**26-06-2024 - Video\_Transcription**

[Attendee 11] (0:24 - 0:27)

Chris, you read all of those books behind you?

[Attendee 8] (0:28 - 0:29)

I haven't, no.

[Chris Moss] (0:29 - 0:30)

No, I haven't.

[Attendee 9] (0:30 - 0:33)

It looks smart. It definitely gives you credit.

[Chris Moss] (0:34 - 0:35)

There's quite a lot.

[Attendee 9] (0:35 - 0:40)

Bloody hell, that is quite a lot. Magdalena would love that.

[Chris Moss] (0:42 - 0:49)

Yeah, no, there's a lot. But it's been about 10 years of buying them.

[Attendee 9] (0:50 - 0:51)

Hello, Kay.

[Attendee 10] (0:52 - 0:57)

I clicked the link on WhatsApp, but it's not letting me in, so I'll just...

[Attendee 2] (0:57 - 1:02)

It's because they're not letting you in yet. They don't want you in yet. It's just me and Greg, all right?

Yes.

[Attendee 11] (1:03 - 1:10)

Superheroes. It wouldn't be like that.

[Attendee 9] (1:11 - 1:15)

It might be only me and you at the moment. Chris is going to give up on that.

[Attendee 8] (1:18 - 1:23)

Oh, brilliant. All right, here we go.

[Attendee 9] (1:28 - 1:29)

There you are. You're in now. You happy?

[Attendee 10] (1:30 - 1:30)

I'm in.

[Attendee 8] (1:32 - 1:48)

Brilliant. Don't turn your audio on. I can see the side of Grant now, as well as the front.

Brilliant.

[Attendee 5] (1:49 - 1:52)

I'm not sure my side image is as good as my front image is.

[Attendee 9] (1:58 - 2:00)

This is before court entertainment.

[Chris Moss] (2:01 - 2:13)

We'll just give it 30 more seconds, and then we'll jump in. And if we can get cameras on for anyone that's not sat in their underpants, it would be good to get the cameras on. I'm in my underpants.

You just can't see it. That's fine.

[Attendee 6] (2:15 - 2:16)

Red underpants.

[Attendee 4] (2:18 - 2:20)

I'm brilliantly wearing underpants.

[Chris Moss] (2:29 - 3:05)

Don't know if anyone's seen... There's a guy who refers to himself as Mr. Wonderful. And he does a lot of interviews on CNBC.

And he's on the Shark Tank for America. And he literally does all of his interviews. And he's sat in his...

He's literally in his underpants, but he has a suit on. And he's on NBC and all these other American news networks. But he then, on his socials, he records the whole thing.

And it's become quite a thing. So he shows everyone that he's doing it on his socials. But then he's got his ties, full get-up on.

Check his socials out. It's quite amusing.

[Attendee 6] (3:08 - 3:08)

That's funny.

[Chris Moss] (3:10 - 3:51)

Right. We'll get started. I see there's some people on Facebook as well.

Awesome. We've almost got all cameras. No, we have got all cameras on here.

This is amazing. Amazing. Cool.

Well, we'll jump in. This session is going to be structured in two parts. I'm going to go through some top tip side of things.

And then the majority of it will be any questions or any support I can offer from a sales or marketing perspective. So it'll be worth having to think of anything while I'm talking that there might be some value I can potentially add on that. Just out of interest, as a show of hands, who's doing beast mode or who's thinking of doing beast mode this summer?

[Attendee 4] (3:52 - 3:54)

I don't think I stopped doing beast mode.

[Chris Moss] (3:56 - 4:40)

Fair. Cool. That looked like the majority of people, which is expected.

Top tip, whether you're doing best self or beast mode, is make sure you tell your other half or your family or whoever may be affected by it. That's one thing over the last five years that is something I didn't do to start with, but now makes things so much easier because you basically tee it up before it happens. And ultimately, it's probably going to put pressure on other parts of your life.

So, yeah, teeing it up nicely ahead of time, talking it through, getting that buy-in definitely helps. Or certainly that's my experience. So, yeah, I'm sure some of you will have done that already or in your case, Grant, probably already happened.

[Attendee 6] (4:40 - 4:41)

Beast mode.

[Attendee 11] (4:41 - 4:42)

Fine, mate.

[Chris Moss] (4:43 - 12:27)

Yeah, that's how not to do it. Get the buy-in, joint goals and all the rest of it. Amazing, amazing.

So, today's session is going to be on supercharging sales and some top tips off the back of my specific session at the super event, which hopefully added some value and was good. Equally, if there's any other topics or anything I can support on from a sales marketing perspective just or a branding perspective, then just let me know as well and we can dive into those. I'll jump into my top tips and then we can, yeah, go on to the questions.

The reality is, as I sort of stressed at the session, most people will try and get more leads. They'll try and throw loads more stuff into the mix. And that some cases is needed, but actually there's an easy, quick win for all of us ahead of the championship season to make sure we optimise and make the most with what we've already got.

So, I'm not going to sort of go back through that, but yeah, I think it's worth just remembering that there's definitely some easy wins here that you can do quickly, as well as potentially putting more leads and things into the mix as well. Most people don't think about it like that though. Most business owners, me included a while back, would just think, cool, let's do more, let's do more, let's put more in the mix, which is great if you've got a funnel or you've got something that's working.

But if you haven't, the easy win might be actually to tighten that up and then put more in, which is the process I sort of go through every year. Some top tips from my side. So, the first one is along those lines.

So, executing the easy wins. So, what I'd recommend just spending 20 minutes thinking over the session I did and just think where are the easy wins for me here. So, that might be follow-ups on people that you spoke to in January, but haven't spoke to since.

It might be upsells, people or might be investors that you already work with, potentially a chance to say, look, I know you've got 100,000 with me. Do you want to lend me another 100,000? Or I know you've got these properties that we're doing rent to rent with, or SA or whatever it might be.

Have you got any other properties? Or could you recommend anyone? Or yeah, whatever the angle is.

But potentially just have a think, what are those easy wins? Because there might be stuff that you're sitting on without realising it, just because you haven't took the time to think about it. So, that would be the first tip is the easy wins.

The second top tip is incentivise the team. This will be more applicable for some than others. If you haven't got a team, potentially play a game with yourself and incentivise yourself on this stuff.

But if you have got a team, incentivise the team on what you're trying to achieve, but not just the obvious people. So, in most sales funnels, the obvious people that are incentivised are the sales-related people. But actually, potentially, there's delivery people in your teams or managers in your teams that if you can incentivise them as well along the process, the outcome can be quite substantial.

We did this in one of the businesses I went through and shared a bit about at the super event. And we Q1 this year, we got 80,000 pounds worth of bookings for that business or marketing campaigns for that business through a rebook process, a team that managed it, that never used to manage it because they weren't incentivised to it. They managed the campaigns, but they had no incentive to make sure those clients rebooked and continued to.

We added a 2.5% commission for them to do that. And they're great team members anyway, but the mindset shift that that gave was quite substantial. It was way better than I thought in short.

And then made me realise, actually, I've probably been missing the trick here by not incentivising other people in the team for the overall company performance and just doing the obvious ones. So yeah, that would be the second top tip is just think about the team when it comes to the sales or conversions or leads or whatever part of the process there is. If anyone is involved in that revenue generation, even if it's just for the short period and you obviously got a TV set up correctly and you don't wanna create sort of a rod for your back where the incentive doesn't align with the company performance or anything like that, you've gotta be careful, but yeah, it'd be something I'd consider.

Is that a raised hand, Greg? No. Oh, you're gonna karate chop me.

I've been spending too much time with the Akash below you on my screen. Amazing. So yeah, third top tip is getting someone to report in the team.

And this is something that EA or PA or anyone can do, getting them to report on those key things in the funnel. So I sort of made it really clear, hopefully at the super event that tracking this stuff, what gets measured gets done. And just by putting visuals on it will make a huge difference.

You can do that yourself, which is great. But the reality is, is if you're busy, you might forget to track how many leads came in that week or how many sales calls you had or whatever that might look like. And so I would recommend finding someone else in the team and giving them that responsibility to report on those key areas and then circulate that report to whoever needs to see it.

It might just be yourself. It might be other people in the team. But that'd be my next top tip when it comes to this sort of sales season and championship season, like what gets measured gets done.

So just get this stuff visible. And if someone else is responsible for getting it visible, even better. If it happens to be the person who gets it visible, who can also sort of influence it, that also helps because they know they're going to have to generate a report and send it round that they don't want to look bad.

So that's the third one. And then the fourth top tip, and this is maybe more broadly, but definitely from a sales and marketing perspective, is make your goals that you're trying to hit more activity-based goals versus outcome-based goals. Some of you might be familiar with this, but to relay it to sales the activity-based goal would be make 100 calls this week versus the outcome-based goal, which might be 5,000 pounds in revenue.

Because you can definitely control the activity levels, the outcome, potentially you can, potentially you can't, depending on how predictable your sales funnel is. But I would say with all of the activity from a funnel perspective, sales perspective, even marketing in general, make your goals activity-based because yeah, it's all a numbers game and you're just teeing it all up in your favour. So they're the top tips that I have got that I think are the most sort of value-adding ones to just sort of generally speaking.

I was going to share with you my CRM system and the CRM system we use and just give sort of a bit of an overview of how we use the CRM system and then some of the Excel sheets that we use as well to track all of our sales and sort of process. That being said, it'd be good to get an insight into who already uses a CRM system to track their leads, their sales and manage that. Okay, maybe 50%.

And what about Excels? Who uses Excels versus say a system or do you use... Sorry, let me say this question again.

Who uses Excel in the same way you would with a CRM system? Okay. And then who uses a CRM system as in like a Salesforce or a HubSpot or something like that?

[Attendee 6] (12:28 - 12:31)

We use both for different things.

[Chris Moss] (12:31 - 14:41)

Cool, yeah, makes sense. So that's what we do as well. So we have kind of, it's split across both.

I don't know if there's actually too much value in me going through our exact CRM system. If there is at the end with anyone who wants to see it, I can share it, but perhaps not value to sort of everyone. So I won't go through it.

But if there is any, if you're not tracking it in some way, obviously things like we use HubSpot primarily, they've got, I think they have a free offering. We pay a small monthly fee and then it can scale right up depending on sort of the features that you add on. But if you're not using something like HubSpot or there's a whole load of others, I'd recommend doing it.

One, because you can look back on it in the future. And those people you spoke to in January, you've not got to try and remember you've got them tracked somewhere. But there's a lot of features in something like HubSpot that massively helps.

So things like when someone opens your email, you can see they have opened it. If they forwarded it, you can see. If they land on your website and you've got a tracking pixel on there, it will tell you that person's been on there.

So we used to have this system set up. We've slightly tweaked it recently, but we used to have this system set up where if someone went on our site onto a particular like Advertise With Us page, a particular campaign page, that would then tell the CRM system. The CRM system would then send a text message to the salesperson to say, head of Domino's pizzas, just being on our Advertise With Us page.

Basically, you might want to reach out to them because there's no point for them to go on that page. So the advantage with a CRM system is you don't have to start it in that way. You can start it simply by just using it to make sure you keep on top of who you got.

But longer term, a lot of them, especially HubSpot have these really advanced features that each year you can go, cool, how can I take advantage? And the cost does scale with it. But yeah, some of them are sort of really, really good.

Like that one as an example. So yeah, that's it from my side. If anyone, if you haven't got any questions or you don't want to sort of stick around for questions, then feel free to excuse yourself.

But we have got another few minutes where I can go through any questions that anyone might have.

[Attendee 5] (14:44 - 14:45)

Chris, can I ask a question?

[Chris Moss] (14:45 - 14:47)

Yeah, far away.

[Attendee 5] (14:47 - 14:51)

Do you have any thoughts or advice around the difference between B2C and B2B?

[Chris Moss] (14:53 - 14:55)

Yeah, in what regards?

[Attendee 5] (14:56 - 15:18)

When you're thinking about specifically here, the kind of funnel or strategy, are there any tweaks that you could, by and large, it's applicable across the board. But from your side of things, do you have any tweaks or changes or places where you'd put more or less emphasis? Based on the difference between B2B and B2C?

[Chris Moss] (15:19 - 16:24)

Yeah, so there's definitely big differences. And the biggest difference is usually on the price point of what you're selling. That's sort of the biggest difference I see.

So with the B2B side of things, usually the price point is higher. Not always, but usually the price point is higher than B2C. You could use the same strategy to B2B as B2C if the price point is still the same.

But if it's not, then you probably need something more scalable on B2C. Say you're selling 10 pound t-shirts. As an example, you can't really, like one of our clients, JD Sports, they can't do calls with people.

It just makes no sense. They have to drive footfall, brand awareness, all the rest, because they need to sell it in huge volume equally. Yeah, anything B2B or higher price point, then there's potentially that more custom one-on-one type.

So that's probably the biggest difference off the top of my head, but then it would depend on the product and service. Yeah, does that help?

[Attendee 5] (16:24 - 16:25)

Thank you, yeah.

[Chris Moss] (16:26 - 16:57)

Amazing. It's weird, I get to see both sides of the coin in a big way. So the way in which we get our marketing clients, like your Dominos and your JDs on the sport is very much a B2B sale.

We're reaching marketing managers, directors. So a lot of that is, it is B2B sales as much as B2B sales comes. But then the actual campaigns we run for them on the whole are B2C campaigns.

So then I get to see all that side of things as well, but they're definitely different, totally different things. Amazing.

[Attendee 8] (16:58 - 16:59)

Any, Akash, can I see a hand up?

[Attendee 7] (17:00 - 17:08)

Yeah, I was gonna ask, what is your funnel? I'd be interested to understand how you've got your funnel set up and just maybe take some pointers from that.

[Chris Moss] (17:10 - 17:15)

Yeah, so for oversubscribed or for my other marketing company?

[Attendee 7] (17:15 - 17:17)

Probably for oversubscribed.

[Chris Moss] (17:18 - 19:49)

Sure. So with oversubscribed, it's in a place from a funnel perspective where it's not as advanced as my other company, just my other company has been doing it for 10 years. And each year, as you'll probably appreciate, it gets better every year.

You learn what works, you double down on it, you stop what doesn't, et cetera. That being said, my general funnel for oversubscribed is that I will get awareness somewhere. So at the Property Entrepreneur Events as one example of where I'll get that awareness and where I'll try and connect with potential audience.

And that's where I'm definitely sort of leveraging the partnership collaboration side of how to connect with people. So that's the first part of it. The second part is off the back of that exposure, I will try and drive leads in some way, whether that be through an offering at the end or a free review or something that's gonna hopefully get that awareness that I've created to convert into some sort of one-on-one relationship ideally.

And that's it, it's as straightforward and simple as that. Why that's happening, that's then supported with a social content calendar that sits behind it, that sort of goes alongside that. So full sort of transparency here.

So we will say, do an event. I will make some sort of offer at that event. I'll get leads and inquiries off that for anyone that sort of instantly like, yeah, this is a great fit, this is what we need.

But then alongside that, I'll have a content calendar on my socials running that I'll do my best to make sure I have visibility with the people at that event on my socials. I make sure I'm connected, engaging, et cetera. So then as it goes through a sort of a four, five-week cycle, I've then got case studies going out, examples going out.

So anyone that didn't instantly inquire, they then potentially do during that four-week cycle. It then stops. We only have a certain capacity each month that we can deliver because we've only got a certain size team.

So we basically fill up during that four-week period. We then follow the oversubscribe model, which is, which you'll get, a proper entrepreneur will go through, I think it's either this week coming, next week or the session after that. I think it might be next week.

And on that oversubscribe session, you'll see the sort of strategy I follow behind it on that. Yeah, does that help?

[Attendee 7] (19:50 - 20:09)

Yeah, so you've got leads and then you've got events and you're using your content calendar almost as a nurture sequence for people you've spoken to. And then after the event is your call with the client, the close call. So you have the call and then you say, is there something you want to go ahead with?

Is that correct, those three?

[Chris Moss] (20:10 - 20:34)

Yes, yeah. So it's not always a decision on the call. It depends as sometimes it is.

We don't sort of, we're not forceful in that respect. And if it's right, it sort of makes sense. And we do have timeframes usually just because of the capacity, but generally speaking, yeah, it's one call.

And then that's it from a sales perspective. Yeah, yeah, that's it.

[Attendee 7] (20:34 - 20:35)

Thank you.

[Attendee 4] (20:39 - 21:02)

David? Hi, yeah. Hi, Chris.

Yeah, thank you. What you shared so far, I was just quite interested in the CRM systems and you mentioned CRM versus Excel. I just wonder if perhaps you could talk us through how you sort of track your sort of funnel, if you like, all the way through from sort of lots to sort of the people who actually buy and just sort of what that looks like and what your numbers are.

[Chris Moss] (21:03 - 24:50)

Yeah, sure. So for my other marketing company, which is potentially a great example to sort of show that. So we have, from the start of the process, first of all, we collect data.

So you can do a lot of data scraping and find ideal contacts. So for us, that's identifying who is the marketing manager at these key brands that we want to work with. So we collect their data.

Once we've got data, that's on a massive Excel, essentially. At that point, it's not in our CRM system. We're not storing that data in that regards because they're just potential people that we could work with.

We then reach out to those people and we use a piece of software called Mixmax to do that. And that can send out, it's a bit like, I forgot what the leader is now, MailChimp. It's a bit like MailChimp, but it comes from your Gmail.

It doesn't look like a newsletter. So with MailChimp and all those mass mailers, you've got unsubscribe and it looks like a mailer. With Mixmax, it comes straight from your Gmail or your Outlook.

So it looks like a personal email as opposed to a mass one. And we have a whole strategy around the communication in those emails. When someone replies to that, it goes into an inbox.

That inbox is then filtered by someone. So there's a lot of replies. We can send out 10,000 emails in seven months.

There's a lot of stuff in there, bounces, stuff like that. Someone goes through it, highlights these are the key things. So on a daily basis, we've got five inboxes that do this.

We might have four or five leads per inbox, per day that are there of those people that we potentially wanna work with. At that point, it pulls it into the CRM system. It's then in our CRM system because they've replied to the email.

And then at that point is when we then start the sort of sales process. The email is structured to see if they want more information about the services we offer. And that's where they've replied to it and showed interest in purchasing.

And that's really where the sales process happens. And then we take them through sort of our sales process for that business, which isn't too dissimilar to oversubscribed in the sense that there's calls that are happening. And sometimes they can be longer buying processes though, just because of the nature.

Sometimes they're signed off by like chairman of large companies that can take months to do. Usually a couple of weeks though. And then in terms of the tracking around that, we have that tracks all of the comms on HubSpot.

So every time someone sends an email from the company, it's all tracked. So it pulls it straight into that HubSpot. So if I want to go onto a client that we've had for five years, go back and see five years worth of correspondence from me and three other team members.

One of them's left. Someone's moved departments. Someone else has taken over.

It doesn't matter. I can see the whole correspondence in one profile essentially, which works really well. And also we put a lot of delivery stuff but in HubSpot as well, so that we can see all of that order forms, contracts, all of that.

Then separate to that, we have Excel. So on that Excel is where the sales team and myself track the hottest leads that we've got. So it might be Logitech, a recent client that's come on board.

So they are, yeah, we were waiting for sign off. So we have like an Excel that basically says like ready to close, hot, potential lead, et cetera. Just because if you're sending out thousands of emails and you've got lots of leads, what you don't want to do is to lose clarity on who is what.

As it scales, it becomes harder because no one wants to feel like a number. And the reality is no one we work with is a number. But just because of the scale of what we're doing within that business, it's easy for that to feel the case where we don't want to lose those service levels that we have.

Hopefully that helps. Don't know if that made sense. Made sense in your head.

[Attendee 4] (24:50 - 25:14)

Yeah, no, it does. It's just interesting to sort of see how you deal with the scale of that, say thousands of emails going out. So from those thousands of emails going out, what do your numbers look like in terms of what goes into the CRM?

Let's say 5,000 emails, what then goes into the CRM and then what sort of filters down to actually be someone who actually buys in the end, would you say?

[Chris Moss] (25:15 - 28:26)

Yeah, so it's different. So we have a campaign calendar and we have different sectors we target with that structure. So it totally depends.

So for example, if we're targeting a fashion brand, we have a certain conversion rate. If we're targeting a purpose-built student accommodation block as an example, which is a big sector, we work a big sector for us as a percentage, it's about 30% of our revenue. It's our highest single sector.

The conversions on them because the product fit for what we have is so good. They convert a lot higher. So we could have, we could send out to 10 of the key people in that industry.

We could end up on five calls and we could close three of them because it's such a great fit. On the flip side, you could do it for tech brands, tech businesses, your Dell's, your Samsung's, those, the fit isn't as good, but all of them, it's not definitely a slam dunk. It depends on what they're trying to achieve, in which case those numbers can be very small.

We could send out to somebody, campaigns we have, we can send out to 2,000 people and end up on three calls and convert none of them. Obviously that's not what we want and we try and stop those type of campaigns, but that's the reality. But unless you try it and track it, you don't know.

And then there's a lot that goes into that funnel as to whether or not we can tweak a subject line to 2,000 people, that means an extra 50 people open it just because of the subject line and then we get three more calls. So we've doubled the stats on it. So it looks great.

Oh, we've doubled our conversions, but actually it was still only six people on calls out of 2,000. So it depends. And then it also depends on the quality of the data that you're putting in at the start.

But this is sort of where the key to all of this is just starting to track it all. And we've been doing this for a long time. We've been tweaking it for a long time as well.

Each year we improve it. But even now, there's some of the campaigns we're running that aren't tracked. I'd love to see the data on them and I can't because there's a slight glitch in some of our tracking.

Yeah, so I can see the, I can see we've got stuff coming out the end of it, which is good. But at the same time, some of the campaigns recently, I've not been able to see the exact conversions that I'd want, how many fell out of the conversion process, et cetera. And so this is a never ending thing.

Well, certainly that's my experience so far. The advantage with it, though, with the system I just said, and this is what I think is worth everyone tuning into, is if it's predictable and it's scalable and it's low cost to do it, it doesn't matter so much because we'll send out those 2,000 emails as long as we're not ruining relationships, then actually, it doesn't matter if we only get six of those 2,000 on a call because it took us just as much time and effort to send it to 2,000 as it would 20,000 as it would 200. The size of our market that we're targeting doesn't allow us to send it to 20,000 people.

But if it did, then we could easily, we could easily put 20,000 potential contacts into our system and run exactly the same process. So yeah, it doesn't sound great, 2,006 people on a call, but it doesn't matter because there's still six people on a call that could spend tens of thousands of pounds with us and the first half of the process is quite cheap and easy to do. That's good.

Thank you.

[Attendee 2] (28:28 - 29:30)

Yeah, it's good. Thanks for that. So I was just thinking, like my experience has been with funnels.

I don't know if you'd relate, like you kind of mentioned there, there's like links in the chain and even though some of the links might be really strong if one isn't or, and you don't always know which one it is straight away, then it can sort of fall down a bit. And obviously, with digital marketing or, you know, advertising on social media and stuff, there's always that idea, they say, well, if it's working, then you can just turn the tap on and you get more leads and turn it off and so on. But it can be hard to get that really, really kind of killer offer right so that people, so that it all basically works.

So in your experience, what are the ways that you have found are the best way to get leads in the sense that are, like you say, not very, not highly, too expensive and not such high risk, generally quite effective.

[Chris Moss] (29:31 - 32:25)

What would you say? Yeah, so you've definitely nailed the analysis of that, that first part is so accurate. It is links in a chain and it's, I was having this conversation with Dan on a board call, literally just ahead of this.

And the reality is, is it's, you have to be really in the in the nuts and bolts with all of this stuff to make it effective and work effective. Hiring someone in to do it and expecting them to be able to do it all is pretty unlikely as the entrepreneur. That is kind of your job to make sure that's the case.

And yeah, in terms of what I've seen working in terms of at the moment, so I can only really share with the businesses that like my businesses to what we see work well. So the email system that I just mentioned and sort of went through that's been really successful for us. That will generate around about £800,000 worth of revenue for that business in that just that sort of structure that I shared really, really sort of scalable cost nothing to get the leads other than the system that we had to create and the manpower to run it.

But generally versus it makes the margins good. So that's for that business works really well for us. Email marketing essentially.

But yeah, there's a lot of nuances to it. And then the second is partnerships from an oversubscribed perspective, as you will have all seen me being able to share what I know and then be able to support how we can help deliver on it is also being very good for us from oversubscribed perspective. Downside is it's less scalable, but that's not what we're trying to achieve with oversubscribed.

It is quality over quantity. So yeah, they're the two that I've seen work well in terms of our clients where it's at really from a lot of people is that paid marketing point of view. A lot of the stuff that Chris Hill went through and then other variations of that he obviously went through YouTube, but Facebook and AdWords campaigns like PPC campaigns on Google, depending on the sector, they're there where a lot of brands are having a lot of success.

But. There's a lot that goes into it, and it takes work and effort to do it. A lot of people are like, if you just do this, do that.

Like you said, you can turn the tap on money flows in. You turn it on higher. You just put more money in.

The reality is that's really difficult to do. And you have to be really dialed into this stuff and really put the time and effort into it. And then the end of that, there is lots of brands that have really figured that out and they can do it incredibly effectively and make lots of money doing it, as you will have all seen brands where that's the case.

But it doesn't happen easily and it doesn't happen sort of overnight. Rome wasn't built in a day when it comes to this stuff.

[Attendee 2] (32:25 - 32:36)

Yeah, definitely. And I agree. And I guess you also have to have enough of a budget to do all that trialing to get to the point where it's working like you can.

You need to have a bit of depth in your pockets, right, as well.

[Chris Moss] (32:37 - 33:32)

Yeah, so some of this stuff you can you can test cheaply. And the biggest thing that you actually need for a lot of this isn't necessarily big budgets, but it's time if you're doing it yourself. And it's time because a lot of people early on, you're so caught up in the delivery side of things that actually you do some of this lead stuff, you get some leads, but then you spend a week and a half making sure it's being processed, delivered, et cetera.

And then you forgot what you were doing and then you repeat that process and you have this like continuous spikes. Whereas if you can get the time, your time back so you can focus just on the sales and marketing and hopefully following in the blueprint and every year it gets better and it's not flawless. I've been trying to figure it for five years and it's still I still get sucked into stuff that I'd rather not.

But yeah, every year I'm able to spend a bit more time on the sales and marketing side of things and keep that going. And there's a team now that do that as well. But yeah, that would be my experience.

[Attendee 2] (33:33 - 33:40)

Yeah, thank you. And with the data capture, is there a particular is that manually or do you use a service or something to get the data?

[Chris Moss] (33:41 - 35:29)

Yeah, so yeah, there's a lot of AI and a lot of softwares out there that allows you to do it. Hunter IO is one of them and worth writing down. And you can go on, you can go on places like People Per Hour and search data scrapers.

I think they refer to themselves as and you can basically say I want these people from these types of companies. So I want for us marketing managers at companies of this size with brands that are targeting these types of people and they can go and find us that data. We hire someone in-house now to do that, who's someone based in the Philippines to be able to quite cheaply for us be able to scrape lots of lots of data.

There is also plugins. So there's certain plugins as well where you can scrape lots of data from Google. If you search like Google data scrapers, stuff like that, you'll see.

You can also use sales navigator on LinkedIn as well to do part of the process. You can identify a lot of people down there, pull it off there and then put it into other data scraping tools like Hunter IO to pull it all. Yeah, spend a bit of time looking at it and you'd be able to piece the puzzles together on it.

It does depend on what data you're scraping. If the larger the company, the easier it is to to get the data because the marketing a certain sort of formula for the emails and they generally. Yeah, I think that's how it does it.

Yeah, I think I think it looks across the whole Internet and goes, cool, we found 10 emails. That's first name, dot last name at email address. And then it goes, cool, you're looking for the marketing manager.

We got that bit of information from LinkedIn. We know the marketing manager's first name and last name is X. Let's put that together.

You can then run that data through something called bounced. Let me just double check that. It's been a while since I've done it.

Let me just check that. That's what I see. They're called balanced and balanced.

I think it's called balanced.

[Attendee 5] (35:36 - 35:42)

This is gold, by the way, Chris, I'm going to have to rewatch this and take more notes. This is brilliant. Thank you.

[Chris Moss] (35:43 - 35:49)

Awesome. I'm glad trying to get like 10 years of stuff here. Pretty difficult.

[Attendee 5] (35:49 - 35:51)

You've saved me a decade. I appreciate it.

[Chris Moss] (35:52 - 36:52)

And. Cool, it's called Never Bounce. Sorry, we still use it.

I just don't don't do it myself anymore. It's called Never Bounce. And basically, you can take any data list and you can put that data list into Never Bounced.

And it will check whether it's a real email or not, because what you don't want from your email server is sending out loads of bounces, loads of spam, because you can get yourself in trouble and now block your domain and all the rest of it. So, yeah, another good platform to look at is a platform called Lemist. It allows you to warm your email up so you can be sending out lots of emails without hitting spam filters because of it.

Yeah, and it will tell you how good your domain is in terms of your emails of whether you're likely to hit spam boxes or not. Yeah, all of these softwares that I mentioned as well all have freemium versions, most of them anyway, or very low cost, like tens of pounds as opposed to thousands monthly subscriptions, most of them. And those costs I'm seeing all the time are coming down more and more as AI and stuff like that's coming in.

[Attendee 2] (36:53 - 36:53)

Brilliant. Thanks, Chris.

[Attendee 8] (36:56 - 36:57)

Any other questions?

[Attendee 3] (36:59 - 37:20)

Chris, just a quick one for me. So using the CRM system and the emails, and you mentioned it yourself and your team's history can all be tracked on there. Is there a way to link WhatsApp with it or any useful tips?

Is it just to keep all your communication on emails if you want it all there? Or is there a way to link it in?

[Chris Moss] (37:21 - 37:26)

Yeah, so as in, could you link in WhatsApp messages into your...

[Attendee 3] (37:26 - 37:46)

Yeah, I'm just thinking like in terms of like the lines of communication, a lot of the time we try and keep it on email, but then a lot of clients will respond on WhatsApp. So it's just whether you can link the two together. It might be more of a technical question that I ask.

We've not got a CRM system. We're looking to get one set up. But yeah, just any advice really on that.

[Chris Moss] (37:47 - 38:26)

Yeah, so I've just Googled it and there's a WhatsApp business integration with HubSpot. And so I think the answer is yes. We don't use it because a lot of that business where we use HubSpot, a lot of the communication is done via email.

The odd WhatsApp, but majorities. If someone takes a WhatsApp, then maybe they're following up with someone and they're using WhatsApp as an example for my other business. They then put a note on there and just say, did it on WhatsApp, etc.

Appreciate at scale, that's not productive. But yeah, it looks like there is a WhatsApp business integration with HubSpot. And I imagine a lot of the other CRM platforms probably do as well.

[Attendee 3] (38:27 - 38:44)

Brilliant, thank you. And yeah, just before we engage on any CRM system, any key things, so you mentioned HubSpot, price wise or anything that you're looking at, is there free versions of it or is it just a matter of having calls with a number of different ones or any advice again?

[Chris Moss] (38:44 - 40:52)

Yeah, so I've probably used about three or four CRM systems since I started. Salesforce for a while, I think the other one was called Basecamp, but it's like the sister to Basecamp. I forgot what it's called now.

If you have it, if you search Basecamp, you'll see there's Basecamp and there's another side of it as well. I don't know if they're any good anymore. We're talking like over six, seven years ago when I used Salesforce and them.

Salesforce is still a massive player, so I imagine they're still really good. But then we switched to HubSpot at the time, about seven years ago, I think that was or six years ago. They were sort of the up and coming, but still really dominant, really good.

There's actually a great book of how they scaled from zero to a hundred million. And it's to do with this whole funnel, everything we spoke about. So for anyone that's interested in reading a bit more around it, I recommend having a read of that.

But yeah, HubSpot is definitely one that we've used with success and it's great. How their packages work is that they have a freemium model or they used to have a freemium model that doesn't give you that much functionality. And then if you want more functionality, you pay about £150 a month, something like that.

And then it goes right up. At one point, we were spending about £1,200 a month on their CRM function. And that is where you can have it send text messages when people land on your site, proper full automation on it, proper onboarding.

But our website used to change depending on the location someone looked at. So if someone looked at it within Bath, the site knew they were looking at it in Bath. Your website is integrated into all of it.

And then it changed the copy to be like, hey, are you looking to use as a landlord, an example? Yeah, it could change it to sort of address the landlord in Bath as opposed to just being generic. We're looking for the landlords.

We're looking for Bath landlords, but you could then duplicate this across millions of territories, essentially. Yeah, but that's where you're very advanced. But a great platform from my experience.

I'm sure there's lots of others. So you'd probably be best to put it in the community and just say what CRMs people use it in and just see what other people are using. Yeah, is what I would suggest.

[Attendee 3] (40:53 - 40:54)

Lovely, perfect. Thanks for that.

[Attendee 8] (40:57 - 41:02)

Any other questions? I think I saw one, Steve, from the chat from you.

[Chris Moss] (41:04 - 41:07)

Oh, is it? I think Grant's seconded HubSpot's great.

[Attendee 1] (41:09 - 41:13)

Chris, is GoHighLevel, is that, have you heard of that? Any experience with it?

[Chris Moss] (41:14 - 41:26)

I've heard of it, but I've got no experience with it. Someone actually mentioned it to me at the last, at the super event and seemed to be talking really positively about it. But yeah, I can't add anything other than that, I'm afraid.

[Attendee 6] (41:31 - 41:43)

Chris, I don't know if you can hear me, but my microphone, you're all right, OK. My question is more about your follow-up process. First of all, do you follow up at all?

And if you do, how frequently are you doing that? And when do you decide that it's not for them?

[Chris Moss] (41:44 - 44:10)

Yeah, so it depends on, it depends on, we've got very different ones for the businesses and the sector within the businesses and who we're targeting. The main thing with the follow-up is you don't want to be annoying, but it's possible not to be annoying and still follow up a lot, which is the key sentiment from this. You just have to be a little bit more creative.

No one wants a follow-up that's like, do you want to buy? Like that, that's annoying. A follow-up that has a reason for the follow-up is a different thing.

Yeah, that's probably the sort of applicable advice for sort of everyone is just be creative with your follow-ups and think about what those follow-ups can be. In terms of the other businesses that I've referred to a lot during this is the follow-up for that is there's a six step follow-up off that initial email of seeing if they want to, we basically use the term partnership, whether they want to partner with us. Yeah, and then if they engage during that, and you'll see the oversubscribed model, which includes some of that in there.

At the end of that process, there is, if they've engaged with us, we then have another follow-up process as well. And on that, again, there's about five follow-ups. Once we've had a call with them, there's then about five follow-ups on that.

But that product and service has very, very clear, genuine urgency and scarcity that in the industry, everyone appreciates it because there's hard deadlines in the industry. We work in the student market. So there's like key events that happen in the student market.

They all return in September for freshers. So like the urgency, like that time is going to pass. So yeah, that really helps.

And it might be building into whatever you do, some element where you can create that to some degree and play the game a little bit. But a lot of businesses genuinely have some element of urgency or scarcity, whether that be from a, having to process the orders or from a capacity perspective. So oversubscribed as an example has like genuine capacity issues.

If we had 20 people today say, look, can we build this? But we couldn't do it. I could schedule them and say, look, we can do in three months time or that side of things that I could potentially.

Yeah, obviously, we don't want that to happen because no one sticks around usually for six months to get some work done. So yeah. OK, I don't know if that answers your question.

[Attendee 6] (44:11 - 44:18)

No, it does. You want to start with this. How do you follow up without being annoyed?

So I think that's great. Thanks.

[Attendee 1] (44:19 - 45:20)

Awesome. Yeah, Chris, just to follow up on that. Great points.

I think anyone who's on LinkedIn is probably getting these automated follow ups. I seem to be getting loads of them recently. And like you said, they are annoying because you haven't even engaged with them yet.

You're still getting the follow up message like three days later and another one three days later. So, yeah, that's really annoying. So it's interesting how you counter that.

But also the question around what you mentioned around different sectors, you have a different strategy per sector, I'm guessing, and a different funnel and a different campaign for whatever sector you're in. And then it's just trying to find some common ground like in the university market. Does it cut off at each point?

So is that what your advice would be is to the sector that you're targeting, trying to find a specific point that would provide some sort of time frame on it to urge them into action, I guess.

[Chris Moss] (45:21 - 46:11)

Yes, in short, just on your first point of those LinkedIn messages and any correspondence, the reason they don't work is they don't feel personalized enough and they're not genuine. If someone who was genuinely trying to reach you on LinkedIn sent you a genuine message, if you opened it, you'd probably potentially reply to them if it was a fit for you, for where you're at, for what you're doing. And it was clearly for you.

Whereas the problem with 99.9% of those messages is they're not, they're clearly missed the mark slightly or they're a bit spammy or it's not genuine. And that's with any of this stuff at scale what you're trying to achieve. No one wants to feel like they're being mass marketed to.

And yeah, and that's easy to do when you're a small business. But as you try and scale that can be lost. Yeah, it is my experience.

What was the second part?

[Attendee 1] (46:12 - 46:43)

Just around if you're choosing a sort of niche or specific target, market or audience, you know, are you having, even though it's the same business that you're selling or same product or whatever service, are you then using a targeted campaign purely towards that niche and a different sales funnel, different target campaign, different, yeah, for the same product, but just trying to niche it down.

[Chris Moss] (46:44 - 47:36)

Exactly that, yeah. So the service we have for the other business is exactly the same. It doesn't matter who we're selling to, the economics the same, the delivery is the same, the product is the same.

But the way in which we engage during our funnel is different and that fits with the person that we're engaging with, where we could send out 2000 emails to a particular group of people that if they've just finished their letting period, as an example in the student market, and we email them in March, no matter how good any of the stuff is, it's the wrong time of year for them, they've just fully let. If we email them in August, as an example, or September, when they're starting to think about that new cycle, those 2000, we could easily get 100 people that are like, okay, this is a perfect fit for where we're at. Equally another industry, the timing might be the reverse of that.

So we have a campaign calendar that maps out every single month, the key sectors, the key groups of people we work with, what's the time, what's the messaging, and what does that look like?

[Attendee 1] (47:37 - 47:50)

And I'm guessing I'm answering my own question here, but you probably just spend some time mapping out who those key ones are, and just building one of those at a time and then adding them in as you go along, adding different.

[Chris Moss] (47:52 - 49:03)

Yeah, exactly that. So we had it for the first time properly built out two years ago, and basically at the start of the, or in autumn, I do this in autumn, so I'll plan out Jan, Feb, March, April, May, all the way through 12 months, who are we going to target? What year?

What dates are we sending that out? What's the angle and the urgency with them? And then we do that for every single thing.

And then first of all, it was like three or four industries. Now each month's maybe got about eight or nine in there, and there's some months that have got more, some less. Yeah, and then we took that last year.

We looked at the data and said, cool, what worked last year? Cool. We sent out to this sector.

We got very little response back. Maybe that's not the fit that we thought it was. So let's not do that.

But actually, this was a good one. So let's double up on it. So each year we duplicate that calendar.

We look at what's worked, and then we try and improve it. And that's where that whole, the whole section I did around the conversion rates and the tweaking, that's where it really comes into play. Yeah, but you've got to be at a bit of scale for that to be really effective.

But even if you just, so even with oversubscribe, which is a lot less advanced than where that business is at, I go through a sort of a smaller version of that as well.

[Attendee 2] (49:04 - 49:25)

Okay, awesome. Quick one on that. With the email marketing, what are your, what have you seen works like?

Is it, especially that first one, when you send it out, say to 2000 people, is it long? Is it short? Is it direct?

Is it sort of a bit friendly and fluffy? Or is it quite straight to the point? Is it an offer direct?

What are the few things that you've found works better?

[Chris Moss] (49:26 - 51:35)

Yeah, so it's very, very dependent on the industry, who you're targeting. And that, ahead of all of this, it's really important to understand your target persona and who it is you're trying to engage with. Massive differences between B2C, B2B, how corporate that company is, how it's not.

Some of the people we will engage with that business are managing directors of small businesses. Some of them are marketing directors of very large multi-billion sort of dollar companies. Wording and the messaging is different for all of them.

As a general rule of thumb, though, for that first one, is they're usually not too long because no one's going to bother reading it. There's usually a subject line that doesn't scream sales the second they see the subject line. There's usually not that much information in it.

It's more of a spark interest and getting them to actually put their hand up and say, hey, this could be of interest to me. For those brands, that's what we're trying to use. Massive key one, took me years to figure this out.

I feel like I'm giving away all the secrets here. Happily, happily, man, is the term partnership for that particular business was a game changer in the subject line. Equally, if you Google good subject lines to get people to open your emails, there's a lot of others that people recommend that we've not tested because that works for us.

But there's some others real good ones that I've seen that I look at. I think QuickOne was a good one that supposedly, according to HubSpot's data, had done really well. We've not tried.

In fact, we tried it on one campaign. And this is a great example of why I haven't looked at the stats to see whether it worked as to whether we should roll it out. But yeah, that could be one to sort of test.

But that's where all the tracking of this is so important because you can then see, cool, did that work? And through that MixMax software I mentioned before, you can go in and you can see I can go back to that campaign now, even though it was about three months ago when I saw it and thought, said to the team, look, let's just try it. I can go back to that still and see, look, what were our open rates?

How many people clicked it? And what were the reply rates? And then we've taken it to another level where we can then see the revenue generated off the back of that.

But that was sort of a bit of a custom build Excel bodge together that one of the team did that works. But it's not very replicable.

[Attendee 2] (51:36 - 51:41)

Do you always send emails at the same time? Because obviously that's another variable that could potentially affect things.

[Chris Moss] (51:42 - 52:24)

No, so we test that as well. So we think about that. We've tried like Monday mornings.

We've tried later on Friday afternoons. And challenges is so everyone else thinks this too. So, yeah, everyone's like, well, Tuesday might be a good day because they've cleared the decks off Monday.

Let's try Tuesday. Clear, clear, but not so bogged under. But then so loads of people think that's then they get loads of emails.

Then actually we tried Friday afternoon and it was quite good because no one says emails on Friday afternoon. And so, yeah, we've not got a golden solution for that. I'm sure there's some stats somewhere that you can find that might suggest it.

But the reality is, it's probably different for your market. We've not seen anything that massively makes a difference where we're like, we've got to do on a Tuesday afternoon. If not, it's ruined.

[Attendee 2] (52:24 - 52:25)

Yeah, yeah, yeah.

[Chris Moss] (52:26 - 52:46)

Thanks, Chris. Cool. And I've got eight more minutes if anyone does have anything else, but feel free.

Hopefully I've made this clear before to excuse yourself if you haven't got anything or don't want to listen to anything else. And don't feel like you've got to stick around. I've gone way over the 30 minutes that was scheduled.

Has anyone else got any other questions?

[Attendee 1] (52:46 - 53:18)

There's another quick one for me, Chris. So for instance, if we were looking to use something like HubSpot, would you recommend initially if you never used a CRM like that before, would you recommend getting somebody out, getting somebody in with experience to help you build that initially to a point where you can get it working? Or would you just DIY go and because that's the best thing for you to do as the business owner, entrepreneur, you know, your market, you kind of know the wordings.

Any advice around that?

[Chris Moss] (53:19 - 54:55)

Yeah, it will depend potentially on the integration process. So if you've already got a CRM system where you've already got a lot of data or you've already got something and you need to take it from somewhere and get it onto there, you might not want to do that yourself just because it could be very intensive. You could get it wrong and you might need a real specialist.

If you've never had a CRM system and you're thinking, OK, we should have one of these, it'll be a good foundation for moving forward. I would probably suggest learning the basics yourself at the very least and then getting someone to implement it. Because like with everything, if you don't know much about it, it's really easy to hire the wrong person, direct them incorrectly, not hold them accountable correctly, et cetera, not because they want to do a bad job, but just because it's poor communication, you don't know what to communicate.

So yeah, that would be my thoughts on it. Equally HubSpot in particular, I know about, I'm sure all the other platforms do. A lot of them have like, I think they call them like academies and stuff like that where they have like the ultimate training videos that there is.

With HubSpot, if you end up going for their real premium one, so when we had the lower end version, then we scaled it up and as that scaled up version, I think it was about, and this was a number of years ago now, but it was about £1,200 or £1,100 a month. They did a full onboarding process and you've actually had a success manager that helped you do that integration process. They taught you what you needed to know.

They taught team members. So depending on the scale in which you do this, you might actually, the platform might come with success managers or whatever they call them to help you through that.

[Attendee 1] (54:55 - 55:05)

Yeah, one of the things we looked at with HubSpot is that it does get, it seems to get quite expensive quite quickly as you scale. So have you found that to be a hindrance or not?

[Chris Moss] (55:06 - 56:19)

So for us, it's been fine, but will we have, yeah, that is definitely the case. Yeah, like every time you see a feature, like, oh, that'd be useful. And it's like, you can have it for an extra £300 a month.

It's definitely their model. And some of them we look at and we're like, cool, that makes sense. And we really did scale it.

But then we changed our lead systems. We used to have eight full-time people for that business who were calling, cold calling out. We then switched it from eight full-time salespeople to basically emails doing a lot of the same work that those eight people did.

So we then didn't have eight people anymore calling because it was more leveraged with the emails. And at that point, the subscription we had and the stuff we were using on it didn't, we didn't need most of those features because it was geared up towards the system we had previously, not so much the email. The email system massively can get effect, cost a lot for it, but that's why we have our main lists, not stored on HubSpot.

They're all on Excel and they only go into HubSpot once we have had engagement with the people because that way we've not got 30,000 people that we're paying for that storage. And a lot of the cost for it is in how many contacts you've got in it. And that's how you can keep your contacts in it down.

Yeah, if that makes sense.

[Attendee 1] (56:20 - 56:28)

Based on engagement. So if you're not then sending those initial emails, that's just coming out of your Gmail or your Outlook initially, yeah?

[Chris Moss] (56:28 - 57:30)

Exactly, yeah. And that's where Mixmax comes in. So Mixmax is a fixed fee.

I can't remember what it costs us, maybe 60 pounds a user, something like that. And yeah, and then you can send out, they recommend 200 emails a day, but that's why we have five inboxes doing it automatically at any one time because then you can still get the scale from it. Have got to be careful with that approach though to not get your domain name blacklisted.

And there's a few other bits like lemmas that stop you from doing that. If you make sure your outreach is legit and you go into proper people that are actually interested, basically you can't spam with that approach. Yeah, what I'm trying to share here is how to scale authentically, not just spam loads of people that don't care.

That's not the approach we've built. And the approach we've built wouldn't work with that. We'd get blacklisted very quickly.

And no one wants that. And then you've still got to sort through all the bad inquiries and stuff. Yeah, it's a balance between quality and quantity all the time.

That's the dilemma every week that comes up in a meeting at least once a week. Do we need to put more into this or do we need to get better quality?

[Attendee 1] (57:31 - 57:32)

Awesome, thank you.

[Chris Moss] (57:33 - 57:55)

Cool, three minutes. Any other questions? If not, we'll leave it there.

Amazing, cool. Well, hopefully it's been useful and insightful. If there are any messages, feel free to drop me a message, put it in the group.

And depending on what it is, I might be able to sort of just come back and support on it as well. Amazing.

[Attendee 11] (57:58 - 57:59)

Thanks so much.

[Chris Moss] (57:59 - 58:03)

I'll see you all next week, actually. I'm doing a session next week. So I'll see you next week.

[Attendee 6] (58:04 - 58:07)

Chris, can you wear your hoodie next time? It's making me nervous.

[Attendee 5] (58:09 - 58:11)

Poor guy would be sweating it.

[Attendee 6] (58:14 - 58:22)

This is the only reason I'm not. This is the only reason. I told you before, Chris, you need to over-subscribe with your vest.

That would be the easiest thing to do.

[Chris Moss] (58:22 - 58:26)

Do you know what? I've actually got three over-subscribed t-shirts, but I've managed to shrink them all.

[Attendee 6] (58:28 - 58:29)

It won't be me then.

[Chris Moss] (58:30 - 58:31)

See you guys.

[Attendee 6] (58:32 - 58:33)

See you guys. Take care, everyone. Bye-bye.