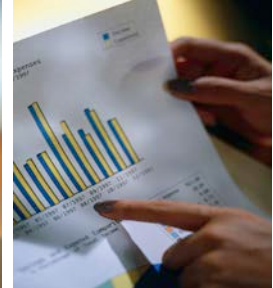


Energize Employees ★ Initiate Positivity ★ Cure Conflicts ★ Foster Teamwork ★ Reward Performance



★ Spark Progress ★ Prioritize Leads ★ Optimize Results ★ Generate Business ★ Repeat Success ★

## **The B2B Cornerstone for Planning and Implementation**

A good playbook is more than a How-To manual. It is a living document that chronicles sales standards, validates best practices, and adapts and grows with your company. In today's corporate environment of "Do More with Less", the playbook serves to systematize the proven skills of your sales stand-outs while elevating the skills of your lesser performers.

### **What Goes in the Playbook?**

All the key elements to convert a lead into a sale. It starts with the daily call logs and lead tracking. It includes telephone scripting for the initial and all follow-up contacts. It spells out the interview, the presentation, the pitch, the offer and the trial close. It covers emails and text messaging between calls to keep the lead status active. It shows which collateral attachments are to be sent and at what time. As the lead progresses, the playbook maps turnover procedures, conference calling and proposals or order verification, depending upon your sales process. Most importantly, the playbook lists management's goals for the use of these tools, the rewards for reaching and exceeding expectations, and the consequences for falling short.

### **What B2B Services Improve Playbook Results?**

While the playbook itself can be implemented with or without computer software, using a Customer Relationship Management (CRM) tool is a must to duplicate long-term success. With CRM, you can keep in touch with contacts that have shown interest in your business but are not currently in position to become customers. On Target Group offers CRM in tandem with outbound calling. We therefore specialize in handling outsourced lead generation for our clients, qualifying leads before the playbook process begins.

**Find out more about *On Target Group's* B2B approach  
Call Now for a Free, No Obligation Consultation**

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