Reviving Dead Leads, Stalled Deals, and Ghosted Prospects



A Guidebook from M Sales Growth Advisors

www.msalesgrowth.com

Proprietary & Confidential

TOPICS OF DISCUSSION

P. 03	Why You May Need This Guide
P. 04	Reviving Dead Leads
P. 06	Reviving Stalled Deals
P. 08	Reviving Ghosted Prospects
P. 10	Leveraging Workflows And Automation
P. 12	Utilizing Dashboards And Reports
P. 14	About M Sales Growth Advisors

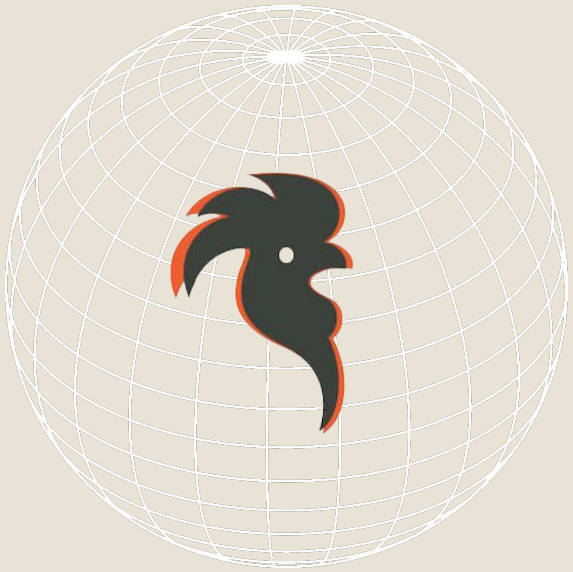
Why You May Need This Guide

Your sales funnel contains dormant, aged ICP leads.

Your deals are not progressing through the pipeline.

You're struggling in keeping ICP prospects engaged.

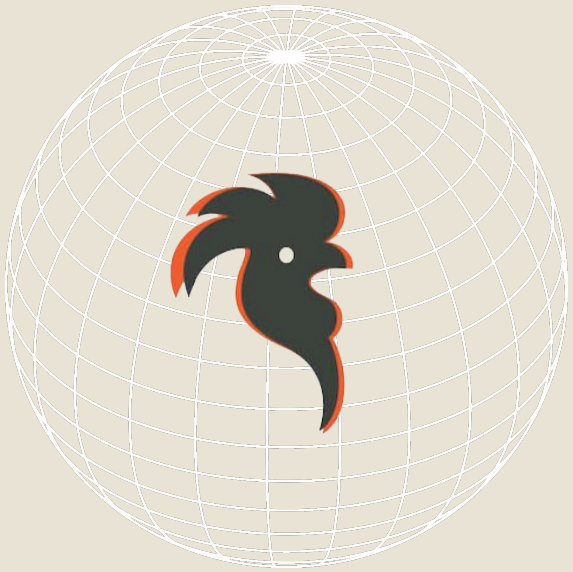
These challenges are negatively impacting client acquisition.



REVIVING DEAD LEADS

How To Bring Dead ICP Leads To Life

1. Scrub your CRM to identify true ICP leads that have gone untouched
2. Categorize those leads by target industry niche and buyer persona
3. Pull content from your library that aligns to each niche and persona
4. Create a series of multi-touch, multi-channel sequences in your CRM
5. Enroll the identified ICP leads into the appropriate sequence



REVIVING STALLED DEALS

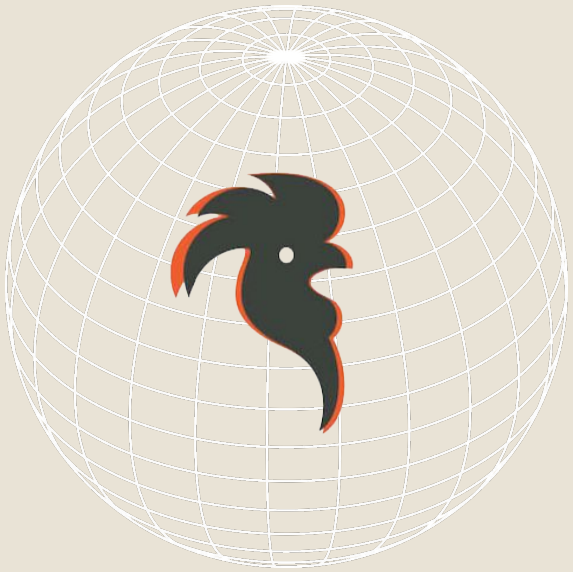
How To Unclog Deals Pipeline Flow

1. Only allow prospects with confirmed BANT into the deals pipeline
2. Make sure the stages in your deals pipeline are sequentially arranged
3. Have clear definitions for each stage with progression requirements
4. Create automated pipeline tasks based on progression requirements
5. Build content-rich proposal review sequences to enroll your deals

REVIVING GHOSTED PROSPECTS

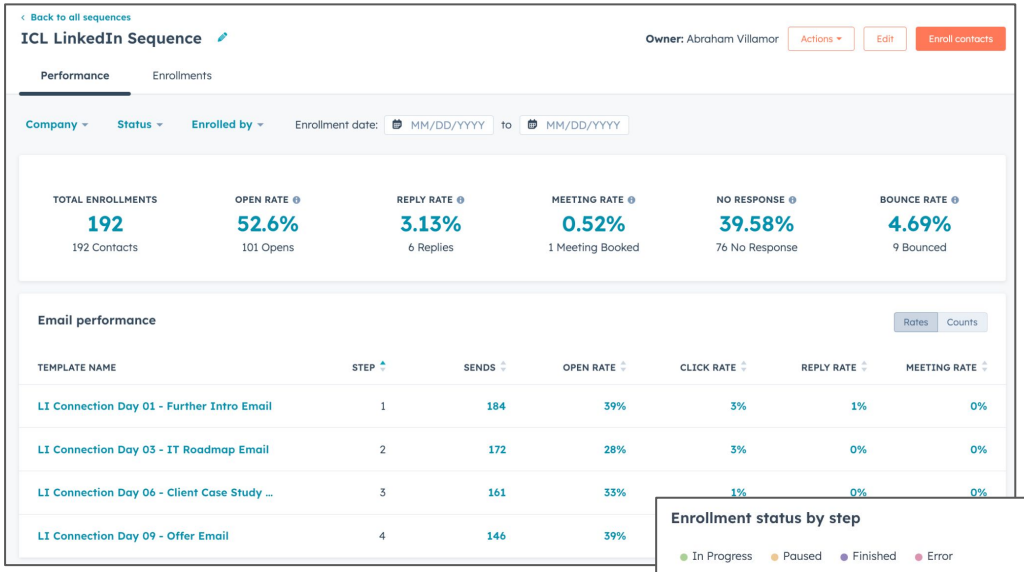
How To Keep ICP Prospects Engaged

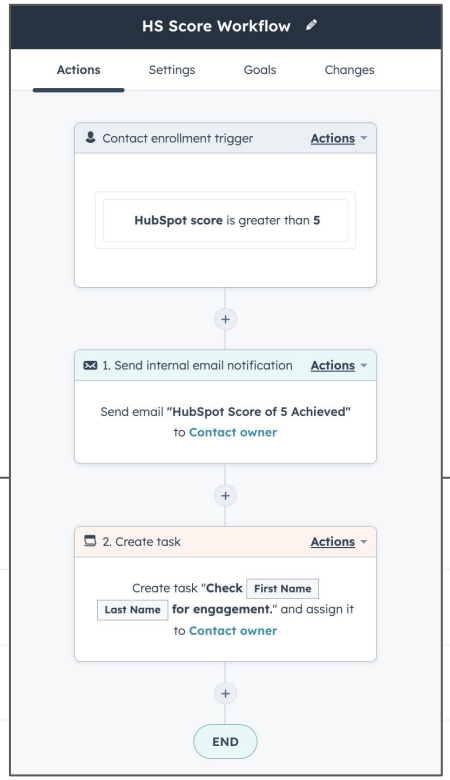
1. Enroll your prospects in multi-touch, multi-channel sequences in CRM
2. Make sure those sequences are content-rich and content-relevant
3. Do not simply make “check-in” calls or send “follow-up” emails
4. Avoid long-winded emails, be direct, to the point with a clear CTA
5. Analyze your outreach engagement scores and modify accordingly

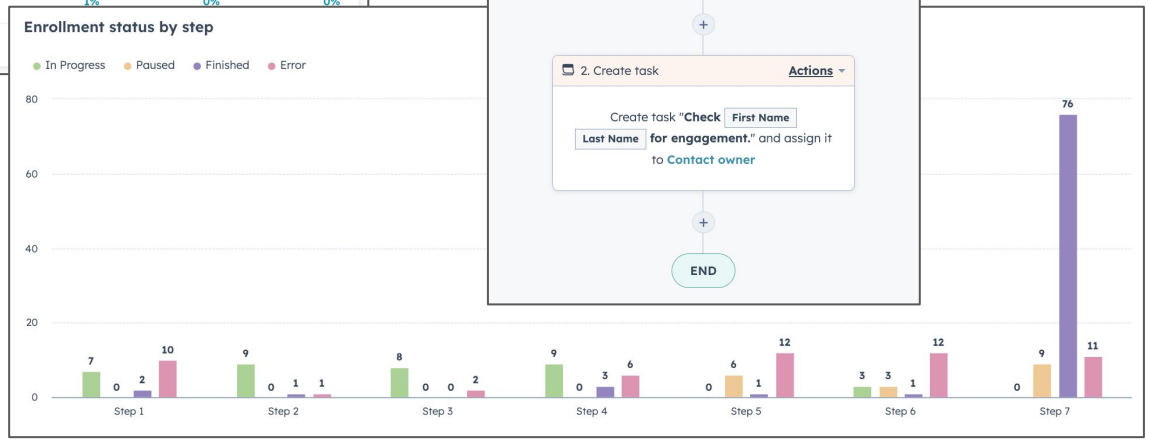


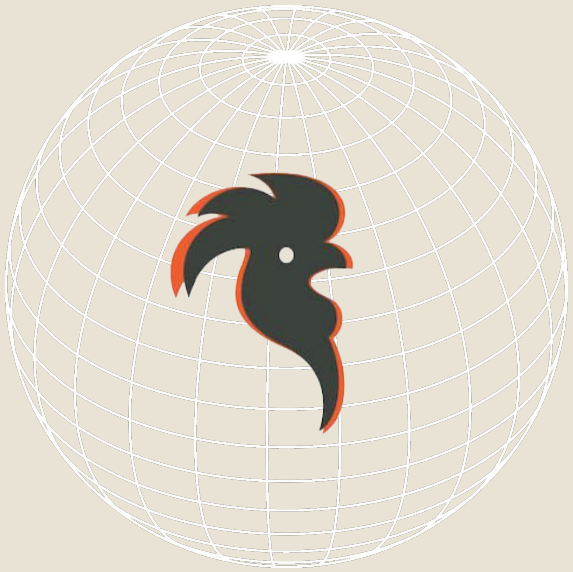
LEVERAGING WORKFLOWS AND AUTOMATION

Workflows & Automation









UTILIZING DASHBOARDS AND REPORTS

Dashboards & Reports

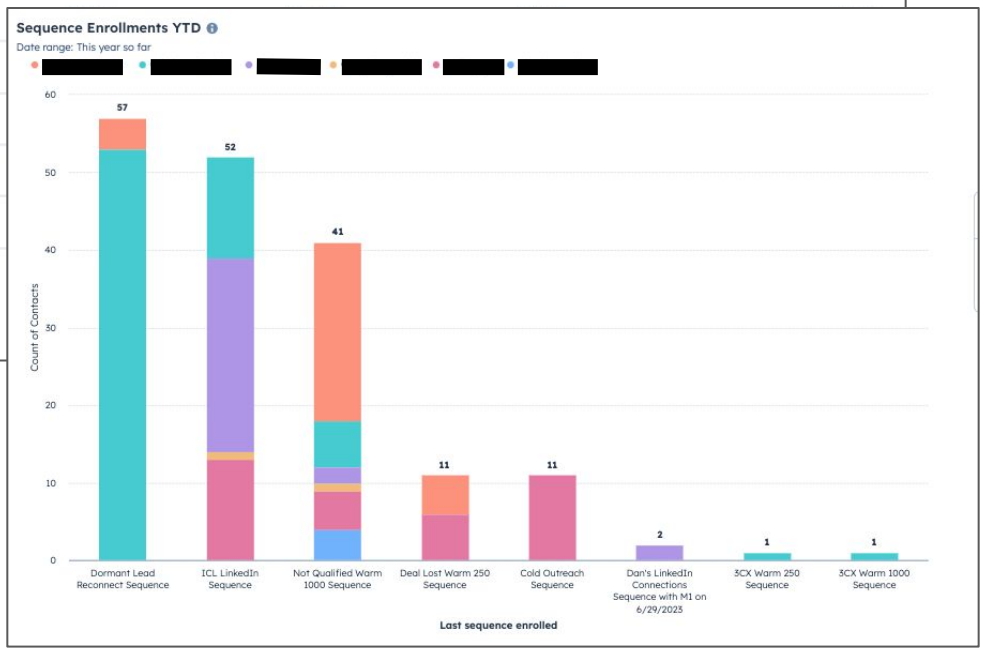
Sequence enrollment totals and engagement rates

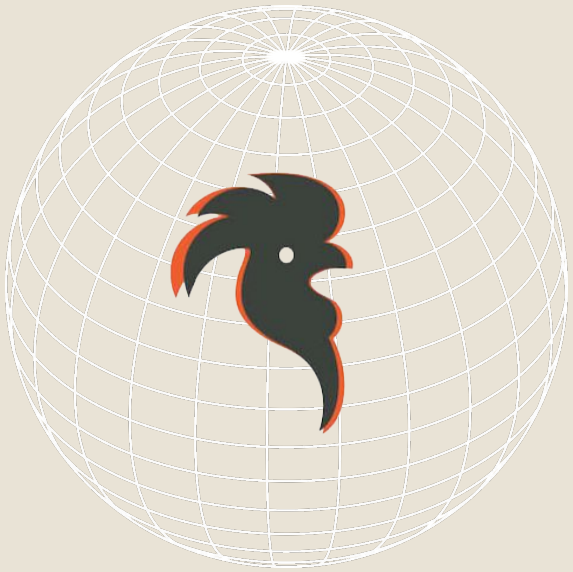
Date range: In the last 90 days

SEQUENCE	ENROLLS	OPENS PER ENROLL	CLICKS PER ENROLL	REPLIES PER ENROLL	MEETINGS BOOKED PER ENROLL
01 - MQL Not Interested Nurturing Sequence	150	60.67%	10.67%	6.67%	0.67%
FB Campaign Sequence	138	47.1%	10.14%	3.62%	1.45%
Inactive Lead Reconnect Sequence 2022	121	52.07%	1.65%	2.48%	0%
00 - ICL Cold Email Book a Call Sequence - EMM/SMS ...	44				
05 - Dormant Lead Reconnect Sequence	23				
Ad Creative Services Pitch Nurturing Sequence	16				
04 - OPP Lost Nurturing Sequence	7				
03 - OPP Nurturing Sequence	7				
02 - SQL Not Interested Nurturing Sequence	7				

Sequence Enrollments YTD

Date range: This year so far





ABOUT M SALES GROWTH ADVISORS

Strategic Sales Growth for SMBs

M Sales Growth Advisors was founded by Scott Moss with a single mission: **Empower Small Businesses to Achieve Greatness**. He personally approaches each client with fresh eyes to develop unique sales strategies that leverage sales enablement technology, continuous coaching, thought leadership content, accountability to KPIs, and a defined, repeatable, and scalable sales process.

Scott has over 30+ years of direct B2B sales experience as a producer and leader. From the C-Suite to the small business owner and from the venture-funded start-up to the mature diversified enterprise, he understands the challenges each face, how to overcome them, and what success means for each client.

Some of the impressive companies he has helped include FortifID, Intelligent Technical Solutions, Republix, geoAMPS, The Vertical Collective, Gloss, UBX Cloud, JUICE, Radcomp, Web 2 Market, Brightworks Group, Geriatric Medical, Simplex-IT, BrightWire Networks, Agency Breakout, Bell Falls Search, DigitalC, TEGAM, OpinionRoute, Hustler Marketing, Master Printing, Mezu, Premier Equipment, Embrace Pet Insurance, Proformex, viperks, BI Worldwide, Point to Point, Bridgeline Digital, Easy2 Technologies, and Cardinal Health.

The SMBs We Have Helped

FortifID

geoAMPS Stay Plugged In

INTELLIGENT TECHNICAL SOLUTIONS

brightworks human focused IT

BRIGHTWIRE NETWORKS

SisAdmin

Genio

digital c

UBX CLOUD

SimplexIT

Radcomp PROACTIVE MANAGED IT

OpinionRoute

JUICE

GLOSS

Web 2 Market

Republix.

hustler MARKETING

Oodle

THE VERTICAL COLLECTIVE

Geriatric Medical

BellFalls Search

talentuch

PLANNED FINANCIAL services
YOUR LIFE. YOUR MONEY. YOUR WAY.®

master PRINTING + MAILING

This Guidebook was prepared by Scott Moss, Founder & CEO of M Sales Growth Advisors. To learn more about how he can help your company scale its revenues, click the button below to schedule a call.

Click to Schedule a Call

Proprietary & Confidential