



Stop Hoping, Start Selling.

The 6-Step Guide to Selling Outbound for Screen Printers

Written By: Kevin Baumgart

Presented By:



With Solutions and Service being at the core of our Values as a company, it is essential to what we believe in to provide You said Solutions and Service in every meaningful way possible.

To that end, it is our great privilege to share the insights and wisdom from Leaders of our industry and beyond. We asked Kevin Baumgart of **Set Sales** to pen a simple-and-effective strategy to help our Partners like You to leverage the power of sales + marketing automation alongside the power of printing automation to reach new heights as quickly and as sustainably as possible.

Thank You, Kevin! You ROQ!

I've talked to hundreds of decorated apparel providers and have worked with 70+ very closely. In all of these engagements and interactions, I've found that less than 5% of them actually have a true outbound selling strategy. It's fascinating to me that shops build substantial businesses without picking up the phone, without sending targeted email campaigns, or without having a strategy in place to actually grow.

With an uncertain economic environment looming, I feel it's critical for screen printers to take more control over their revenue sustainment and revenue growth. I've talked to plenty of shops that had a very dismal start to the year, or in some cases, a very unexpected decline in year-over-year revenue.

There's no time like the present to actually build some accountability and ownership into sales and your shop's growth! I've put together this guide to help outline the foundational components of a true outbound sales strategy.

"These tweaks to our selling/outbound approach helped us land some monster clients that we probably wouldn't have otherwise."

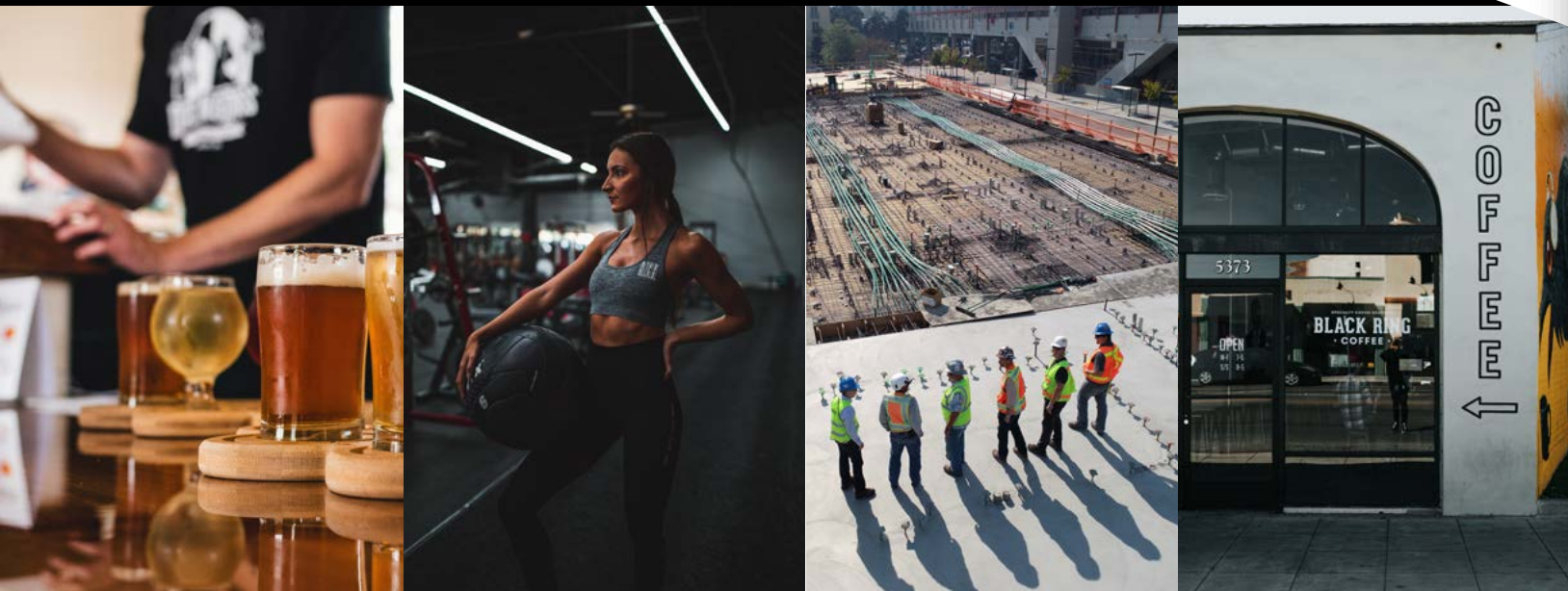
-Rob Lichau, Owner, **Goin' Rogue**



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TARGET MARKET DEFINITION



Before building an outbound engine, define who you're going to target.
..... Think about who you sell to today.

Who are your most profitable customers? Where would you like to sell more?
I've seen shops have more success when they target a specific industry/role.

Here is a list of criteria that we should establish in this step:



Industry/sub industry
(market/segment we're selling into)



Geography/location
(city/state/zip/counties we'd like to sell into)



Size
(employee count is typically easiest)



Role
(roles/departments/titles we're going to target)

This will allow us to be more targeted and focused for who we reach out to.
I bet everyone reading this is already thinking about the types of business they want more of.

LEAD CREATION



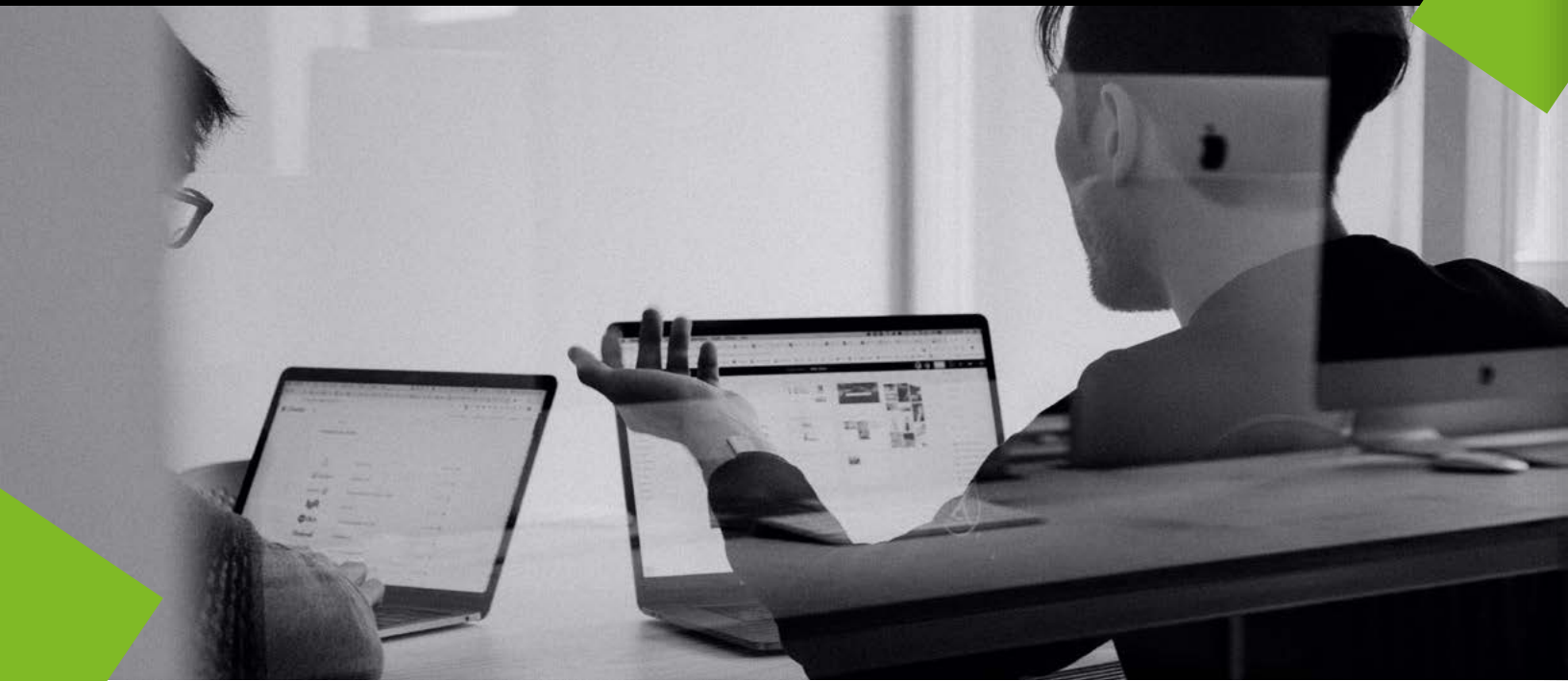
Once you have the target criteria in place, now you have to find leads, and specifically, **contact information**. The last thing that I would recommend here is using Google. Data is cheap (approx \$.60 per lead) so make it efficient and just buy a good quality list. This will provide you with first name, last name, company name, title, phone, email and often cell phone data. There are plenty of tools that can help here (I've had shops see success with using UpLead.)

Know that the data won't be 100% accurate, but should be close. Most tools "replace" any bad lead data with a new lead.

☐		Don Sazama		Sazama Design Build Re...	Owner	(414) 258-1400	Unlock	Milwaukee, WI	Construction General Cont	CRM	⬇
☐		Ed Perman		Jcp Construction	Co Owner	(414) 372-7300	Unlock	Milwaukee, WI	Construction General Cont	CRM	⬇
☐		Guy Lipovsek		Brilio Home Improvements	Owner And Sales	(414) 442-2230	Unlock	Milwaukee, WI	Construction General Cont	CRM	⬇
☐		Jesse Peele		Jcp Construction	Owner	(414) 372-7300	Unlock	Milwaukee, WI	Construction General Cont	CRM	⬇
☐		Randy Goli		Kvg Building Corporation	Co Owner Of Kvg Building Corpor	(414) 463-8900	Unlock	Milwaukee, WI	Construction General Cont	CRM	⬇
☐		Jim Swernoff		Lakeside Stoneworks Lic	Owner	(414) 354-6100	Unlock	Milwaukee, WI	Construction General Cont	CRM	⬇
☐		Bertie Kotze		Kotze Construction Co.	Owner	(414) 645-7520	Unlock	Milwaukee, WI	Construction General Cont	CRM	⬇

TECH TOOLING/AUTOMATION

CAMPAIGN CREATION



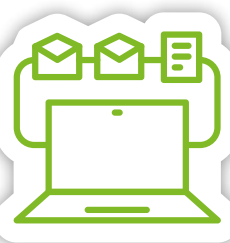
Once you have a solid target list and good leads to call on, I'd recommend building out some tooling and automation to make your outreach more efficient. Sales is a numbers game. It's not enough to just lob a call or email into a lead you've acquired. Most data shows it takes well over 10 touches for people to remember your name, your company and what you do.

Here are two main tools that are essential for a strong outbound campaign:



Email Marketing:

a basic email marketing tool allows you to send emails out at mass. Sending campaigns should be automated. There are a lot of solutions in this space like *Mail Chimp, Constant Contact, Drip, etc.*



CRM:

One of the main functional areas of a CRM is to keep lead outreach and activity history organized and in one place. It also helps manage deal flow.

I'd recommend a CRM that has email marketing built in (*Pipedrive, Hubspot, etc.*) so that you only need one tool. If you don't use a CRM, you need to have an incredibly well organized and structured Google sheet or Excel sheet to manage the outreach activity.

Once the automation structure is in place, the next step is to build the campaign language. This would include the following:



Phone Scripts



Email Campaigns



Social Media Messages

It's important to remember the 10+ touches needed for successful outreach. I'd recommend building a campaign that has a mix of the above outreach over a 3-4 week period.

OUTREACH

SO, WHO
ON YOUR
TEAM IS
GOING TO
BE DOING
THE HARD
WORK!?

This is where the rubber meets the road. Cold calling is tough. It sucks. But there's a reason we get cold emails and cold calls all the time - IT WORKS!

You have to ensure you have the people on your team to block the time to do it daily.

This is not a once in a while task. It has to be consistent. Here are some other best practices to keep in mind:



Has to be multi-channel not just emails



Should focus on both mass cold outreach and warm (past customer) outreach



Block time on the calendar to ensure it happens



Know that it will take time to see success and results

Once we've established who is doing the outreach and have the above systems in place, we can move onto ensuring that we have the right measurement in place.

MEASUREMENT



My recommendation is building out a simple scorecard that measures the key performance indicators (KPI's) you should be tracking.

I usually break these outbound selling KPIs into 2 categories:

Inputs/Activity:



Phone Scripts



Email Campaigns



Social Media Messages



In-Person Visits

Outputs/Outcomes:



Meetings Set



Jobs Quoted



Jobs Won



Revenue Generated

This doesn't have to be sophisticated. It can be easily done in a Google sheet or directly in the CRM. Tracking these helps with accountability but it also helps us to understand our effectiveness and ratios.

For example: how many touches on average does it take for us to get a meeting? It's important to know ratios like this to stay motivated to keep calling!

.....

"We recently rolled out a multi-channel strategy to increase outbound sales growth and working with Set Sales was a component of that. I found value in Kevin's guidance, experience, and the work we accomplished. Because of this, and in conjunction with other efforts we made, our sales are up 50% year-over-year!"

~Garrett Danielson, Owner, *Pine Print Shop*

OUTCOMES // CLOSING

One important thing to note is that building the foundation of an outbound strategy is the easy part. Actually executing the strategy is where I see shops falter most. Once the foundation is built, you need to have accountability measures and tracking in place. The hard work will pay off however. Trust the process and trust that you'll get clients you wouldn't have otherwise!



“When we finished working with Set Sales, we had a playbook of sales scripts, strategies and resources. We were ready to reach out to people — the ones who had never heard of us. Now, we’re taking Set Sales’ strategies and finding new customers.”
~Justin Lawrence, *Oklahoma Shirt Company*

Please feel free to reach out - I’m happy to help any shops get this structure set up and off the ground!



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About ROQ.US:

Today’s garment decorators need the most productive, most streamlined, and most reliable automated solutions to exponentially increase production and profits. Communities across America and beyond need the highest quality prints to express themselves meaningfully and reinforce togetherness. Our planet needs a coalition of businesses and consumers who demonstrate a commitment to sustainability to ensure our collective continued growth and wellness.

ROQ.US lives at the crossroads of these issues and strives to be an anchor for a shared prosperity in the digital & screen printing business, communal unity, and a flourishing Earth. We do that by partnering with businesses and providing them with the most technologically advanced printing machines and services that reduce the industry’s environmental impact and reduce the needed overhead to succeed.

When You build on sand, You drift away with the tide. When You build your house on the ROQ, You propel from a solid foundation of integrity coupled with dependable automation for many years to come. #ROQYourWorld and #PressOnward with #YourPartnerInPrint!

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