PRACTICAL GUIDES

01 / EN

From contact to conversation.

A short guide for marketing and sales in B2B tech.



MARKETING + SALES

growinmarketing.ch

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01 / Start with a person, not a list

Choose a role, a context and a decision. “Businesses that need IT” is too broad. “An IT manager preparing a device refresh” already helps you choose useful content.

02 / Offer something they can use

A sheet for collecting constraints, questions and priorities can be more useful than a long e-book. Can the reader use it in their next meeting without calling you?

03 / Design the sales handover

Agree who follows up and what context they receive. The resource requested, stated problem and next step matter more than a score alone. Sales returns the outcome; marketing improves the journey.

04 / Measure stages separately

Contacts, conversations held, opportunities and customers are different. Define each stage and period. State what a cost includes: cost per lead is not cost per customer.

A possible conversation

Illustrative examples to adapt to your context. No guaranteed outcomes.

Context

Illustrative example: an IT partner offers a preparation sheet for a workplace refresh.

Message

“Gathering requirements for your next refresh? This sheet helps you list users, constraints and priorities before comparing solutions.”

After the request

“Which part is hardest to clarify internally? If useful, we can think it through together.”

If the timing is wrong

“No problem. The sheet is still useful. Once the scope is clearer, you will know which questions to bring to the discussion.”

A good next step respects where the person is in their decision. Not every download calls for a demo.

Your working sheet

The audience and their problem

What you have already tried

The bottleneck

The next step and its owner

A useful conversation, with or without us.

30 min / https://www.growinmarketing.ch/en/prenota-call/