



SALES4GOOD ACQUISITION PLANNING WORKSHEET

WWW.SALES4GOOD.ORG

Instructions

Have you made a list of organizations you want to conquer? Not yet? Then do it today!

Now start with the first line of the worksheet: Think about who you want to address in the organization. **What role does this person have?** Perhaps you have already defined a *persona* (or more than one) in marketing?

Which channel do you use to reach the person? Phone? Email? The good old letter or a postcard? Via LinkedIn or XING? At an (online) event, trade show or conference? Via SEO or SEM (Facebook Ads, Google, Ads, etc)?

By what means do you arouse the person's interest? Via a blog article, a podcast, a webinar, in a personal conversation, in an online meeting or via a technical article in an (online) publication? Or via a brochure, a whitepaper?

What method do you use to qualify the person's interest? In an online meeting, at a personal appointment on site, by email or with a questionnaire, in an online survey or by research on the Internet?

How do you help the person decide? In a personal conversation? By letting reference customers speak for you? By providing a decision tree? By offering a test phase? By bringing third parties on board (allies, advocates, etc)? In a group session?

What is the benefit for the person? For this, it is important that you have previously dealt with the feature-advantage-benefit chain provided by me and have worked it out for yourself. This is part of my implementation program. In addition, there is also a coaching package on my website "quick help".

How do you maintain contact with this person? Via Zoom, individually or in group calls, via social media, via newsletter or by sending small personal videos?

Good Luck with your Acquisition for Good!

Worksheet Acquisition Planning

ROLE OF
THE
PERSON

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WHICH
CHANNEL IS
THE BEST?

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HOW TO
RAISE
INTEREST?

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HOW TO
QUALIFY
THE
INTEREST?

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HOW TO
HELP TO GET
TO A
DECISION?

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WHICH
BENEFIT?

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HOW TO
STAY IN
CONTACT?

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