

A hand is shown pointing at a computer keyboard. The background is dark with a pattern of binary code (0s and 1s) and a colorful, abstract digital graphic on the right side. The text "SMB Marketing and Sales Optimization" is overlaid in the center.

# SMB Marketing and Sales Optimization

**projex**IMC

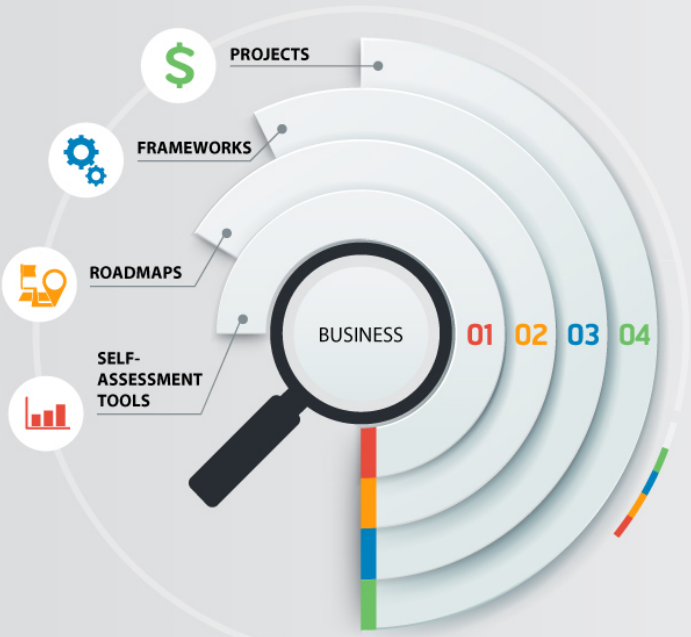
## Account-Based Marketing & Sales

### OUR PROCESS:

- B2B account focused
- Proactive, modular, and data-driven
- Layers best practices/technologies over existing methods
- Combines your expertise with expert guidance/support
- Transitions the organization from a “farming” enterprise approach to a “hunting” enterprise approach
- The result ... a consistent/sustainable pipeline



The PROJEX Consulting Process can reduce project costs, complexity and cycle times by 30% – 50% vs. legacy consulting methods



500+  
Tools and templates ...

3,000+  
Best practices/KPIs ...

5,000+  
Industry segments ...

1,000,000+  
Businesses ...

24,000,000+  
Individual contacts



SEARCH | ANALYZE | FOCUS

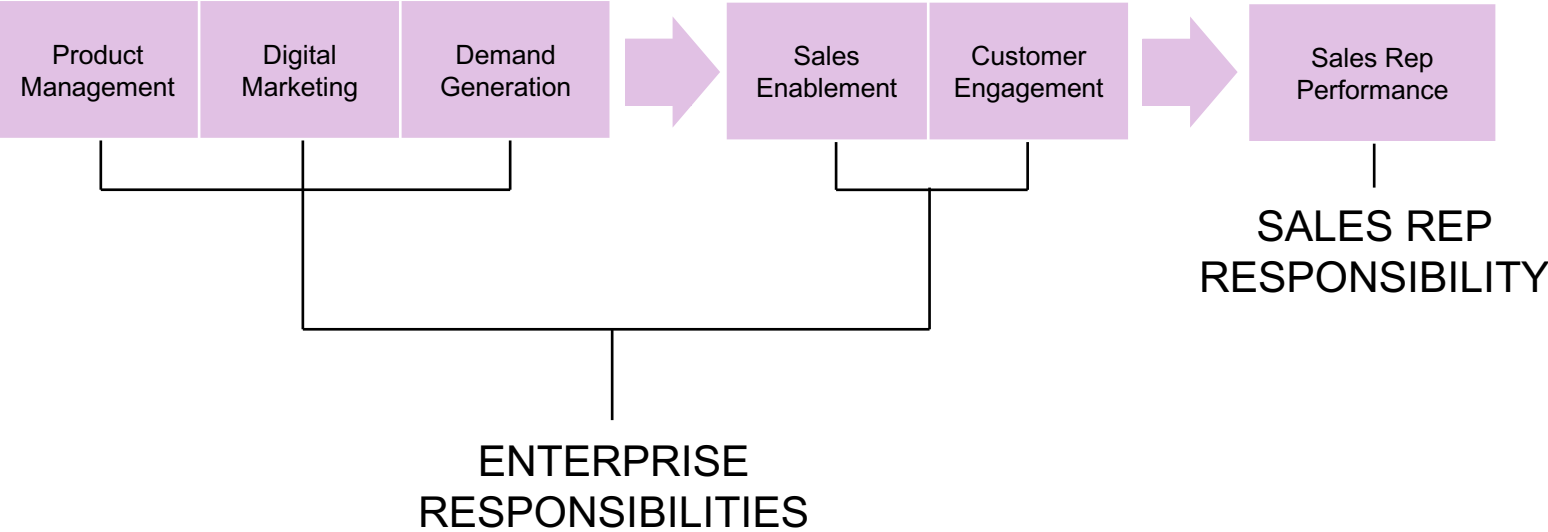


# Account-Based Marketing & Sales Frameworks



- 1. Continually generate leads
- 2. Qualify leads and pass to sales team
- 3. Convert qualified leads to genuine opportunities
- 4. Convert opportunities to orders
- 5. Maximize lifetime value

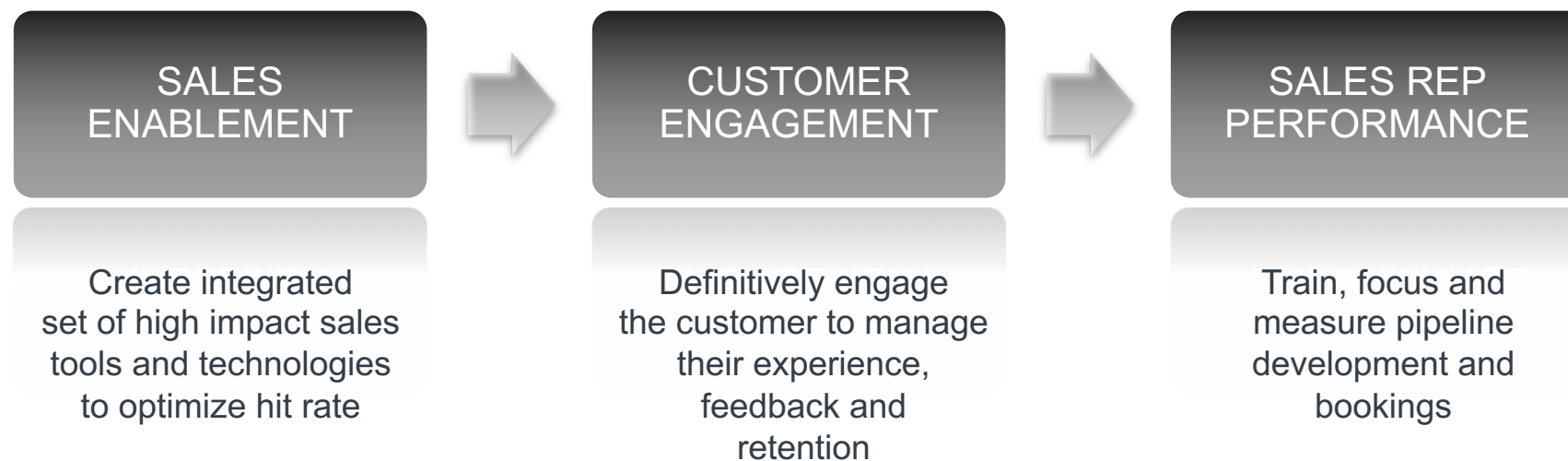
# The “Hunting” Enterprise



## Marketing Management Framework



## Sales Management Framework



	<div>Frameworks</div> <div>Enterprise Framework</div> <div>Marketing Management</div> <div>Sales Management</div>	MARKETING MANAGEMENT FRAMEWORK
		Strategy
		Analytics/Business Intelligence
		Brand Management
		Creative Development/Graphic Design
		Plan/Operations
Product Management (Playbooks)	Digital Marketing (Playbooks)	Demand Generation (Playbooks)
<div>+ Market Research</div> <div>+ Segmentation</div> <div>+ Competitive Analysis</div> <div>+ Product Development</div> <div>+ Pricing</div> <div>+ Positioning</div> <div>+ Product Marketing</div>	<div>+ Website/Blogs</div> <div>+ SEO/WPM</div> <div>+ Inbound Marketing</div> <div>+ Social Media</div> <div>+ Video</div> <div>+ Mobile Marketing</div> <div>+ E-Commerce</div>	<div>+ Advertising</div> <div>+ Webinar Programs</div> <div>+ Tradeshows and Events</div> <div>+ Email Marketing</div> <div>+ Content Marketing</div> <div>+ Public Relations</div> <div>+ Promotions</div>



	Frameworks	SALES MANAGEMENT FRAMEWORK
	Enterprise Framework	Sales Strategies
	Marketing Management	
	Sales Management	Analytics/Business Intelligence
		Territory/Account Optimization
		Plan/Budgets/Execution
		Compensation Strategy/Structure
Sales Enablement (Playbooks)	Customer Engagement (Playbooks)	Sales Rep Performance (Playbooks)
<div>+ CRM</div> <div>+ Inside Sales/Appointment Setting</div> <div>+ Sales Operations</div> <div>+ CPQ Tools</div> <div>+ Sales Playbooks</div> <div>+ Sales Enablement KM</div> <div>+ Channel Partnerships</div>	<div>+ Online Communities</div> <div>+ Social CRM</div> <div>+ Voice of Customer</div> <div>+ Personalization</div> <div>+ Advocacy and Loyalty</div> <div>+ Gamification</div> <div>+ Customer Retention</div>	<div>+ Sales Training/Skills</div> <div>+ Product Knowledge</div> <div>+ Account Management</div> <div>+ Sales Forecasting</div> <div>+ Time Management</div> <div>+ Process Productivity</div> <div>+ CRM Knowledge/Use</div>

**Sales Enablement (Playbooks)**

## — CRM

Customer Relationship Management (CRM) solutions are designed to improve customer satisfaction, enable effective marketing, manage the sales process, and improve close rates and forecasting. CRM solutions can be part of an integrated ERP system, a standalone cloud-based (SaaS) subscription, or a server hosted product. The benefits of the system's functionality can only be realized if the business process is integrated with the sales process and the sales representatives are confident in the benefits of the CRM to them.

## — Plan project ...

- [CRM vendors matrix](#)
- [CRM readiness assessment tool](#)
- [CRM business case template](#)

## — Execute your project ...

- [CRM project schedule](#)
- [CRM maturity assessment](#)

## — Measure results ...

- [CRM program strategy scorecard](#)
- [CRM program metrics dashboard](#)

**Customer Engagement (Playbooks)**

## + Online Communities

## + Social CRM

## + Voice of Customer

## + Personalization

## + Advocacy and Loyalty

## + Gamification

## + Customer Retention

**Sales Rep Performance (Playbooks)**

## + Sales Training/Skills

## + Product Knowledge

## + Account Management

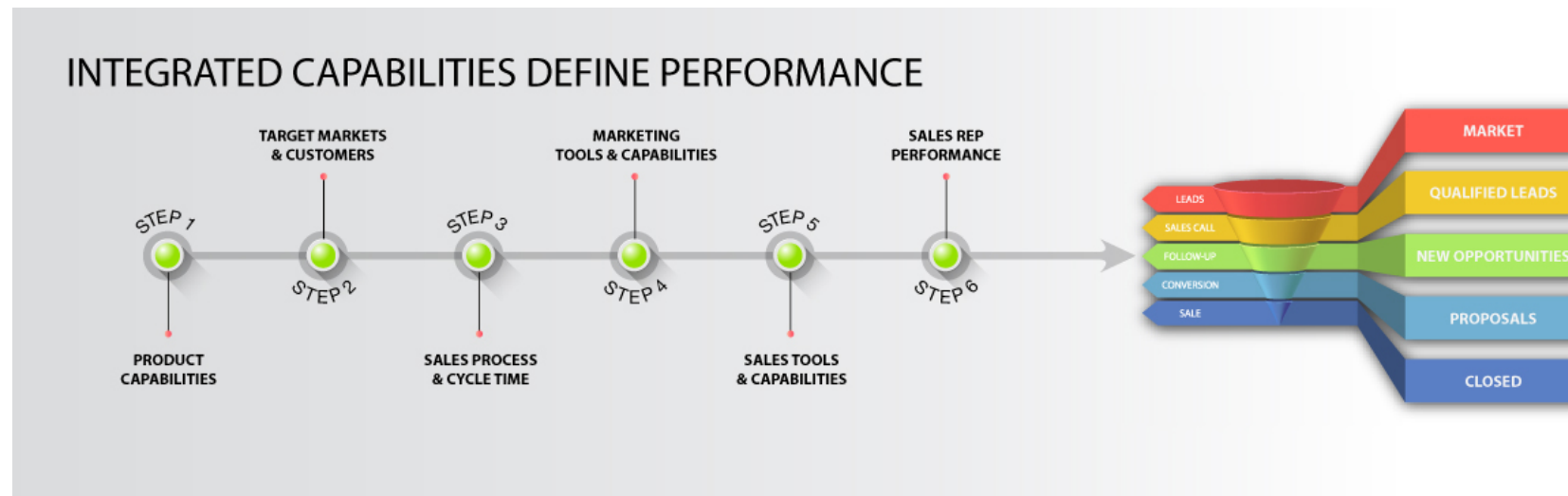
## + Sales Forecasting

## + Time Management

## + Process Productivity

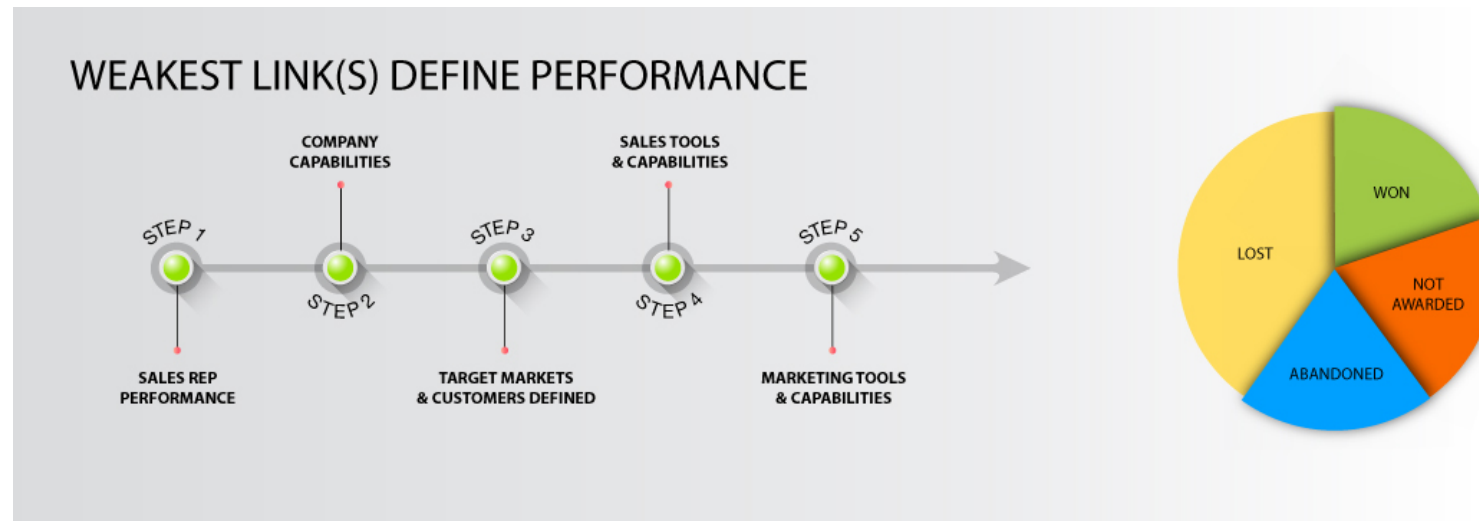
## + CRM Knowledge/Use

## Go-To-Market Roadmap



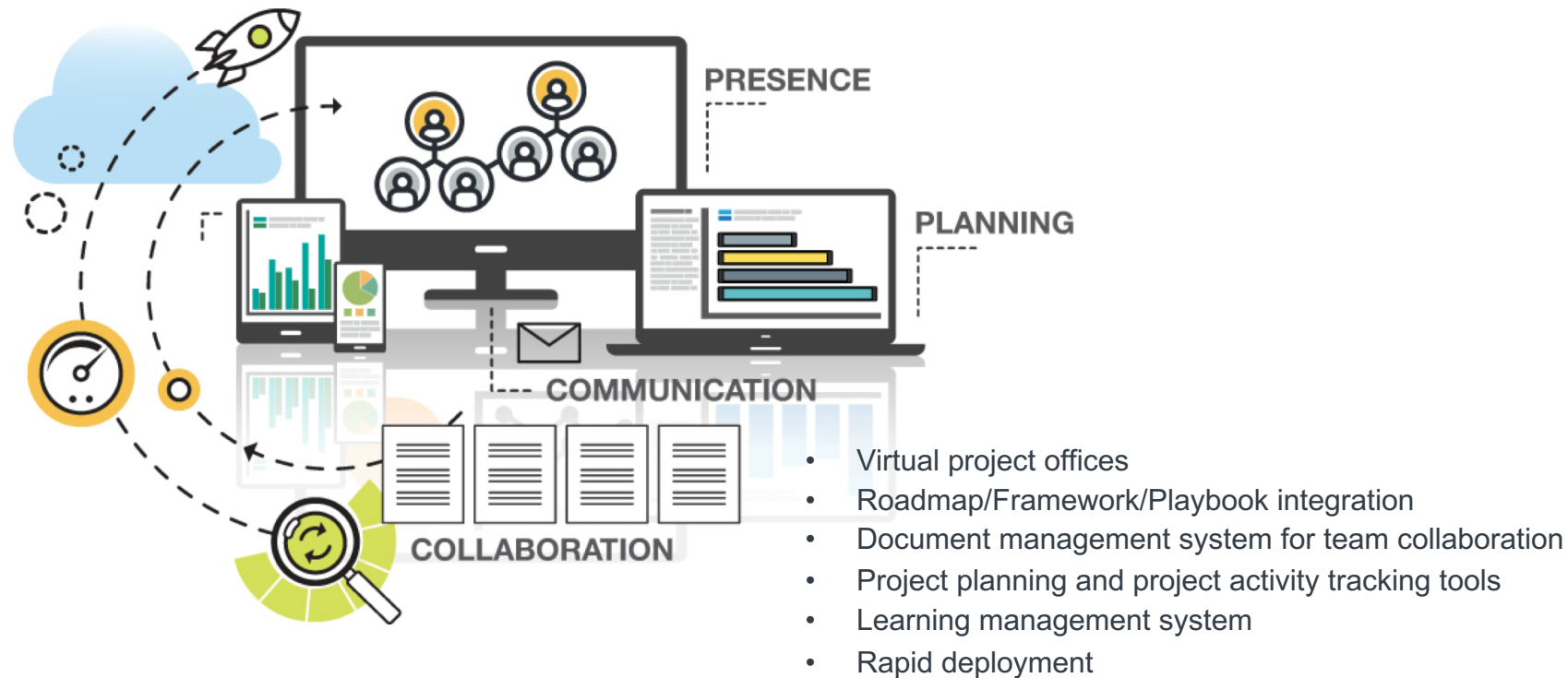
- Step-by-step guide
- Built-in tools and templates
- Structured deliverables

## Sales Cycle Acceleration Roadmap



- Step-by-step guide
- Built-in tools and templates
- Structured deliverables

## ProjexTeam™ Technology Platform



## Talent Solutions



### Independent consultants

- Direct one-to-one connection
- Simplified sourcing and qualification



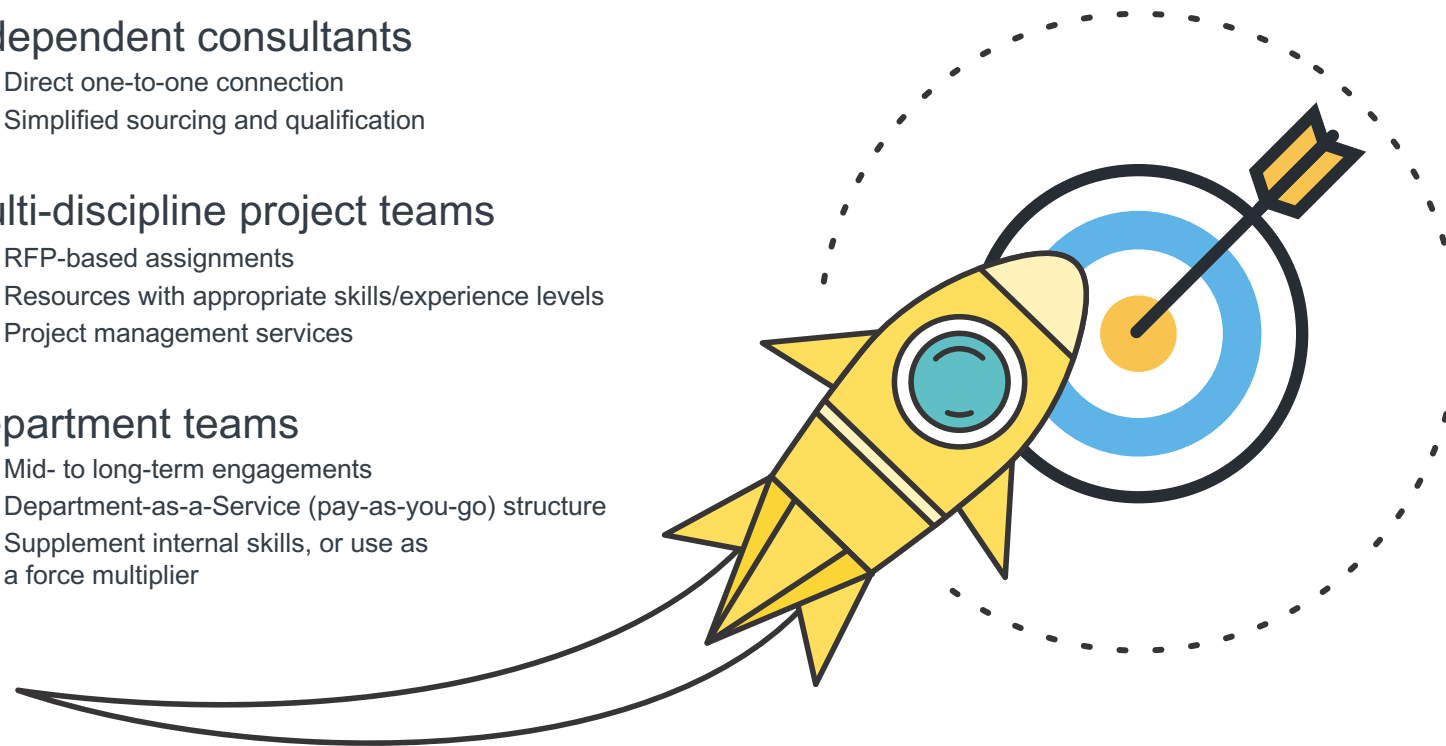
### Multi-discipline project teams

- RFP-based assignments
- Resources with appropriate skills/experience levels
- Project management services



### Department teams

- Mid- to long-term engagements
- Department-as-a-Service (pay-as-you-go) structure
- Supplement internal skills, or use as a force multiplier



A hand with the index finger pointing towards the left, set against a dark background filled with glowing binary code (0s and 1s) and a faint image of a computer keyboard.

Thank You!

**projex**IMC