Setting up a campaign at Trinity Sales

We believe in the added value of standardization. Not only does this ensure that we can work efficiently (and therefore keep a project affordable), but it's all the lessons learned from the past that underlie this standardization. However, we see this standardized approach more as a basis, a framework for customization, since no campaign is ever the same and we strive for the optimal campaign together with our partner.

The explanation below provides an overview of the principles with which we approach each campaign.

Proposition

As early as in the sales phase we discuss the proposition. For a successful campaign, it is important that this is based on an offer that will get us in and with which we can hook a prospect. If the proposition is good, we will of course not change anything. But if there is room to improve this so that the chances of success increase, we will discuss this together.

Target groups

Determining the target group (and therewith the job profile) of the (employees of) parties with whom you want to come into contact is essential. The proposition may need to be tailored to this, or vice versa, depending on the wishes. We will also discuss this in the preliminary phase.

Data

Once the proposition and the target group are known, we will determine which data we will work with. If good, useful and recent data is already available, we use it. After all, why spend money buying what you already have. If this data is not available, we will discuss whether we can supply it ourselves or whether an external supplier will be approached for this. Of course, the amount of data must also be taken into account. Other relevant factors are the accessibility of the target group, the number of calling hours, the complexity of the proposition, the conditions for an appointment, etc.

Parkstraat 3rd
2011KJ HAARLEM
info@trinitysales.nl
023 - 208 32 28
KvK 90 49 46 87
BTW-id NL8653.35.989.B.01
IBAN NL79 INGB 0104 1885 29
TRINITYSALES.NL

Desired results

Naturally, we have to agree on what exactly a customer wants to get from the campaign. Not only in terms of content and quality, but if possible also quantitatively. If we can make a meaningful estimate, we can set a target number. However, in many first campaigns (pilots) there are uncertain factors that make this difficult and undesirable. In some cases you may not be able to achieve a target, but paving the road and/or feedback from the market can be of priceless value for the growth of your company.

Project management

A project leader will be added to the campaign. This person is the first point of contact for all substantive matters during the campaign and is responsible for the day-to-day operational management. Questions from the call agents go through him/her, but questions from the customer about the conversations, appointment confirmations or simply the course of events can also be submitted to the project manager.

Briefing document

After concluding the agreement and well before the start of the calling activities, we will send a blank briefing document, with the request that you return it completed. This file is indispensable for a successful campaign and its quality largely determines the initial approach and the correct preparation of the agents. This document lists all points that are important for the quality of the conversations. This concerns an interpretation of the proposition, the USPs, the most frequently heard objections and the refutations. In short, broadly speaking the story you want to tell and that we need to know thoroughly so as to be able to truly call as an extension of your company. If there is already a call script, we would like to receive that as well.

Fulfillment

We may also email prospects during the campaign to, for example, send them some additional information or to get in touch with difficult to reach contacts by email. We must determine in advance:

- through which mailbox we will approach the prospects,
- whether we can send an informative attachment, for example a one-pager or brochure.

Types of appointments

In a lead generation campaign, we make appointments with prospects, which are followed up by our customer. Clear agreements must therefore be made in advance about the type of appointments we make and how we process them. Points we can consider:

- Should these be physical, online or telephone appointments?
- Do we get fixed time slots or access to an agenda?
- Who sends the confirmation of the appointment, with or without a link to the online meeting?

Everything is of course possible in consultation, although we do have a preference for a certain approach that makes both us and the customer the most flexible, involves extra quality control and verification of qualifications, and is the least prone to errors. We can already exchange ideas about this in the preliminary stages of a campaign. If it turns out during the campaign that we need to make some adjustments, that is of course also possible.

Briefing/Training

After sending the briefing document, an additional briefing/training will be planned, preferably via Teams. Many of our agents work from home, plus we can easily make a recording of this to quickly train agents that might be added later. This briefing usually lasts half an hour, or a maximum of an hour, during which a short additional presentation can be given and the agents have the opportunity to ask questions about the content, your wishes and the approach.

First week

When we start calling, our customers are naturally very curious about the first results. In addition, we sometimes quickly discover that minor adjustments are required. That is why there is always a short evaluation at the end of the first week of calls to discuss the findings. If possible, we can also make an assessment of success and, if necessary, look together at what we can do to increase those chances.

Reports

We send a report every week with an explanation of the results in the previous week. This way you always stay informed of progress. Naturally, we will explain the reporting in detail early in the campaign, so that you know how to read it. And if you have any questions about a campaign, please ask the project leader!

Evaluations

We usually schedule biweekly evaluations. This offers sufficient opportunities to discuss progress and maintain contact. Of course, this does not rule out contact inbetween, because if something happens that allows us to improve the campaign or answer a question, we will not wait two weeks. Here too, there will be quick and efficient contact between the project leader and the customer.

Communication

This is the core of every successful campaign. Each of the previous points concerns - or can be successfully implemented - through good and fast communication. Trinity Sales wants openness and clarity, no beating around the bush and no excuses when things don't go well. If something can be improved, we will mention it and look for a solution together. No false modesty, no false shame and no hot air or fuss. Straight forward honesty.

Customization

And just as we understand that communication is essential, we also understand that customization is essential. So unless otherwise agreed, we will always deviate from the above points (in consultation!) if we are convinced that the interests of the customer and the campaign will benefit from this.

If we at Trinity Sales have learned anything in recent decades, it is that you only achieve the greatest successes together. And that no success tastes better than when you can celebrate it together. That's not lame; that's a fact. And it’s what we always try to achieve.