

THE B2B SALES MINI GUIDE

Greetings reader,

Welcome to the Agency Sales Mini Guide. This succinct little guide will give you some ideas that will help you book sales calls and meetings with potential clients.

Give these ideas a go. They will work. When you start seeing success, the whole process gets addictive.

It's handy when you get addicted to something that makes you money!

Direct Mail

You can't force people to respond to you, but you can make a team have a conversation about you.

This is the power of creative direct mail.

If you want to win new clients, the first thing you need to do is get a reaction from your prospects.

I'm here to tell you to think about this differently.

What can you do to make the team members you are targeting talk about you internally?

What can you do to make sure that conversation is a positive one?

There are many creative possibilities here.

With the right approach, it is near impossible that at least one of those team members will not mention your novel approach.

This is especially true if your approach states you've sent similar or complementary items to their colleagues; a charming 'jigsaw' puzzle, as it were.

If you send just one of these campaigns out per day, you will start booking sales calls.

This type of thing is harder to scale, due to the inherent personalisation involved, but those who reply to such an approach will do so with enthusiasm.

You have immediately demonstrated your creativity, humour, and conscientiousness.

You might believe this method is only suitable for marketing, PR, advertising or other creative professionals but this isn't true.

This method remains efficacious no matter what you're offering.

The goal of creative cold pitching is to make the best first impression you can and have your prospects offer you a few minutes of their time on the phone (or more, should your approach be wildly impressive).

Your larger, more established competitors signal their competence and market positioning by wielding a plethora of vanity items, such as having flashy offices and cupboards filled with industry awards.

That stuff doesn't matter nearly as much as you think it does.

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You can make the best first impression you possibly can, and all it will cost is a few postage stamps and some of your time.

Your mission?

Pick 10 clients you wish to work with.

Do your research. Look at the social profiles of the team members of each company you wish to target.

Brainstorm ideas for each of those 10 clients.

Anything goes.

Write it down.

Do it on a whiteboard.

Take a photo.

Go for a walk. Let your brain work. The ideas will come to you.

Some of them might be interesting and worth thinking about further.

Decide on an approach. Make sure it is distinct and daring enough that it will likely cause a (hopefully positive) reaction, and spark a conversation about you and your business.

Create whatever it is you've decided upon for each client.

Send them on. (Remember the postage stamps).

LinkedIn Sales Navigator

Get a LinkedIn Sales Navigator subscription. [You can get a free trial.](#)

There's one particular search filter that is especially useful.

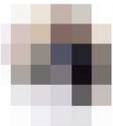
The "Time in role" search filter. You can search for people who have changed jobs in the last 90 days.

For instance, this search shows Marketing Directors in London who have changed jobs (moved companies or been promoted) in the last 90 days.

The screenshot shows a search results interface with the following data:

9.5K Total results	538 Changed jobs in past 90 days	34 Mentioned in the news in past 30 days	1.9K Posted on LinkedIn in past 30 days
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Selected filters (2): London, United Kingdom, Marketing Director [View all filters](#)

 **2nd** | **Regis Group Plc**  

Marketing Director
3 months in role and company
London, United Kingdom
New role: Marketing Director at Regis Group Plc, 3 months ago

Shared Connections (85) | Related Leads [Preview Message](#) [Save as lead](#) ...

This is a 'trigger moment'. People who have just changed jobs are more likely to want to hear new ideas and from new suppliers.

Startup List

If you change the job title to "Founder" and click "Changed jobs in the last 90 days" you can find a list of people who have just started new businesses.

The screenshot shows a LinkedIn search results interface. At the top, there are four summary boxes: '670.2K Total results', '17.9K Changed jobs in past 90 days' (highlighted with a green underline), '5.5K Mentioned in the news in past 30 days', and '118.6K Posted on LinkedIn in past 30 days'. Below these is a filter bar showing 'Selected filters (2): Founder, CXO' and a 'View all filters' link. The main content area displays a profile card for a person with a blurred profile picture and name. The card shows '1st | Sexy Boss™ In...' with LinkedIn and Google+ icons and a 'Viewed' status. There is a 'Save as lead' button and a three-dot menu. Below the profile, it says 'New role: VP Sales and Marketing at BOT//NATION, 3 months ago'. At the bottom of the card, there are links for 'Shared Connections (100)' and 'Related Leads', and a 'Preview Message' button.

Process:

1. Find your ideal clients and send them a personalised connection request.
2. Send a suitably charming and interesting follow up message. (Perhaps a video message which you'll read about shortly)
3. Get them on a call and ask them if you can send a proposal to them.
4. Send them a proposal.
5. Close the deal!

LinkedIn Social Selling

Make sure your profile is up to date and works as a sales funnel for your business.

Spend 30 minutes every day searching and adding your ideal clients to LinkedIn.

As you do this, your profile will get viewed by the exact criteria of people you wish to do business with. This is because LinkedIn tells people who have visited their profile.

Most people accept connection requests so this is a technique that is reliably successful.

As your target audience adds you, engage with their content by liking and commenting on it. Prospects will learn who you are and what you do and because you've built a relationship, you'll find prospects start messaging you when they need your services.

In addition, you can start posting your own content to LinkedIn. This will get seen by your target prospects. This can be your opinions, updates on what you're up to and amusing stories relating to your business.

You can post that you're looking for clients, essentially this is a free advert for your business and will be seen by your exact target audience as you keep adding your ideal target prospects.

The detailed search functionality of LinkedIn makes it an incredibly powerful platform for generating B2B leads with your ideal clients.

You can find them, add them, get in front of them, engage with them, and advertise to them. All for free. That is incredibly powerful.

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Search LinkedIn Content

If you search for “Looking for freelance copywriter” and select “Content” and then sort by relevance, you’ll find a list of people who want copywriters to get in touch with them.

Just change “freelance copywriter” to what you do.

The screenshot shows the LinkedIn search interface. At the top, the search bar contains "looking for freelance copywriter". Below the search bar, the "Content" filter is selected. The search results are sorted by "Latest".

Post 1: Chris Mitchell, Freelance Creative copywriter at Clean Copywriting, posted 2h ago. The post text reads: "Hey everyone. I'm conducting some keyword research and thought I'd carry out some live market research. If you were looking to hire the services of a freelance copywriter who writes for websites, blogs, catalogues and other print ...see more". Below the text are links for "Add Likers to LH" and "Add Commentators to LH", and interaction buttons for Like, Comment, and Share.

Post 2: Laila Bilal, Co-Founder & Chief Content Officer at Creative Nigari, posted 8h ago. The post text reads: "Creative Nigari is looking for some brilliant copywriters. Send CV and sample work at connect@creativenigari.com. This is for freelancers and part-timers." Below the text is a large graphic with the text: "Yes. I write copy. And it has nothing to do with 'copy paste'." followed by "Tired of saying this? Step up your game with Creative Nigari. Send your best works, even if they were rejected." and the email address connect@creativenigari.com. Below the graphic are links for "Add Likers to LH" and "Add Commentators to LH", and interaction buttons for Like, Comment, and Share.

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This works on Facebook and Twitter too.

The screenshot shows a Facebook search interface. At the top, a search bar contains the text "looking for freelance copywriter". Below the search bar are navigation tabs: "All", "Posts", "People", "Photos", "Videos", "Pages", "Places", "Groups", and "App". The "All" tab is selected. On the left side, there is a "Filter Results" sidebar with three sections: "POSTS FROM" (with options: Anyone, You, Your Friends and Groups, Choose a Source...), "POSTED IN GROUP" (with options: Any group, Your Groups, Choose a Group...), and "TAGGED LOCATION" (with options: Anywhere, London, United Kingdom, Sedgley, Choose a Location...). The "DATE POSTED" section is also visible with options: Any date, 2018, 2017, 2016. The main content area shows a list of "Public Posts". The first post is from Laura Metzler, dated January 30 at 11:49pm, with the text "LS friends - One of my clients is looking for a freelance copywriter. Roughly 8 hours a month. Shoot me a note if you're interested!". The second post is from Umbrella Company UK, dated February 22 at 4:21pm, with the text "Looking for a Skilled Copywriter! Hi there, I help run a wellness retreat center in Jamaica, and we are in the midst of redesigning our website. Our...See more". The third post is from Selyna Peiris, dated February 2 at 3:28am, with the text "Looking for freelance copywriters/writers for press articles etc in Sinhala/English. Thank you!". A "See All" link is visible at the bottom of the post list.

looking for freelance copywriter

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 **Joshua Squires** @Narwha...
Follow

 **Sofie Davidsen-Bille** @S...
Follow

 **Chris Bridges** @ct_bridges
Follow

 Find people you know

Trends for you · Change

West Ham
11.7K Tweets

#WorldWildlifeDay
42K Tweets

#MyGirlBandIsCalled
1,742 Tweets

#SaturdayMotivation
12.7K Tweets

#MyPetIsMyTherapist
4,533 Tweets

Michele Hanson

#SaturdayMorning
21.9K Tweets

#AMJoy
14.9K Tweets

#NationalAnthemDay
6,548 Tweets

#DoughtyStWomen

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 **Chris Mitchell** @cleancopywrite · 2h

Hey everyone. I'm conducting some keyword research and thought I'd put it to twitter. If you were looking to hire the services of a **freelance copywriter** who writes for websites, blogs, printed marketing materials etc what would you type into Google? #copywritersunite #Copywriting

 **Chris Mitchell** @cleancopywrite · 2h

Hey everyone. I'm conducting some keyword research and thought I'd put it to twitter. If you were looking to hire the services of a **freelance copywriter** who writes for websites, blogs, printed marketing materials etc what would you type into Google? #Smallbusinesses #Marketing

 **Nick Richardson** @nickmarketing · Mar 1

We are looking for a **freelance #copywriter** to help us with #copywriting - please do get in touch via @TheInsightsPpl website #tellingstories #writingjobs #writing

 1  1  5  

 **telecommunity** @telecommunity1 · Mar 1

Realtor.com is looking for a **Freelance Copywriter**. - Remote - remotejobs.telecommunity.net/job/freelance-... #Remotejobs #RemoteWork #WritingJobs



Freelance Copywriter for Realtor.com - Remote
Realtor.com is looking for a talented marketing and advertising copywriter – an individual who can take ideas and bring them to life through powerful...
remotejobs.telecommunity.net

Partner Marketing

Partner marketing is where you build a mutually beneficial relationship with a company offering complimentary but not competing services. Your target audience will likely be the same or similar.

For example, if you run a digital marketing agency, or you're a freelancer offering digital marketing services, you should look for web design and development companies in your area and come to a deal where you refer work to each other.

You could likely do this with other types of companies too. It makes the most sense if there is a natural crossover, but you could do deals with just about anyone who offers professional B2B services.

The process:

1. Decide on the types of companies you wish to partner with
2. Research all those companies in the local area
3. Contact them all by email, on LinkedIn, direct mail or some other means with the offer to send leads to them and vice versa.

You can even come to a deal where you agree to give companies a commission if they bring you clients and vice versa.

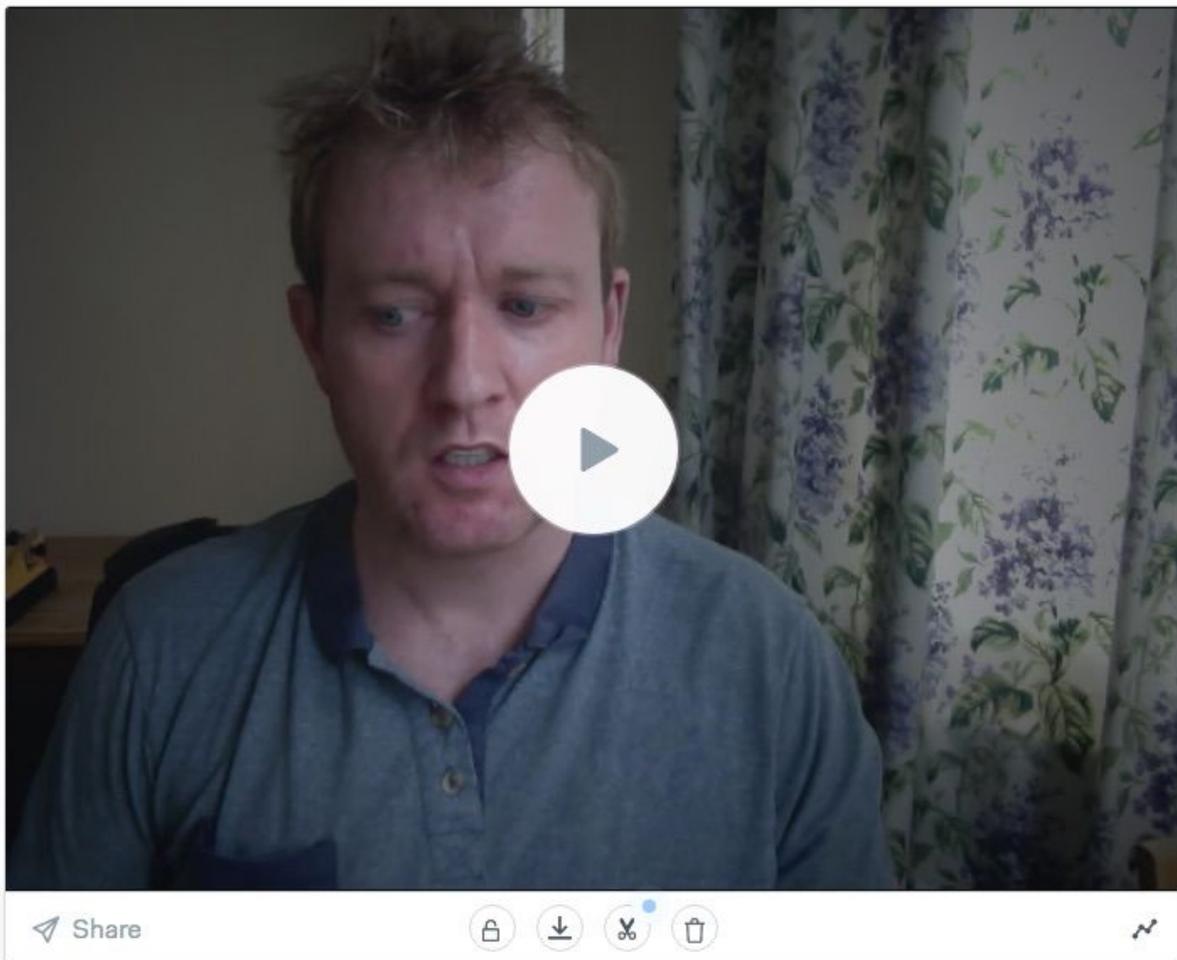
Video Messages

Video is incredibly powerful.

You can now use tools such as Loom or Vidyard to send personalised video messages to prospects.

Use LinkedIn's advanced search functionality to find your ideal clients and add them as a connection.

You can then follow up with a personalised video message. Not many people are doing this so it's a great way to stand out from the crowd and get responses from your ideal clients.



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Go do it.

Spend 1 hour a day doing all of the tasks in this guide.

You will start getting leads.

You'll start to see which of these methods work best for you.