

Sales 2.0

The Modern Sales Person,
Using Digital Marketing
Services to Increase Sales





Chris Darnell

With a background in sales and marketing, Chris worked his way up through AT&T's Retention Department, honing his business acumen and sales approach at the Fortune 500 company. From there, Chris parlayed those skills into a role in New Business Development within the medical field. Working for a company that produced personal protective equipment for laboratories and large hospitals, Chris implemented some of the successful sales and development structures he had learned at AT&T to help grow the small business. He routinely traveled to trade shows and hospitals across the country.

Following those positions, Chris transitioned into a role at Bluegrass Landscape & Snow Management, a large commercial landscape operation headquartered in St. Louis. As the Head of Business Development & Marketing, Chris helped catapult the company into the digital era with sales 2.0 strategies, replacing cold calling and door knocking with inbound marketing approaches. He helped improve the company's website and developed a successful and ongoing content strategy. These changes have helped Bluegrass to end a period of stagnancy and see an average 19 percent increase in new sales each year.

In addition, Chris has also maintained a successful independent consulting firm focused on marketing and brand development for businesses looking to evolve with sales 2.0 strategies.

Though he's worked in marketing and business development across several industries, Chris says that without a doubt he's found a home in the Greens Industry. Not only has he developed a passion for the field—and takes pride in maintaining his own personal landscape—but he says the people that make up this profession are like none other. Chris says he is whole-heartedly invested in helping landscape professionals to grow their businesses using successful sales 2.0 strategies and leave a long-lasting impression on the landscape and snow removal industries.

As a Harvester, Chris will lean on his marketing and business development experience to help landscape clients implement successful sales 2.0 strategies. He is excited to be part of The Harvest Group team.

What is Sales 2.0?

Sales 2.0 is simply implementing new, innovative tools and strategies to already proven sales practices. A Sales 2.0 individual is tech oriented, social, and mobile in their practices.

Questions

What was the last deal lost because you forgot to follow up?

Have you ever went back and forth with a prospect figuring out a good time to meet?

Sales 2.0 Tools

- CRM
- Sales Automation
- Email Automation
- Smart Phone & Tablets
- Social Media

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CRM - Customer Relationship Manager

A CRM tool allows you to organize all the data collected and created during the sales process. This helps you identify opportunities, build a sales pipeline, and prioritize tasks related to your customer interaction. There are many different CRMs with different focuses, so ensure you choose the right one for your organization.

Questions

How do you manage all the details and documents related to each of your prospective clients?

Do you have a sales pipeline for your organization?

Can your sales team access your prospective clients details with mobile devices?

Popular CRM Software

- Salesforce
- Pipedrive
- Insightly
- Base
- Zoho
- Base

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Sales Automation

Sales automation is the use of technology to automate business tasks of the sales process. It removes the time-consuming tasks that sales reps must maintain on a daily basis and automates them.

So many processes can be automated with affordable tools available to consumers today.

Questions

What tools do you use to automate your sales processes?

How can you reduce non-selling tasks for your sales people?

How do you prioritize leads?

How much time do you spend each week on tasks not related directly to sales?

Tip

Use email marketing software to auto respond to online contact requests. Create a message that thanks them for the opportunity and then explains the process of getting a proposal from your company.

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Email Automation

Email automation is a campaign strategy that triggers off of a user's action. These emails should be timely, personalized and relevant to the prospective client which causes them to open, click, and drive more visits to your site, increasing revenue.

Questions

What happens when your clients submit an online contact request form?

Do you have a strategy to send relevant content that might have been missed to a visitor of your website?

How do you track analytics (opens, click through, etc) on emails you send out?

Popular Email Software

- MailChimp
- iContact
- Constant Contact
- Benchmark
- GetResponse
- Campaigner
- Pardot
- Infusionsoft

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Apps & App Integrations

Integrating tools can save TONS of time for your team. Double Data Entry (entering the same data in to multiple tools) is responsible for tons of time loss. There are many apps and integrations that will create seamless communication from one tool to the next.

Questions

Do you have to enter data into multiple applications throughout the sales/deliver process?

How do your current tools help improve efficiency of your sales tasks?

What systems do you use that you would like to integrate?

Tip

Check out **zapier.com** or **automate.io** for easily integrations between all your tools!

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