



SALES ENGAGEMENT

masters

POWERED BY  Skaled

*April 23, 2020, Session 2*



LECTURE, 1:00 - 1:30 PM CT

# Four Steps to Amazing Sales and Marketing Alignment

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# Four Steps to Amazing Sales & Marketing Alignment

— How Sales & Marketing can thrive in harmony! —

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# Sales and Marketing Dream Team



## **Kevin Dorsey - Vice President of Inside Sales**

*Top 10 Inside Sales Leader, TOPO Sales Development Exec of the Year, other random made up awards. I think like a marketer act like a salesperson.*



## **Jared Jost - Vice President of Marketing**

*Revenue focused marketer with experience building demand generation programs for B2B companies across multiple verticals*

# About PatientPop

We provide a platform for independent healthcare providers to promote their practice online, attract patients, and retain them for life. (Talk about growth/success)

- Target audience: Independent Healthcare practices
- Length of sales cycle: 28 days
- # of decision makers: 1-3
- Competitive market dynamics: crowded with point solutions, consultants and a DIY mentality

# The Challenge

Demo book rates were OK, but could be so much better

Inbound and Outbound were operating in silos without strong collaboration

Production and activity volume were very low and unpredictable

# The Four Steps to Alignment

- The Strategy
- The KPIs
- The Tactics
- The Tools

# Step 1: The Strategy

- Take the best from Sales and Marketing and truly work together to improve
  - Create a feedback loop across Inbound and Outbound
  - Have regular meetings involving all parties
  - Have the TOUGH conversations!
- Integrate Inbound and Outbound activities with a scalable process
- Align on Revenue First - Then Work Backwards



## Step 2: The KPIs

Tracking activities and outcomes

- SDR activities: time to first touch, # of touches
- Performance by asset: Demo book rates, win rates
- Demo metrics: DM v Influencer performed, days to perform

Goal: Build the buyer's journey to purchase through the metrics



# Step 3: The Tactics - Keywords and Ad Copy

Marketing knows prospect behavior better

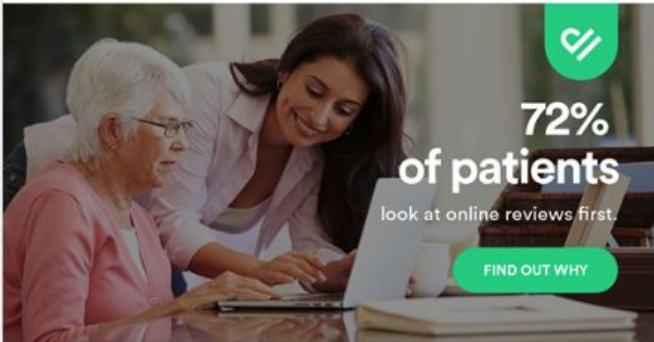
Infuse what works in marketing into sales outreach

Common Objections- Problem Based Language

# Step 3: The Tactics - Keywords and Ad Copy

 **PatientPop**  
Sponsored · 




72% of patients say their first step in finding a new doctor is checking online reviews.



PATIENTPOP.COM

**How do you compare to local competitors?**

Find out instantly!

 Like  Comment  Share

Hello Dr. {{first\_name}},

Love them or hate them online reviews have changed the way doctors run their practices forever.

"Almost three-quarters (72%) of patients use online reviews as their first step in finding a new doctor" - Software Advice

Now I haven't been to your practice, but I have to assume you have more happy patients than what your reviews show right now [INSERT IMAGE OF REVIEWS], and I'd like to help you change this.

In fact, the easiest place you can really stand out against your competition is just having more and better reviews.

# Step 3: The Tactics - WWTCS - Handout

Interview 30 Customers and Ask the following:

What does our product do for you?

Why did you buy?

What problem were you hoping to solve?

What you were afraid of?

What has changed the most since you've bought?

What is your favorite part of our product?

# Step 3: The Tactics - Content & Conversion %

Content for all each stage of the buyer's journey


Which content assets perform best?

Integrate in Outbound Campaigns and build a "Super" Cadence

# Step 3: The Tactics - Content & Conversion %

**5 ways your practice can outpace the competition**

Learn how to stand out against healthcare competitors so more patients choose your practice.



**Watch the webinar for free**

Full Name\*

Email\*

Phone\*

Practice Name\*

# of providers at practice

By providing your information, you will occasionally receive practice growth content, news, and other promotional offers from PatientPop.

[Watch](#)

**Staying ahead of your healthcare competitors involves much more than providing unique, quality care. Watch this healthcare practice competition webinar to learn:**

- Why you should focus your practice's marketing efforts online
- Steps to online success for healthcare practices
- How PatientPop helps healthcare practices outpace their competition

**PATIENTPOP** Products How it works Resources Company Contact

**Download the free whitepaper**

Full Name\*

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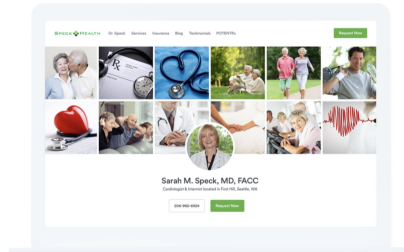
**2019 healthcare providers survey report: online reputation management**

The second edition of the healthcare provider survey report identifies year-over-year online reputation trends and reveals how practices can move ahead in their market.

## CASE STUDY

### Seattle cardiology practice doubles new patients

- Practice size: 2 providers
- Specialty: Cardiology & Internal Medicine
- Location: Seattle, WA



“

“We’ve seen a huge increase in web traffic and have a steady stream of new patients who’ve discovered us.”

## Testimonial Quotes- Ideally categorized by practice type (Dental, Ortho, etc)

“In our first year with PatientPop, we have seen incredible results. We’ve been with multiple companies in the past and nothing rivals PatientPop.”

- SARAH SPECK, MD, FACC

“The process to join PatientPop was efficient and easy. We are already seeing results after just two months.”

Amy Alberse, Coordinator at CorCareTX

“We have seen incredible results with PatientPop. Nothing rivals the SEO and analytics PatientPop provides.” - Justin Klein - Back Total Health

“This is the best SEO I’ve ever had. The scheduling, profile review, and web presence have been great. I would, and have, recommended PatientPop to colleagues.”

- David Bray - MD Plastic Sur Images/Product Shots

“We couldn’t be happier with PatientPop.”

- Kaialani Morimoto - MD - PI

## OB-GYN:

### Results with PatientPop



Dr. Amersi

Orthopedic Surgeon:

### Results with PatientPop



# Step 3: The Tactics - Content & Conversion %

Asset Title	Leads Disp...	Demos Boo...	Demo Book...	Wins	Win Rate
Request Demo	1	1	100.0%	0	0.0%
Dr. Mermet	3	2	66.7%	1	50.0%
5 Ways Patient Expe...	13	3	23.1%	0	0.0%
Responding to patie...	25	3	12.0%	0	0.0%
Become a healthcar...	16	1	6.3%	0	0.0%

**Subject** Have you done this lately?

Arial 11

Hello Dr. {{last\_name}},

When's the last time you Googled you and your practice?

If you haven't done it in a while, I've actually included a link to our very insightful [Competitive Scanner](#) that does way more than just a Google search.

Not only will it show you how you're showing up, but also how your competition appears, too. You'll know exactly where you're doing well, but also where you could be losing out on patients.

Go [here](#) and enter your practice info and see how your practice is stacking up against the local competition AND learn what you'll need to do to improve your results!

Best

## Step 3: The Tactics - Aligned Campaigns

Align on target audiences, content, and cadences for campaigns

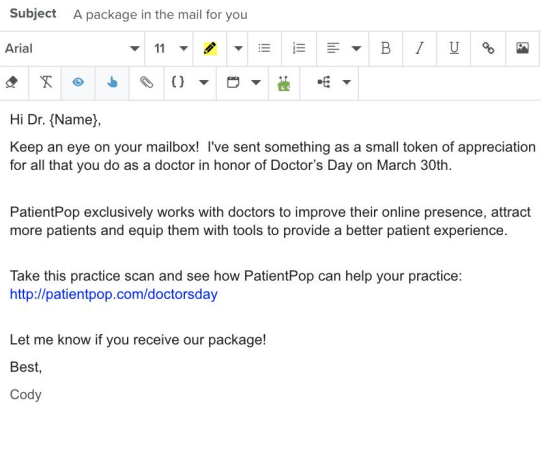
Coordinate execution across multiple channels - display, direct mail, email, call, video

Bring engaged audiences into retargeting

Disposition leads that do not make it to an opportunity into nurture programs



# Step 3: The Tactics - Aligned Campaigns

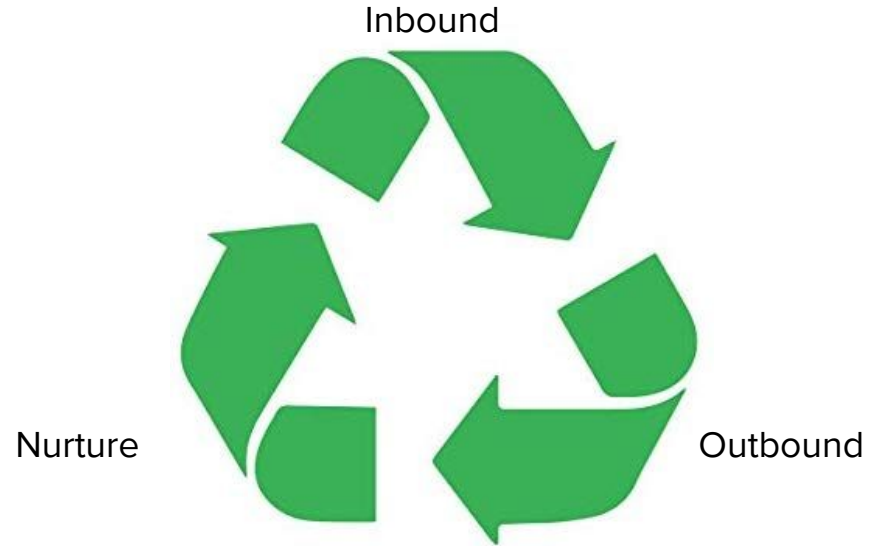


# Step 3: The Tactics - Lead Nurture

Re-engage prospects through top of funnel content and campaigns

Engagement moves them back to Outbound

Rinse and repeat



# Step 4: The Tools - Tech Stack Setup

Sales process & communication tool

Marketing automation platform

Direct mail integration

Meeting scheduling/routing

Copywriting services

Video prospecting

Sales call recording and analysis



**CHILI PIPER**



# The Results - Did it work?

- 60% YoY increase in marketing-sourced revenue
- 27% increase in demo book rates on marketing generated leads
- 70% decrease in time to first touch in Q2
- 12% increase in demo performed rate
- Outbound rates - Have more than double OB meeting production.
- Win rates / Revenue - New highs in wins, ACV, and total revenue production.

# Takeaways

Close the loop between sales and marketing - apply the best of both worlds

Enable Allbound approach to engage prospects through online and direct channels

Test, measure, optimize... repeat



*Connect with our speakers on LinkedIn*

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