



Real People Saying Good Things about You

By Ron Snyder

Everyone is yelling to get their message across! How do you deliver a credible message that rises above the noise?

Real people saying good things about you!

How are you doing?

1. Are your testimonials believable and grounded in facts and measurable results... or are they too gushing?
2. Do you have videos of your top references that come across like real people?
3. Do you have case studies that show the details of the customer's problem you solved, how you solved it and the impact it has had on their business results?
4. Do you use these "assets" in your communications with prospects and in marketing campaigns by linking to them?
5. Are you tracking which links each prospect clicks on- to respond more effectively?
6. Do you update your marketing content based upon its effectiveness?
7. Do you leverage on-line word of mouth by participating in and encouraging your customers to participate in social media groups?

Build these elements into your territory and account plans, for example developing and leveraging reference accounts, and watch your batting average greatly improve!

Plan 2 Win Software

Ron Snyder is President of Plan 2 Win Software.

Plan 2 Win Software was founded by sales veterans and former VP of Sales. We saw that Sales Force Automation Systems needed territory and key account planning tools.

Our sales planning software enables Salesforce.com (SFDC) users to create and manage territory and account plans right in their SFDC environment. They capture key trends in the industry, geography and vertical market. Sales execs, then, develop strategies, identify target accounts, business opportunities and partners to leverage and develop action plans to grow their business. These plans are perfect for Quarterly Business Reviews (QBRs) and strategic account reviews. This enables sales teams to fill their funnel with better prospects, make better use of their time and resources and produce better results!

Visit us at <http://www.territoryplan.com> and on the app exchange at: <http://bit.ly/hPTdDT> (territory planning) and <http://bit.ly/eCZcFR> (account planning).