



one page summary



speaker

Dave
Sutton

title

Making the most of the sales and marketing investment: PICK UP THE PHONE!

Who's the speaker?

Dave Sutton, the speaker of this session, is a leader and expert in the field of MSP sales and marketing. He's the managing director of Wingman Marketing, an agency that's focused on helping the IT industry with better sales and marketing strategies.

The core idea

The core takeaway from this session is to outline the value of the humble phone in boosting your sales and marketing efforts. In Dave's words, be brave and pick up the damn phone!

The breakdown

Now, let's break the session down into its best bits and highlights:

- The phone is still important, whether you're working on inbound or outbound sales and marketing strategies.
- By combining the human element in sales and marketing with storytelling that resonates with your clients, you build relationships that convert the sale.
- Tireless effort and consistency is key in building relationships that last with clients.

Action points:

- Be more human: the human component is essential in driving your sales and marketing process for a higher quality of leads, early in the pipeline.
- Have relevant, engaging stories at-hand, that you can tell effortlessly to connect with clients.
- Consistently engage touchpoints with customers to build trust and relationships with them.
- Don't rush the sale: ask questions to understand, learn about the client's problems, and make it all about them before you start selling.
- Use collected sales intelligence and a structure of touchpoints to help you identify when you need to intervene across the customer journey.



Nothing beats the phone as the best way to get an instant answer and build relationships with the customer.