

Use Case: Inbound Sales for Businesses at the Market Entry Essentials Stage

Situation:

You're at the Market Entry Essentials stage, where your business is just starting to penetrate the market. Your main focus is on Inbound Sales, attracting customers to your business using quality content and customer-centric strategies. You're also aware of Revenue Operations's vital role in streamlining your marketing, sales, and customer service efforts.

Challenge:

You must attract high-quality leads with Inbound, convert them into customers, and establish efficient operational procedures for revenue-generating departments.

Solution:

Our Revenue Catalyst package is designed to Inbound Sales, in Market Entry Essentials Stage. We use a 5 step process that focuses on Revenue Growth and gaining market share.

Action:

1. GTM Strategy Assessment: We start by evaluating your Go-To-Market strategy to ensure it's aligned with your Inbound Sales goals.
2. HubSpot Audit: We ensure your HubSpot portal is correctly set up for tracking and nurturing your inbound leads.
3. Data Cleaning: We perform basic data cleaning and introduce foundational data enrichment for your contact and company data.
4. Buyer Persona Identification: We help you identify your primary buyer personas and initiate basic segmentation of your contacts.
5. Sales Pipeline Management: We assist in creating a fundamental measurement model for effective management of your sales pipeline.

Outcome:

By implementing the Revenue Catalyst package, you will attract and convert high-quality leads and establish efficient processes across your revenue-generating departments. This approach sets a strong foundation for your business's future growth, as it combines effective Inbound Sales with robust Revenue Operations fundamentals.

About MAN Digital

MAN Digital, a specialized agency in Inbound Sales and Revenue Operations, helps B2B businesses attract, convert, and effectively manage high-quality leads. As a recognized partner in the EMEA HubSpot Partner Advisory Council, our company leverages cutting-edge technology to establish a strong foundation for future business growth.



Leopold van Oosten
Founder @ Amsterdam
Standard

“MAN Digital's team was instrumental in transforming our in-house marketing team into an inbound sales GTM. They not only made us realize the potential of RevOps but also implemented an effective system to maximize our inbound lead generation and conversion. Their educational workshops and hands-on coaching have provided us with the tools and knowledge we needed to scale our inbound sales operations”