

CX: THE MANUFACTURING GAME CHANGER FOR SALES ACCELERATION

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Agenda

To help you recognize small shifts that can product BIG results in your current sales process.





You're in the Right Place

1. Currently assessing the economic uncertainty, upcoming events and wanting to ensure each and every opportunity you have is cultivated and converted.
2. Have heard about CX and want to ensure you're not missing anything to retain your current clients and expand relationships.
3. May have plateaued and are pulling out all the stops to make each dollar count in your current marketing effort.



10/10/2023



**How has
behavior
changed Post
Pandemic**

3 Categories of Prospects

1. Problem Aware/Solution Aware

2. Problem Aware/Solution Unaware

3. Problem Unaware/Solution Unaware

Each Prospect desires a slightly different CX

CX: The MANUFACTURING GAME CHANGER FOR Sales
Acceleration



9/8/20XX

Marketing Today

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Today's Buyer



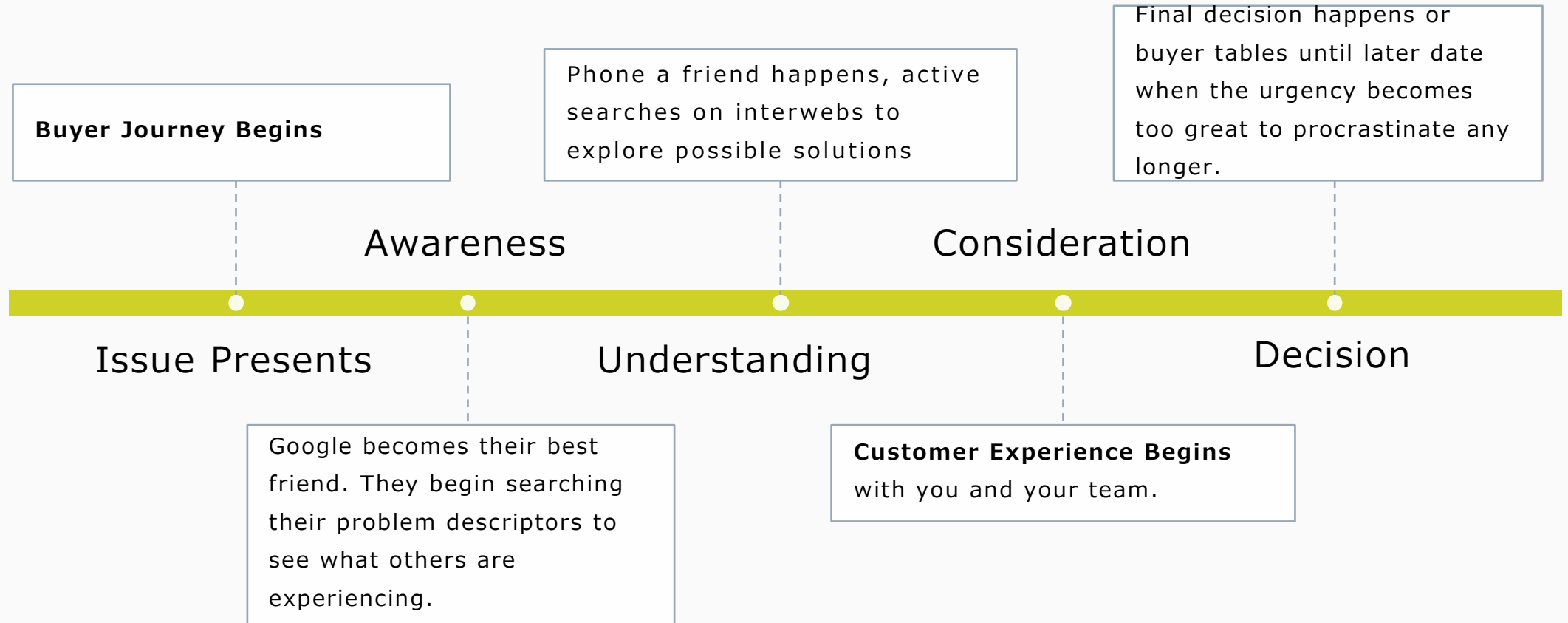
CX: The MANUFACTURING GAME CHANGER FOR SALES ACCELERATION

Marketing Impressions

2017 <1800

2023 >5000

10/10/2023



Timeline



Marketing



Sales



Operations



Customer Service

Owners of the Customer Experience

What does this Look Like?

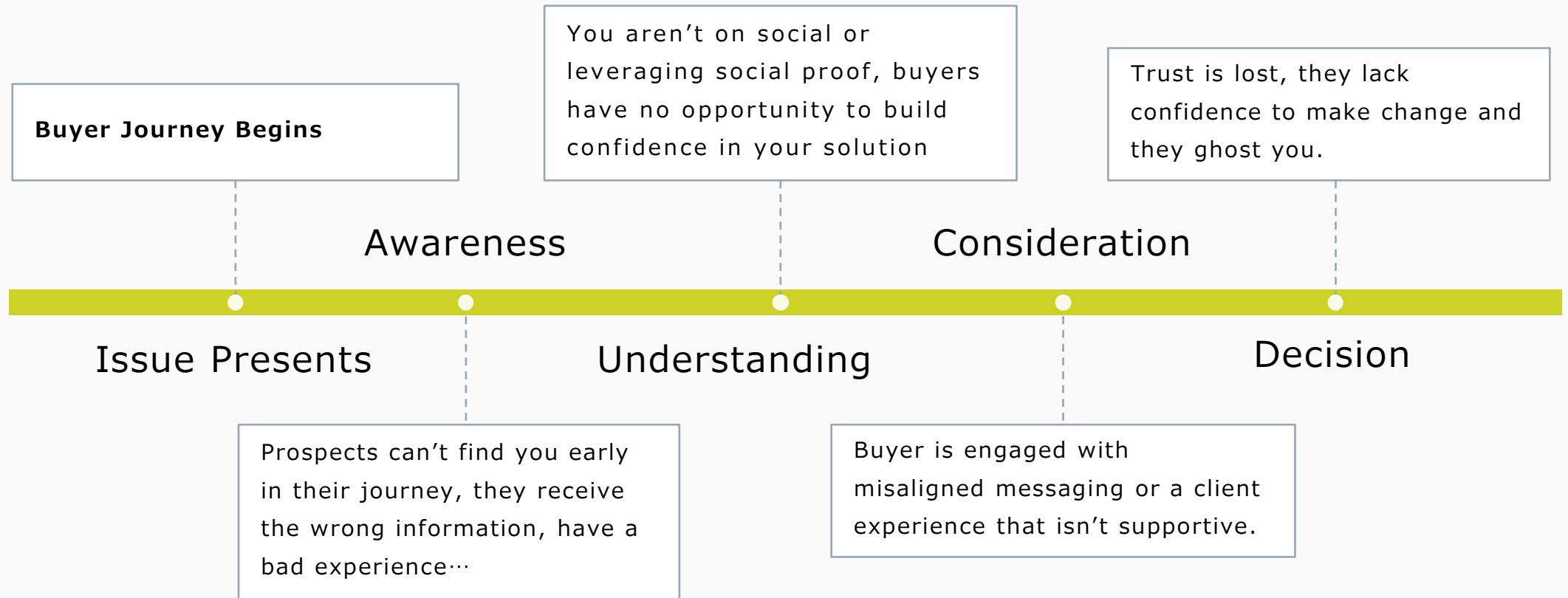
The ONBOARDING EXPERIENCE

Client Acquisition

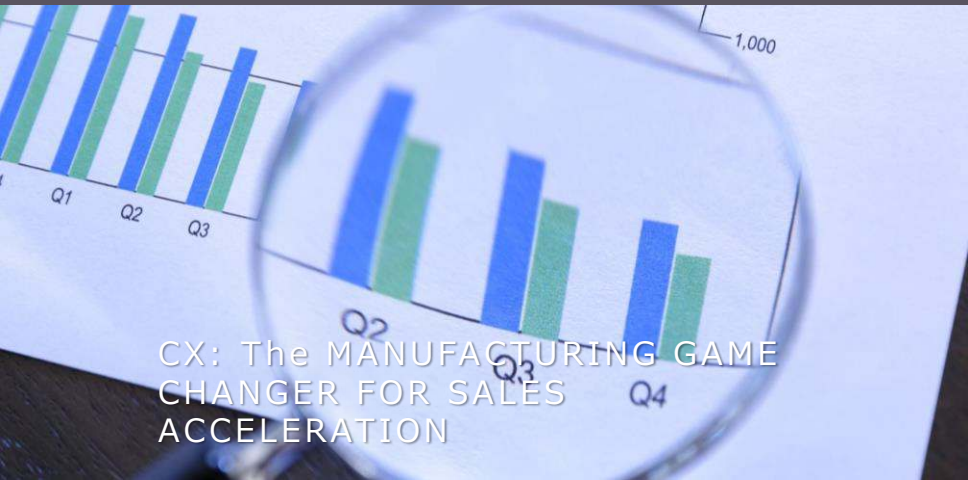
- Align Messaging
- Leverage Technology: CRM, Sales Enablement Tools
- Create Value during the Buyer Journey to support their understanding of their issue, recognizing the cost and evaluating your capabilities

Client Expansion

- Define the Sales Process
- Integrate Marketing in the Sales Funnel to Enhance the Client Experience
- Survey, Capture Data, Recognize Necessary Adjustments, Make them Quickly
- Engage the Team, Expand the Client Relationship!



What can go Wrong?



Optimize your Marketing/Sales Process

Survey the Prospects you DIDN'T get.

Debrief with New Customers regarding their experience and how you can improve.

Interview New Customers once underway in their Client Experience to capture Social Proof and referrals. Train them to be your 'free sales team'.

Create the NPS system within your operation.

Implement Systems to Capture, Monitor and Manage according to Accurate Data.

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THANK YOU



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SALES ACCELERATION

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Free Resource:
<https://mailchi.mp/salezworks.com/kmsfallsummit>
10 Essential Steps to Elevate your
Client Experience

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