and says okay

here's what we're seeing in the data

here's what we believe we need

how do you determine what's the right

thing

what's the next step to be able to

provide sales to support them based on

who that client profile is well to be

honest i mean

i i'm i think the as you said the

the handshake the relationship between

marketing and sales is

one of the more important things in any

b2b sas company there's

historically like a lot of tension

between those two departments

um but when you have a marketing and

sales team that works well together and

that trusts each other

then um it really forms the bonds of a

very symbiotic relationship because

marketing shouldn't always have to

wonder if what sales is telling them is

true or not

or you know have to read between the

lines like sales

is it's super super valuable the data

that sales comes back with because they

are the ones as you said on the front

lines they're the ones that are talking

to people day in and day out so

if they say that they need a case study

or a data sheet

me personally as a marketer says

absolutely like

you know here's let's try it out you

know

why not as long as as long as the you

know the sales team is

um is targeting the right people and

they're not asking for things that are

you know in direct

contradiction to our strategy like our

ideal customer profile strategy or our

persona strategy

um then you know the the more the more

we can test the better

so i think that that relationship is

incredibly important and you know having

that uh

that can-do attitude is uh is definitely

you know can can make or break a company

yeah let me let me chime in and

and wrap this up i mean i think you know

from a ceo's point of view and a growth

point of view

well i tried to pitch your heads

together and make you guys fight but

it didn't work but um but it often does

marketing we like you

um and the reason is that if you if you

know who your ideal client profile is

it it becomes a north star for everyone

right the product team says

that's who i'm building to make happy

that's where i'm adding my value and

marketing says and that's who i'm trying

to drive down the sales pipeline and

nurture them into the hands of my sales

guys who could close them and the sales

guys go

and they close faster and my quarters

easier and i can forecast better and i

have less missteps and

customer support says oh and

everything's great we know how much

people we need we know how long it takes

to onboard someone and everything

becomes predictable

profits rise all is good so an ideal

client profile

you know along with you know getting the

right go to market and product market

fit

you know these are like core tenants of

of a healthy company and so whether it's

your first product going into a market

whether it's your second product going

into a market which is even

more difficult than the first one

believe it or not or you're trying to

enter a new market

right none of these things will work

well

if you do not have the answer to these

questions so

thank you very much for uh for

participating today and uh

great wisdom catch you next week

today we're here with ben thiefels and

nate rupal

uh we're talking about acceleration

of a growth company and uh you know the

background here is

you know every company reaches a a

inflection point at some point or at

many points where they want to launch a

new product or they want to enter a new

market

or sales just are not going the way they

want because they're

either going negative or they want to

prepare for

an acquisition and they got to do

something the problem is

the bad guy in the room is all the

executives

uh argue about what is the right thing

to do and and nobody's really sure

and nobody has the data to prove what's

right

and so we've developed a process to

address

that exact problem and it's really all

about how do you accelerate

a company forward and growth when you

don't have perfect information

and we use a data-driven agile process

we're going to go through that today on

on how we do it and the tools we use um

to create that environment and

uh we'll just jump right in so you know

we use an analogy here

of hunting so you know if you're going

to go out and you're going to hunt

antelope

you're probably going to take a

long-range high-powered rifle with a

you know a big enough bullet to you know

hunt an antelope but i know that's

probably politically incorrect to be

hunting antelope but

that's a very different thing than if

you're hunting pigeons um which you're

gonna take a shotgun you know and go out

there or

make a trap and throw popcorn out or

something but you know you gotta use the

right

ammunition and you got to use the right

gun

and you got to know what the target is

and so we talked a lot about the target

you know using you know client profiling

ideal client profiling and voice of the

customer research but today we're really

talking about

bullets and guns and and how to use them

in the market and so i thought we'd

start with

with ben uh and ben thiefels uh

at people benthieffels.com uh to talk

about

you know how to you know given voice of

the customer and

and ideal client profiling and things um

what what do the bullets look like how

do you how do you build the bullets and

what do you use them for and why

ben take it away

What do you create

yeah that's a great question jeff and

i think the the key here before you dive

into content creation

um you know the bullets and the guns is

is to make sure

you have your ideal client profile down

and your core messaging

positioning down because you want to

make sure that you're building

consistency throughout all these assets

before you get started

so once you have all of those things

settled

what do you create i think that's the

question that a lot of companies

struggle with and

we use a simple three-part framework to

help map content to specific parts of

the sales and marketing funnel

it's why buy anything why buy mine and

why buy now

and this is a super fast and easy way to

organize content creation because

you know 75 70 ish of your

sales cycle happens online before you

ever even speak to a customer they're

doing their own research

so it's super important you have all of

your bases covered

uh when it comes to content so getting

into

the first stage why buy anything that's

the top of the sales funnel uh the sales

and marketing

funnel and this stage is all about

problem definition so you want to

present a problem that you know your

customers have

and you'll know this from your voice

voice of the customer research and

market research

and then discuss the benefits of solving

this problem

so the key isn't to sell them on your

solution at this point

this is all about building rapport and

positioning your company as an expert

so examples of why buy anything content

are blog posts

infographics videos social media posts

podcasts

um the stage again it's all about

education

so moving on to why buy mine that maps

to your the middle of your funnel so

once your target customer knows they

have a problem

you need to position your product as the

solution

and obviously this is marketing 101 but

it's still helpful

to think in these really simple terms

so why my mind content is specific to

your product

and can either be feature or

benefit-based we definitely

skew towards more benefit-focused

language but sometimes it's appropriate

to have feature-focused language

and you just want to make sure that all

your content maps back to the problems

that you solve

and examples of why my mind content are

product data sheets case studies

product videos webinars email courses

white papers analyst reports there's

tons of different content that falls

into this middle funnel

and that's really what is going to

educate your customers on

on high on how you solve their problem

so

once your target customer knows that

your product can solve their problem

it's time to close the sale

and that's when why buy now content um

is built so why buy now content is built

specifically to incite

action so if you have a high price point

and a longer sales cycle think about

maybe creating

a custom tailored demo or setting up a

free or paid proof of concept

you could also reach out to existing

customers references

or create maybe like a net price

calculator to reinforce roi

this is also a great time to invest in

competitive research

so you can provide detailed break

detailed breakdowns of how you

win out over your competition if you

have a low price point and a short sale

cycle think about how to create urgency

maybe a seasonal or holiday promotion

or free trial a good pro tip is to have

this content

or give this content to your sdr team so

they can distribute it in outreach

campaigns to broaden your reach and i

think this is something that they'll

touch on as well

but when creating content always

remember to ask yourself what purpose it

serves

and make sure to create at least a few

pieces of content for each stage to

cover your bases

and don't be afraid to test new things

cool thanks nate i can see you have a

question there

a comment all right i i i agree i mean

Understand the buyer journey

if you're

on the sales side if you're creating

assets towards your ideal client profile

i think it's great to also have a

conversation with your sales team

um just to make sure that we all

understand what the buyer's journey is

and understanding not just who the buyer

is but also the purchasing process

that goes along with it so that way we

really can enter the conversation that's

already being had

in the buyer's head and produce the

content

that aligns with that buyer journey at

those different steps

that sometimes and this could be a

challenge for different marketing teams

is

you're not always creating the assets

that um

that we like ourselves but necessarily

what we're

we all tend to overproduce uh things too

much

um what we really want to look at is

producing the assets that

aren't built for our likes but for our

prospective

uh clients likes and so that way the

prospect uh

you know someone who may just want to

come on your website

and see a quick simple easy demo

we don't overthink it over create it but

we're creating content that

can be used to proactively overcome

obstacles

within the buyer's path so they can

successfully convert

and we that way we just know uh from

talking to the sales team what is the

primary buyer objections

how does the sales team typically talk

through those how do they overcome them

what are the different stages within a

sales team's buying process

and what actions typically are taken by

the sales team

to get people on to that next stage and

outlining those of

those objections can create just killer

targets for the marketing team

to be able to create assets to move

those deal stages forward and along

um but as we do that we just want to

make sure that they're not

product centric um i think that's a

that's a little bit of a trap

but rather they're not not focused on

selling features but really

want to focus on being buyer-centric

content that communicates the value we

bring

specifically to the needs of the

customer yeah i'll

kind of amplify that you know you use

the word alignment and again

it's the right word i think a lot of

companies

they get stuck with being kind of myopic

about you know

our product is wonderful and it does

these things and you should love it for

what it does

but they're not good at you know taking

their shoes off putting their customer

shoes on and going

yeah but i work for this big

organization and this is my job and

here's my pain

help me solve my pain and and this is

where

i do my research and this is who i trust

on a recommendation

how do i influence those people so that

you know is it gartner

is it captera is it a peer group you're

associated with

uh is it the folks you work with i mean

what where is this influence and every

company every market

every product is different that way and

i think that's one of the

key things that you have to understand

to make this work and be aligned with

the buying process not the selling

process

so right that's great and and then just

real quick i i have a question for ben

so ben you rattled off like all these

different things that

that content could be built but if you

had to pick

your top three in why buy

anything and why buy mine what would be

the what would be

in general the top three that you would

go after

Top 3 content ideas

i would say for why buy anything content

i would make sure that you have a solid

ebook or white paper that

that does a good job of outlining the

problems that your industry faces

not necessarily what your product solves

but

more general problems in the industry

these are great lead generation tools

to get people into the top of your

funnel for why

buy mine i would say a good data sheet

and at least one solid case study

you want to make sure that you're able

to

[Music]

show how your product has helped others

and also

make sure that to nate's point you're

getting out that benefit focused

language

and for why buy now that really depends

on

your product and your price point i've

we've seen really

great results with free trials and

making sure that people are able to

use your product without speaking to a

sales person

if you're in more of a higher price

point with a longer sales cycle

a like a really concise solid product

demo

video is is a really a really great way

to go

cool okay thanks guys

you

okay so

you know the kind of the next piece of

the puzzle is is the gun

so we got the bullets we figured out

what the customer wanted we got the

bullets

um nate rupal of upside sales

um nate so what's the gun look like i

mean this is about

acceleration not yeah we grow the same

rate we've been growing for the last

three years

that's not the problem here the problem

here is i gotta go faster

i gotta go either from zero to a hundred

or from you know 20 miles an hour to 200

miles an hour how do i

accelerate the company so what's what's

the gun look like

well first it starts with uh okay we

have some assets but who

are we throwing these assets at right

what is what is the target this gun's

going to hit

and then that's about building out a a

very concise targeted laser focused

list to begin with to hit up um and then

it's our one of the things we do as part

of

our services uh putting together an sdr

package for you

nothing is it's such a fast iterative

agile data centric way to measure

and figure out what what am i saying

is it resonating are the assets that i'm

using becoming effective

and start to craft uh your message

around your ideal client profile

um if you're wanting to be putting

together an

outbound outreach uh as your gun you're

using this as your big

sniper rifle it's you're going with cold

outreach

and you're saying very specific things

but maybe your website doesn't align to

that

so create a landing page that aligns to

your outreach sales messages

test and iterate um look at the data and

test your message and your assets

performance i mean really

look at how your outreach uh

compare um one message that is sending

people to a landing page

another one that's sending people to

your website maybe one that's uh

testing between it's using a link to a

video one that's using a link to a case

study

and then you'll start to discover very

quickly what

assets generate the most engagement what

assets

uh convert the fastest um what happens

when

we use this gun and we fire at this

target

we drive a ton of people over to the

website but nobody converts

yet we try we send everybody over to

this landing page with a video and we

have a high conversion rate

so you can optimize very quickly and

very agilely

using outbound outreach um a little pro

tip is

uh you may have all these great assets

and you feel like i should attach them

to my emails this is cold outreach don't

attach anything

it's a huge spam trigger use links

um the big advantage of the links is

they give you

engagement insights that feed back to

your lead scores

it also gives you visibility into

understanding what assets

or links drive the most engagement and

what doesn't

and then three words uh learn optimize

iterate

you can really begin to see through

outbound efforts very quickly

as long as everything is stays aligned

to your target audience

as to what collateral your reps are

using most frequently

what content they're not using at all

what things are helpful what things

aren't

um but uh then you kind of

uh you you'll really understand very

quickly

the items we've built which ones are the

most successful

but then um ben talked about a lot of

other great assets like case studies

one sheets data sheets targeted videos

those belong in a different gun those

belong on the sales side

uh as more of the reply gun

the not right nows i referred you to our

team

follow-up emails dealing with objection

handling

they also give you a reason to follow up

again

and so when you look at those kind of

assets from a cold outbound outreach um

those typically are best as the uh the

second stage

into the conversations with new

prospects so

i like that but you raised a bunch of

questions my

my bs meter went off so i wanted to ask

you something

um for the people that are listening to

this we talk about agile we talk about

data

right what kind of speed are we talking

about is this

one quarter i try this and the next

quarter i try that i mean what

give us perspective of what does speed

look like in an acceleration game

sure well first it's prospecting in the

thousands uh per month

that that you need that kind of

acceleration but also you need that

flood of data coming back in

the the speed of iteration is usually by

bi-monthly

so you can make small iterative tweaks

to optimize the performance and within

30 days you can start to see what is

working what is not

um a a sales team on average

they're busy with follow-ups they're

busy with

current customers they're busy building

lists they can't

sit in front of the data and make these

changes

on such a scheduled rapid iterative

basis

but it really takes that to be able to

see this kind of change

kind of insights and then be able to

pivot

very quickly and make just small changes

see how those changes go over a short

period of time

and make that other change to see what

works what doesn't yeah that's great so

obviously automation is a

important factor here a huge part of

this using tools to do

that not only that velocity

but that scale of outreach right

you really do need some sort of sales

outreach automation

to be able to handle that scale but also

not to overwhelm your sales team to

where they can come

incapacitated to be able to do anything

else because

whether they're triggered call volume

becomes so astronomically high they

can't get

get out in front of it or they're just

stuck doing replies to follow up all day

long

which over a very short time they're

going to forget to do because there's

just gonna be too much of it that's

really where the automation comes in

and the data from that gives you the

actionable next steps to take

yeah okay that's great um ben i'm i'm

curious

you know when you hear a sales outreach

engine

of this caliber and scale going does it

make you go holy mackerel how am i going

to generate that much content that fast

or

you know what how do you react to that

as a mark as a marketing person trying

to feed the machine

yeah that's a really good question um

honestly

it's less work from a marketing

perspective than you think

um really the the hardest part

is getting the foundation built once you

have a strong foundation

a voice of the customer research and

strong messaging and positioning it's

just a matter

of creating different flavors of the

messaging

and making sure that your sdr team and

your sales team

um has the assets that they need so

nate was saying that um you know small

iterative tweaks are the way

are the way to go and if you

i mean you can you could take one data

sheet and reuse it

in 10 different ways taking pulling out

specific benefit statements targeting

different benefit statements of

different audiences

taking different pieces of case studies

uh

you know taking maybe like case study

videos

and chopping them up into different

pieces like all of these things can be

can be done relatively quickly and

easily um

with that being said you should invest

in regular content creation

there should be at least once a month

new blog content coming out you should

be investing

in new white paper content or ebook

content

new um you know ideas to generate these

top of funnel

uh these type of funnel leads because

those those pieces of content can also

be used in

in your outreach as well it's it's a

great touch point

if you're um if you're reaching out to a

group of people who haven't

engaged with you in a you know in a long

time just being able to say hey we

created this new thing

thought you might be interested in it is

enough to get a conversation going again

and you know and restart somebody

getting them into like the next stage of

the funnel so

while it is a uh

while you should be doing regular

content generation it doesn't have to be

you don't have to reinvent the wheel

every time

i think content repurposing is a is a

really handy tool that every marketing

and sales

person should be using all the time

that's great yeah so you know just kind

of a a plug a plug for what we do

and and why it's important so you can

you can see

that alignment with the customer you

know and understanding why the

customer's buying and their pain is

is critical you can also see why

alignment between

marketing and sales is vital in order to

run a machine like this

and that's our process to do this is a

four-month sprint

and it brings together all the

disciplines as a single

turbocharger to bolt onto your company

and accelerate down a market

and so um i thank you uh ben thiefels

and nate rupal today for

providing that insight hopefully this is

helpful to anybody who's listening to

this

and talk to you next week