



## THE IT SALES CYCLE

*And the best integrated marketing tactics to support you*



### MAJOR STAGES



#### AWARENESS



#### RESEARCH/ COMPARISON



#### CONSIDERATION



#### ACTION



#### LOYALTY

### THOUGHT PROCESS



Prospect is slowly developing an awareness of a "pain point" within his/her operation or user group.

Prospect begins to research solutions online and "tune in" to the topic at events, tradeshow, and in online communication.

Prospect has your company on a short list for consideration; intensive conversations begin around deliverables, budget, etc.

Contract is awarded; budget/ payment schedule and other administrative details are confirmed. Work begins.

Prospect has become a client and is building confidence in your company and your solutions.

### MARKETING GOAL



Become "top of mind"; demonstrate understanding of similar/same "pain points."

Be present in credible environments where prospects can be found; demonstrate thought leadership and experience.

Overcome objectives; establish strong differentiators.

Reinforce your value proposition; establish strong communication between assigned team and client contacts.

Strengthen and reinforce relationship; request testimonial or case study for future marketing; request opportunities to meet or connect with other key decision makers within the organization.

### BEST MARKETING TACTICS



Strong website/online presence; SEO campaign should be centered around pain point phrases; online articles; social media posts; YouTube posted videos; webinars/seminars.

Links to product/solution comparisons on website or within email marketing campaign; 3rd party event sponsorship; social media networking; well-placed video presentations demonstrating thought leadership; case studies/ client testimonials, etc.; white papers and solution briefs.

Strong company capability presentation (live as well as on demand); customer testimonials and case studies; face-to-face or video conferencing support materials; video presentations posted on industry-specific sites.

Press release announcing contract award (with permission from client); appropriate communication to assigned client team/decision makers to thank them for their confidence; reinforce their decision; social media postings.

Client appreciation programs; ongoing e-newsletters designed to promote "organic" growth of account; webinar/ seminar invitations; email nurturing campaigns designed to cross-sell/promote other products and services.