

# New Business Sales Platform

This backgrounder is intended to define the Sales Platform, its strategic role in agency new business as well as the tactical applications, and to provide a checklist of key criteria for success.

## Strategic Definitions

**Agency Positioning** – The core description of the agency as a brand that sets the stage for communications by defining the agency’s ‘reason for being’ and key point(s) of differentiation. Typically the positioning is demonstrated through the messaging, rather than expressly stated, and reflected in all forms of agency communications.

**Sales Platform** – A highly targeted ‘disruption’ tool designed to generate awareness and interest from new business prospects who are not actively pursuing new marketing initiatives or a new agency. A Sales Platform is typically translated into collateral that demonstrates one aspect of the agency’s capabilities, and therefore multiple Sales Platforms are sometimes necessary for broad new business development programs.

<u>Tactical Applications</u>	<u>Target Audience</u>	<u>Tactic</u>
Agency Positioning	Public	Web site, blog, speaking engagements
Sales Platform	Current Clients	Reintroduction presentations
	NB Pitches	Differentiation for RFP’s, pitch presentations
	NB Outbound Prospects	Direct marketing targeting specific vertical(s)

## Checklist for a Successful Sales Platform

Sales Platforms are intended to grab your prospect’s attention based on addressing a *likely* business challenge the prospect is facing. Key elements include:

- ✓ Fresh insights beyond what the prospects are likely gathering now:
  - Focused on key trends impacting their category
  - Focused on a specific demographic
  - Focused on a technology trend impacting their business
- ✓ Demonstration of the agency’s strategic expertise
- ✓ Key differentiating factor of the agency – POV, thought leadership
- ✓ Support by external credibility through primary research or beta testing
- ✓ Perceived added value (IE: prospect would have to pay to get the information otherwise)
- ✓ Strategies to deal with a pain point or challenge that keeps the prospect awake at night
- ✓ Sense of urgency to receive the presentation *NOW* as to not miss out on critical business building information