

Outbound Excellence

Strategy for Selling Into A Target Industry / Market

1) Choose a Vertical or Horizontal Market

<input type="checkbox"/> Retail Clothing	<input type="checkbox"/> Warehousing / Distribution
<input type="checkbox"/> Manufacturing Automotive Parts Pulp & Paper Clothing	<input type="checkbox"/> 3rd Party Service Providers
<input type="checkbox"/> Transportation & Logistics Route Accounting Courier Services Third Party Logistics	

2) Clean Out Database of all Non Target Market & Non Qualified Accounts

<input type="checkbox"/> Minimum of \$50M in Sales	<input type="checkbox"/> Minimum of 3 Locations
<input type="checkbox"/> Minimum of 100 units	

3) Schedule Calls With At Least 2 AMs or SSRs That Have Large Active Buying Accounts In Your Target Industry / Market

Check US, Europe & Canada

What Types of Equipment Are Companies In This Industry / Market Standardized On?

<input type="checkbox"/>	Manufacturer & Model
<input type="checkbox"/>	What Unique Features Has Led Customers To Standardize On This (These) Particular Units?
<input type="checkbox"/>	What Are Some Other Products You See In This Industry?
<input type="checkbox"/>	Is There A Next Generation Product That Companies In This Industry Will Be Migrating Towards?

How Do They Use The Equipment?

<input type="checkbox"/>	Inventory Tracking
<input type="checkbox"/>	Work In Process
<input type="checkbox"/>	Kitting of Parts
<input type="checkbox"/>	Converting Parts To Sub Assemblies
<input type="checkbox"/>	Route Accounting
<input type="checkbox"/>	Other _____

In What Physical Location Is This Equipment Located?

<input type="checkbox"/>	Production Line
<input type="checkbox"/>	Shipping / Receiving Docks
<input type="checkbox"/>	Retail Check Out Counters
<input type="checkbox"/>	Delivery Trucks
<input type="checkbox"/>	Warehouse / Distribution Centers
<input type="checkbox"/>	Other _____

What Type Of "Pain Points" Did Your Customers Experience That Led Them To Try Ryzez?

<input type="checkbox"/>	Are there Common Trends?
<input type="checkbox"/>	What Would Be An Ideal Situation For A Customer To Receive Maximum Benefit From Becoming A Ryzez Customer?
	# of units
	# of locations
	type or age of equipment
	software

4) Obtain Target Industry / Market Leads

The Foundation Of Your Account Base Should All Be Your Target Industry / Market Leads
 Your Contacts Within These Accounts Will Provide You With Leads To Increase Both the Breadth & Depth of Your DB
 Don't Lose Your Focus - Focus ONLY On Learning Your Industry Customers, Products, Pains & Solutions

Use The Leads Team!!!
 Don't Lose Focus Researching Prospective Customers - Have The Leads Team Research Your Prospective Accounts
 FOCUS ON EARNING NEW CUSTOMERS through Education, Knowledge & Experience

5) Educate Yourself On Your Industry / Market

Identify 2-3 Top ADC Trade Magazines for This Target Industry / Market
 Subscribe To At Least 1 Magazine & Read Every Issue Cover To Cover
 Lead Check All Companies With Featured Articles & Companies With Paid Advertisements

Leverage ADC Industry News as "Valid Business Reasons " To Call Customers & Potential Customers
 Let The Value Add You Provide To Your Customers Be That You Are The Source Of Information On New ADC Industry Trends

Each Month Check For The Latest News On Each Of Your Target Accounts - Valid Business Reason To Call
 Sign Up For Electronic Notification On Any News Releases Featuring Your Target Accounts or Your Target Industry

<input type="checkbox"/>	Hoovers - News Releases On Your Accounts
<input type="checkbox"/>	Yahoo - News Releases On Target Accounts or Industry
<input type="checkbox"/>	other _____

6) Develop A Call Strategy For Your Target Industry / Market

Complete Outbound Excellence - Target Customer Profiler
 Complete an Account Map for each Qualified Target Account